



SDGs in  
everything  
we do

# Phoenix Design Aid SUSTAINABILITY REPORT

Communication on Progress 2019-2020  
Advanced Level



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Advanced Level

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**Author:** Azra Mujacic

**Co-author:** Louise Harpoth

**Editors:** Meredith Lewis and Geldolph A. Everts

**Editorial team:** Azra Muajcic, Per Bach and Louise Harpoth

**Cover photo:** Hank Van Renterghem

**Concept & design:** Lillan Munch

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**WE SUPPORT**



**SUSTAINABLE DEVELOPMENT GOALS**



OUR VISION IS  
TO SHARE OUR  
KNOWLEDGE  
AND  
PROVIDE THE  
BEST POSSIBLE  
PRODUCTS AND  
SERVICES THAT  
SUPPORT OUR  
CLIENTS IN THEIR  
EFFORTS TO  
END POVERTY  
IN ALL  
FORMS,  
PROTECT THE  
PLANET AND  
ENSURE A  
BETTER WORLD  
FOR ALL  
PEOPLE



Photo: Groovy Graphic.

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Services and products provided by PDAid:



## BRIEF DESCRIPTION OF NATURE OF BUSINESS

Phoenix Design Aid A/S (PDAid) is an international design and communication agency with expertise in graphics and digital solutions for the United Nations, the European Union, intergovernmental organizations and NGO's.

With a passion for design, we provide services for clients around the world. We specialize in project management and execution of graphic communication on various media platforms and event coordination. The PDAid team serves as project managers and coordinators, navigating a network of skilled and international partners. This set-up allows the company to meet client demands for high quality products in all languages.

Dennis Lundoe Nielsen started working with the United Nations in 1993, providing support to the growing demand for high-quality printed material that was produced in line with the highest environmental standards. He later expanded this support to include high-end graphics support to assist UN agencies, funds and programmes to communicate complex data and information to important audiences. In 1998, Dennis created PDAid to serve international and intergovernmental organizations, including United Nations, European Union, NGOs and public authorities with their communication needs. PDAid manages all projects in compliance with internationally recognized principles of social responsibility and currently holds 25 Long-Term Agreements. These long-term partnerships mean that we have gained an in-depth understanding of clients' expectations, constraints and culture which allows us to deliver best value for all.

Constantly striving to provide our clients with sustainable and cost-effective solutions, we are certified in the fields of the United Nations' Sustainable Development Goals, Quality (ISO 9001), Health and Safety Management (OHSAS 18001) and CO<sub>2</sub> neutrality. We also have the CEMAsys' Climate Certificate™ for our purchase of UN-issued emission credits and neutralization of all of our CO<sub>2</sub> emissions.

PDAid serves the global community through a global network of representation offices in Panama, New York and Nairobi, along with a network of trusted and qualified partners in more than 25 countries. Read more about the offices on page 60.

We provide the best competences needed to bring each project to a successful execution. Our project managers are key contributors to our success, representing focal points of our network of partners. Our project managers consider it their main responsibility to bring together the best team for each individual project, assigning tasks to each member and conducting high-quality management throughout the subsequent processes.

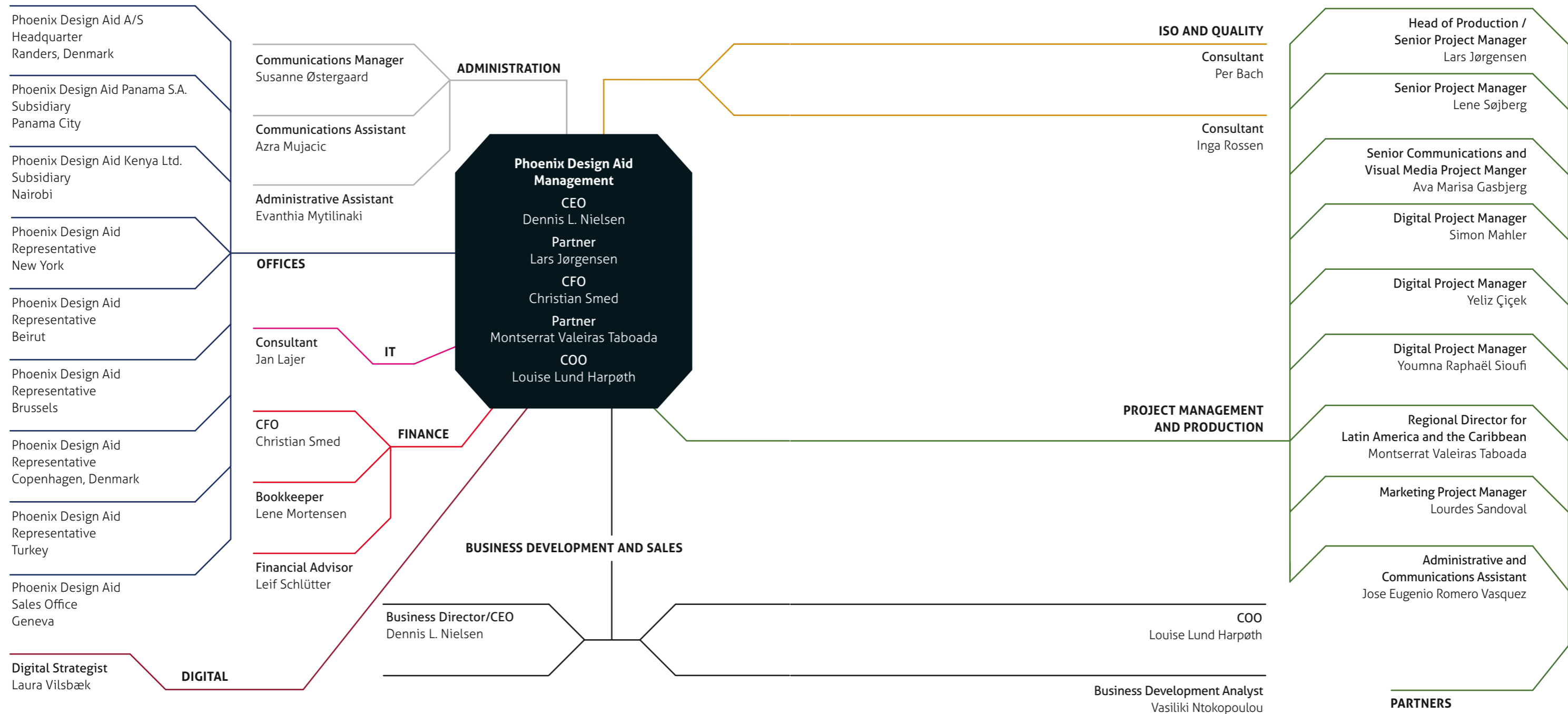
Our network of partners includes, among others, formally associated local and foreign editors, UN-trained translators, first-class graphic and digital designers, environmentally sustainable print facilities and reliable logistics companies.

OUR MISSION IS TO PROVIDE 360° VISIONARY SOLUTIONS TO COMPLEX COMMUNICATION AND DESIGN CHALLENGES WHILE SUPPORTING THE ACHIEVEMENT OF THE SUSTAINABLE DEVELOPMENT GOALS

Our project managers



# Company structure



PDAid 2020

- Clients
- PDAid offices

9

Offices based across six continents

70+

Serving over seventy clients

40+

... in 40+ countries worldwide







## STATEMENT OF CONTINUED SUPPORT OF THE UN GLOBAL COMPACT

We are pleased to reaffirm our support of the UN Global Compact (GC) and its guiding principles. As high standards are essential to our business approach, we intend to do our utmost to improve the integration of the ten GC principles into business strategy and daily operations.

Because of our devotion to the guiding principles, we strive to maintain a sound dialogue with our stakeholders, enhance our labor practices where possible, protect human rights throughout our supply chain, minimize our environmental impact and promote anticorruption.

SDGs in  
everything  
we do!

## ABOUT THIS COMMUNICATION ON PROGRESS



Photo: Groovy Graphic.

### Dear reader,

Welcome! I am eager to share our new sustainability report "Communication on Progress (CoP)"\* with you as we have had an incredibly exciting year at PDAid.

The report in front of you covers the period from October 2019 to September 2020. It is part of our commitment to the UN Global Compact and describes the ways in which PDAid supports both the UN Global Compact initiative and the Sustainable Development Goals (SDGs). Both play crucial roles in our strategy and daily operations.

As seasoned readers of this annual report will know, the SDGs have always been a very important part of our corporate DNA, and I am especially proud of our sustainability report for 2019-2020 because we have exciting news to share related to the SDGs.

For most people, much of the period covered by this sustainability report has been a time of hardship and uncertainty. COVID-19 changed our world as we knew it and brought with it confusion, reflection and change. We are extremely grateful that PDAid has managed to safely and securely navigate through these difficult times, which never would have happened had it not been for the hard work and dedication from my entire team. A big thank you to all of them for all that they have done every day this year, and especially during these trying circumstances.

Although my team has been extremely busy assisting our partners with all their important communications projects, they also found time to prepare us for a big event, which occurred on 22-23 June 2020. After months of preparations, DNV GL, a company that has worked with risk management and quality assurance with the aim of

protecting life, property and the environment, spent two days auditing us at our headquarters in Randers, which culminated in them awarding us with our new certification in the SDGs. More on this feat and honour in the pages to come.

In ending my introduction, I would like to extend a big thank you to our internal PDAid team members, who have worked hard at creating and designing this report, and the external experts, who subsequently audited it. Our external experts are auditors who thoroughly analyse the content of our report for inaccuracies to be certain that no greenwashing has occurred.

I am looking forward to sharing our journey over these 12 months in this CoP and sincerely hope that you enjoy the read!

All the best,

**Dennis Lundoe Nielsen, CEO**

\*As always, the report is available for download at the PDAid website and a printed version will be distributed widely among our key stakeholders.

# THE SUSTAINABLE DEVELOPMENT GOALS AND PDAid

The SDGs were adopted in 2015 by all United Nations Member States. In total, there are 17 goals and 169 targets. They all focus on solving the world's greatest problems before 2030. The SDGs are the most important and largest global agenda ever.

To achieve the SDGs, we must collaborate. Everyone must participate – governmental and non-governmental organizations, private companies, institutions, civil society and individuals. We must collaborate and take responsibility in order to create a more sustainable, equitable and peaceful world.

PDAid takes this responsibility very seriously. Thus, the SDGs are very close to its heart and have become a part of everything we do.

In general, PDAid supports the SDGs in three ways:



### Our own initiatives



### Support of other initiatives



### Advocacy and engagement with partners



Photo: Peter Conlan.

### DNV GL's certificate in United Nations' Sustainable Development Goals (SDGs)

In June 2020, PDAid was the first graphic and communication agency to receive formal approval of our work with the United Nations' SDGs. The certification is awarded by DNV GL, a company that has worked with risk management and quality assurance based on the aim of protecting life, property and the environment since 1864. DNV GL operates in more than 100 countries and is dedicated to helping customers make the world safer, smarter and greener.

The certification is awarded to companies that meet one or more of the 17 UN SDGs. In order to receive the certificate, a company's work with the SDGs should be a part of its management system, meaning that the management system should aim at reaching and achieving the SDGs that the company has selected. The requirements for the management system are in accordance with ISO directives that we are familiar with from our other ISO certificates (see page 42).

The certification furthermore requires the following:

- A yearly prioritization and selection of SDGs by using a tool to analyse every relevant goal and target including a risk analysis of each SDG

- A determination of intended results that a company wishes to achieve
- Implementation of actions and efforts that contribute to achieving the chosen SDGs
- Continuous monitoring and measurements of intended results
- A yearly and publicly available reporting of the achieved actions and results

### Selection of SDGs

PDAid has chosen to use a tool called "SDG Capture", developed by an engineering company named "NIRAS", to get an overview of our contribution to the SDGs. We used SDG Capture as a way to map all our actions and efforts to all 17 SDGs. The result of the mapping is an SDG wheel that shows all the SDGs a company has filled out, including the targets. PDAid uses its CoP as its tool to report on actions and results within the SDGs.

As the wheel shows, PDAid contributes to eleven SDGs in total, but we have chosen to focus specifically on four SDGs. We acknowledge the importance of all SDGs, but the four SDGs are selected based on our competencies, opportunities and clients. PDAid's new certificate illustrates its work to support the achievement of 11 targets within SDG number 4: Quality Education, SDG number 12: Responsible Consumption and Production, SDG number 13: Climate Action and SDG number 17: Partnership for the Goals.



The PDAid SDG wheel  
The wheel is made on [www.sdgcapture.niras.dk](http://www.sdgcapture.niras.dk) which is a tool created by NIRAS.



Photo: Sauti Kuu Foundation.

### PDAid's relation to the four goals

#### SDG 4: QUALITY EDUCATION

##### Target 4.1, 4.2, 4.3 and 4.7

SDG 4 is of particular significance to PDAid as education has a special place in our hearts due to our support of NGOs that work with education, including the PDAid Foundation, the Sauti Kuu Foundation and the Kilimanjaro Initiative.

#### SDG 13: CLIMATE ACTION

##### Target 13.1 and 13.8

SDG 13 is closely related to SDG 12 as PDAid always strives to minimize its CO<sub>2</sub> emissions as a part of its commitment to reduce its environmental impact.

#### SDG 12: RESPONSIBLE CONSUMPTION AND PRODUCTION

##### Target 12.2, 12.4 and 12.8

As a part of PDAid's commitment to taking care of the environment, we seek to reduce our footprint from hard copy products. Printing is one of our services, and it is embedded in the history of the company as we have supported and contributed to the development of papers types and printing practices for many years.

#### SDG 17: PARTNERSHIP FOR THE GOALS

##### Target 17.16 and 17.17

We refer to ourselves as a "partner company" as partnerships is our approach to everything we do. All our partnerships and collaborations are highly valued, and we choose partners who prioritize the SDGs and sustainability. Furthermore, PDAid always seeks to find partners that support our initiatives regarding the PDAid Foundation. We always try to find partners that we can collaborate with in order to support the achievement of the SDGs.

PDAid is certified within 11 targets of the four SDGs. The actions for each target are listed below.



**PDAid supports NGOs who work with education**

- » Sauti Kuu Foundation
- » The Family House (Familiehuset)
- » PDAid Foundation
- » Tradium

**Target 4.1:**  
PDAid supports Sauti Kuu Foundation by offering publicity, networking and other “products” to promote and share the knowledge of the NGO. Sauti Kuu Foundation aims to teach Kenyans about sustainable agricultural methods to strengthen resilience against hunger.

**Target 4.2:**  
In 2019, PDAid supported – both financially and through promotion – a project called “The Family House” (Familiehuset) in Randers, Denmark that provides healthcare and education for both parents and their children. The project also aims to support integration by connecting Danish and immigrant families and encouraging the use of the Danish language.

**Target 4.3:**  
PDAid runs the PDAid Foundation which provides financial support, mentoring and assistance to young and talented people with disadvantaged backgrounds. An education plan is drawn up and carried out for every single mentee in the programme.

**Target 4.7:**  
PDAid strongly believes in knowledge sharing, especially within topics such as the SDGs and sustainability. PDAid has been working with the SDGs for many years, and we seek to inspire others to do the same as we view it as an important way to contribute to the development – and we ourselves have been and still are inspired by others. Tradium (see page 28) is a good example of how we do this.



**PDAid aims to reduce its environmental impact**

- » Minimize printing of papers
- » Paper guide
- » Tree planting

**Target 12.2:**  
We support and promote sustainable choices within paper-based communications, including FSC paper products. It is PDAid’s goal to minimize the printing of paper by up to five per cent per year. From 2018 to 2019, PDAid printed 37 per cent less at the headquarters, indicating a reduction in the use of paper internally among employees etc.

**Target 12.4:**  
We guide our customers in selecting from a variety of environmentally friendly paper choices. To reach this goal, we have created and produced a paper guide containing paper samples and by offering our considerable experience on the subject.

**Target 12.8:**  
We support Sauti Kuu Foundation with promotion, networking, knowledge and financial support. Sauti Kuu Foundation aims to educate children in, for example, sustainable agriculture and tree planting.



**PDAid seeks to minimize its energy and carbon footprint**

- » Buying UN-issued emission credits
- » Climate Certificate™ by CEMAsys
- » Reducing CO<sub>2</sub> emissions from heating, electrical power consumption and travel

**Target 13.1:**  
PDAid seeks to minimize its energy and carbon footprint. We buy UN-issued emission credits and neutralize all our CO<sub>2</sub> emissions. Every year, we prepare a carbon accounting report. By doing so, we have achieved a Climate Certificate™ by CEMAsys. We are working on better solutions in the future, for example tree planting instead of buying emission credit, as we also stated in last year’s CoP. Read more about this project in Future Activities, page 40.

**Target 13.3:**  
PDAid’s paper guide aims to educate the reader about why they should choose eco-labelled paper, including FSC, recycled paper and PEFC. We promote the paper guide by distributing it to customers, on social media, at meetings and presentations and on our company-profile at State of Green (a not-for-profit, public-private partnership between the Danish Government and Denmark’s four leading business associations. On www.stateofgreen.com it is possible to share Danish knowledge, experience and solutions with the rest of the world in order to inspire each other as well as debating and spurring partnerships).



**PDAid seeks to promote and advocate for the SDGs as well as influence and inspire others to start working with the SDGs**

- » Promotion on social media and networking
- » Influence of business partners

**Target 17.16:**  
PDAid has a great interest in promoting and advocating for the SDGs. We do this in various ways, for example on social media and in networks and through our SDG Action Shop (see page 56). Every year, when we publish our CoP, we post SDG-stories on our social media profiles from the report to showcase our actions for and commitment to the SDGs. These stories are exposed to thousands of people.

**Target 17.17:**  
PDAid seeks to influence its business partners by providing knowledge on how to run a business in a sustainable way, including our work with the SDGs. Our influence can be characterized in two ways; we either influence a completely new business partner or we seek to influence an existing partner. During the reporting period, the CEO has had several SDG and SDG-related meetings. PDAid’s approach to working with the SDGs has been presented at these meetings.

## Hall of Fame


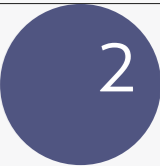




Working with sustainability has always been a natural part of PDAid's identity and strategies. Since we submitted our first COP in 2012, we have been involved in several projects and initiatives that can be connected to the 17 SDGs. This is something we are proud of and we have taken the liberty of collecting them in what we call our "Hall of Fame".

Initiatives	Years	SDGs																					
Tadium	2019-																	4	17				
Familiehuset	2019																3	4	10				
Folkemødet Randers 2020	2020																	11	16				
Farm Mountain	2018-																	5	12	17			
Sauti Kuu Foundation	2017-																1	4	10	17			
European People's Forum	2017																		10	16			
UNFCU Africa Golf Project	2017																		3	17			
Culture Guide	2016																	4	10	11	16		
Danish Business Network in Kenya	2016																	8	11	17			
Randers Regnskøvs Naturfond	2016																		14	15			
Skolehjælpen (School Aid)	2016-																			4			
Kastalia	2016																			4			
Talentspejderne (Talent Scouts)	2015-																		4	10			
PDAid Foundation	2015-																	1	4	5	17		
Fundraising campaign "Hjælp Nu!" [Help Now!]	2015																		1	2	3		
Be My Eyes	2015																		3	10	11		
Supporting Arab Printing Press in becoming a member of UN Global Compact	2015																				17		
UNFCCC's The Norte III-B Landfill Gas Project, Argentina	2014-																				13		
Kilimanjaro Initiative	2014-																		1	3	5	10	11
Nelson Mandela Library Project	2013-2014, 2016-																			4	10		
PRME LEADERS+20 Competition	2012																			4	8		
Climate Change	2011																				13		
Foundation for the Global Compact	2011																				17		
World's Best News	2011-																				17		
Team Rynkeby Cycling	2011																				3		
ArtDoors	2011																			13	15		

## Activities supported during the reporting period

During the reporting period, PDAid worked on different projects and activities that all support the SDGs at different levels. We have selected six cases for this CoP:

The next part of this section contains a list of activities supported during the reporting period. The section ends with a short description of future activities we are working on at the time of writing.

<p>PDAid Foundation mentoring update and other news</p>		<p>Tadium selected as a member of the UNESCO Associated Schools Network</p>	
<p>Investing in a healthy working environment</p>		<p>Charity Golf event – Golf Fore Education</p>	
<p>Promotion of the SDGs at the UN General Assembly, New York</p>		<p>PDAid Foundation sponsors art-based life coaching</p>	

# PDAid Foundation mentoring update and other news

Phoenix Design Aid has actively supported the PDAid Foundation since its establishment six years ago, most notably driving forward its successful mentoring programme. During the reporting period, there have been a number of noteworthy achievements under the auspices of the PDAid Foundation: the appointment of a new employee, completion of the mentoring programme by the 2019 mentee and yet another Kilimanjaro Climb.



A professional board governing the PDAid Foundation, comprising five members, was appointed in March 2020. The Foundation moved to a new location off Ngong Road, Kenya, and now shares its office, which is known as “Base Camp”, with the Kilimanjaro Initiative and the Africa Golf Program.

## 2019 mentee

In February 2020, the PDAid Foundation welcomed a new employee, Benedetta Mbeneka – herself a graduate of the Foundation’s mentoring programme. Benedetta now works part-time at the PDAid Foundation as a Project Assistant, focusing on logistics in and around the office and coordination between mentors and mentees.

In 2015, Benedetta summited Mount Kilimanjaro as part of the annual climbing trip supported by the PDAid Foundation, and she also completed the Kilimanjaro Initiative programme. She went on to become a mentee in the mentoring programme coordinated by the PDAid Foundation, studying psychology at the same time. Upon graduation, she received her licence as a certified counsellor from the Kenya Counselling and Psychological Association. Benedetta is grateful for the support that the PDAid Foundation provided her during her educational journey, and she is now very happy to be working for the PDAid Foundation and helping to uphold its ideals for the benefit of others like herself.

## 2020 mentee

In June 2020, Sharon Wambui was the third mentee to complete the PDAid Foundation mentoring programme which has been developed together with the Talent Scouts. Sharon started as a mentee in July 2018, and her educational and professional life forged ahead at full pace. She undertook an artisan course in pastry and baking, a three-month attachment in a bakery and a certified course in food production. It is no secret that Sharon has a talent for making delicious and nutritious food, and it has been gratifying to observe her pursuing this passion and delving deeper into cooking as a profession.

Sharon says that completing the mentoring programme has been one of her life’s great accomplishments so far.



Benedetta Mbeneka with her counselling licence: “My dream has become a reality”. Photo: Judy Waithira.



Sharon Wambui with her PDAid Foundation mentoring programme certificate. Photo: Benedetta Mbeneka.

## ABOUT THE PDAID FOUNDATION

The PDAid Foundation was launched in February 2015 by the CEO of Phoenix Design Aid, Dennis Lundoe Nielsen, and Pia Nielsen with the support of the Kilimanjaro Initiative, headquartered in Kenya.

Through education, financial means, personal communication and mentorships, the Foundation supports talented young individuals from disadvantaged communities to increase their leadership and management skills and become positive change agents at all levels of society.

[www.pdaidfoundation.org](http://www.pdaidfoundation.org)



The whole team together. Photo: Felix Odour.

"I had some struggles during the mentoring programme, but I learned to never give up. I am grateful for that because my mentor was the best. She never gave up on me, and she was so kind and encouraging. She empowered me to see and believe in a future," Sharon says.

"What I loved about the programme is that I learned a lot that I can basically apply in my life. My learnings help me in my daily routines. I have learned to overcome fears and to never let fear decide my future. I have learned that actions inspire others to dream, learn and do more, become more in life."

With the COVID-19 pandemic, the first half of 2020 was tough for everyone, but Sharon remained positive about the future. In fact, the challenging times saw her work even harder. "It is important to believe in yourself, set goals, work hard and try by every possible means to reach your purpose and aim," she says.

PDAid congratulates Sharon on completing the mentoring programme. It has been a great pleasure to follow Sharon on her journey to becoming a future leader, and we look forward to watching her career progress in the coming years.

Sharon shared her experience as a mentee on the PDAid Foundation website: [www.pdaidfoundation.org/blog](http://www.pdaidfoundation.org/blog)

### PDAid supports a new business enterprise

In June 2020, Sharon Wambui – 2020 PDAid Foundation mentee – and her mother, with PDAid's financial support, started a small food business together. They make samosas, potato chips and mandazis (African donuts) at home and then sell them in their local area. Importantly, the business also gives Sharon a chance to put into use the skills she acquired during her studies.

"I am very grateful that PDAid is supporting our business. I appreciate it a lot since my mother and I will have something to do rather than staying at home," says Sharon, who is very excited to be embarking on her own small business endeavour.

PDAid CEO, Dennis Lundoe Nielsen, can see the value of Sharon's idea as it not only provides her with an income, but it also helps to bring wholesome food to the tables of other families in her local area. "When I heard about Sharon's idea, I thought it was great as she will use the skills that she has been acquiring and improving over the past year but she is also doing something good for her neighbourhood and the local area," he says.

### Future mentors

As described in last year's Sustainability Report, in 2019 the PDAid Foundation was in the process of developing a pool of mentors to take part in the PDAid Foundation's mentoring programme. That relationship-building is ongoing, with the engagement of a number of individuals imminent.

The Foundation recognizes the importance of boosting the mentoring capacity of the programme, and it is focused on creating a broad base of mentors from varied backgrounds to be able to offer mentees a rich experience as they guide them through their educational and professional journey. The target number of mentors upon which the programme will be able to draw is six, and currently the Foundation is in discussions with five potential mentors who will be trained in how to mentor the programme participants, including understanding the tests that each mentee needs to pass in order to complete the programme.



All the climbers 2020 ready to go climb Mount Kilimanjaro. Photo: Timothy Challen.

### Kilimanjaro Climb 2020 and 2021

The Kilimanjaro Initiative has a unique approach to building a better world – one climber at a time. Each year, the organization selects a group of disenfranchised young men and women from the slums of East Africa or the streets of New York and takes them on a high-altitude physical challenge to the top of Africa's highest mountain – Mount Kilimanjaro at 5,895 metres. Along the way, they learn leadership, communication and team-building skills.

The event starts with a two-week training camp, followed by a week on the mountain. Not all climbers reach the summit, but all reach the peak of their potential and overcome formidable challenges along the way.

Each year, the PDAid Foundation sends a representative to participate in the climb – usually Dennis Lundoe Nielsen, founder of the PDAid Foundation and CEO of Phoenix Design Aid. In 2020, however, Benedetta, the PDAid Foundation's 2019 mentee and now part-time employee, climbed Mount Kilimanjaro as the PDAid Foundation representative, together with Timothy Challen, a PDAid Foundation board member, and 17 young people. When all participants returned from the "top of Africa", carrying a flag for the SDGs, they were by greeted by Dennis.

The next Kilimanjaro Climb will take place in July 2021, when Dennis will again represent the PDAid Foundation. The theme for Climb 2021 is "Health Care in our Communities", supporting the global recovery from the COVID-19 pandemic. Fifty climbers will participate, including medical staff from around the world, people who have suffered from COVID-19 and representatives from the private and public sectors.

“  
**MORE THAN EVER,  
 THE WORLD NEEDS TO  
 WORK TOGETHER IN ORDER  
 TO BEAT COVID-19. THE  
 KILIMANJARO INITIATIVE  
 WAS FOUNDED AS A  
 WAY TO BUILD BRIDGES  
 BETWEEN VARIOUS  
 COMMUNITIES. HUMANS  
 CAN ACHIEVE SO MANY  
 BETTER THINGS IF THEY  
 WORK TOGETHER. THIS IS  
 THE THEME WE WILL BE  
 CARRYING TO THE SUMMIT  
 OF MOUNT KILIMANJARO  
 IN 2021, AND WE WILL  
 BE RAISING FUNDS FOR  
 BETTER ACCESS TO  
 MEDICAL CARE GLOBALLY.”**

**Timothy Challen**  
 Founder of the Kilimanjaro Initiative

### ABOUT TALENT SCOUTS

Talentspejderne (Talent Scouts) is a Danish humanitarian organization. The organization is non-profit, non-political and non-religious. Through its mentoring programme, developed in collaboration with leading learning experts, Talent Scouts offers support to young Danes ages 15 to 20.

[www.talentspejderne.dk](http://www.talentspejderne.dk)

# Tradium selected as a member of the UNESCO Associated Schools Network

Membership (of ASPnet) is based on a firm commitment by the school leadership and community to promote the ideals and values of UNESCO by reinforcing the humanistic, ethical, cultural and international dimensions of education.

Phoenix Design Aid's last Sustainability Report featured a story about its inspirational presentation on the SDGs to Tradium, an educational institution in Randers, Denmark. In June 2019, CEO, Dennis Lundoe Nielsen, and consultant, Per Bach, shared with Tradium and its board of directors PDAid's journey and experience of engaging with the SDGs. Since then, Tradium has gone on to pursue and succeed in its own SDG-inspired goals.



PDAid firmly believes that in order to contribute to the global achievement of the SDGs by 2030, it must collaborate with and inspire others across diverse sectors and nations. It is therefore with much interest that it has followed Tradium's growing engagement with the SDGs over the reporting period.

In December 2019, Tradium was successful in its bid to become a member of the UNESCO Associated Schools Network (ASPnet), following its introduction of a new field of study entitled "People, Planet, Profit" that integrates the SDGs into its coursework.

Tradium sees its selection by UNESCO as a member of ASPnet as recognition of the work that it is implementing in support of the SDGs. In turn, being a member of ASPnet provides motivation to the institution to further develop its sustainability initiatives and innovative educational content.

"At Tradium, we have a global outlook and we see it as part of being a modern educational institution to play our role in the achievement of the SDGs. This focus also holds great possibilities for our students. We want to educate students so that they are in demand in tomorrow's job market, where the SDGs will be the framework for doing business," says Tradium's CEO, Lars Michael Madsen.

## Tradium's new field of study – "People, Planet, Profit"

In August 2020, the first cohort of students will embark on Tradium's brand-new field of study, "People, Planet, Profit". The coursework focuses on climate change and sustainable solutions, and the aim is to investigate and understand how the world can meet its needs right now without jeopardizing the ability of future generations to do the same.

Tradium's Higher Commercial Examination Programme incorporates environmental and social responsibility into all of its study programmes, while "People, Planet, Profit" has the SDGs as its central theme.

Today, many companies both in Denmark and worldwide are committed to adopting the SDGs as a focal point across all of their activities, and they dedicate significant internal resources to corporate social responsibility and sustainability. Taking an applied approach to studying sustainability, first-year Tradium students will visit local companies and organizations to observe their



Photo: Tradium.

SDG-related undertakings firsthand. In the second year of the programme, students will go further afield to visit other European organizations and companies that have a demonstrable commitment to sustainability.

Lars Michael Madsen keenly anticipates this new field of study:

"Part of being a member of the UNESCO Associated Schools Network is committing to develop innovative educational content and pioneer new teaching methods and learning approaches in connection with the SDGs. Our new field of study, "People, Planet, Profit", is an example of where we are achieving this ambition in a concrete and measurable way."

## Tradium's ongoing commitment to the SDGs

Aside from the new field of study, Tradium has implemented other SDG-related initiatives across its campus. In January 2020, Tradium gave a presentation to all staff about the SDGs, which was followed by a workshop where staff members contributed ideas about how the SDGs could be addressed in the operations of the school and its teaching. The workshop outcome was an ideas catalogue that the institution now uses to select initiatives for implementation in support of the SDGs. One example of this is Tradium's collaboration with the Federation of Danish Motorists on its carpooling app. Using the app gives staff and students the opportunity to save money on travel costs while also reducing their negative impact on the climate.

The Tradium story shows that meaningful engagement with the SDGs does not always mean direct action. There is an important role for supporting others and leading by example, and that is why PDAid is proud to have inspired Tradium on its journey towards sustainability.

PDAid congratulates Tradium on its achievements and looks forward to following its next steps in contributing to global achievement of the SDGs.

# Investing in a healthy working environment

Employees are the most important resource in a business, and the global COVID-19 pandemic has certainly accentuated this at PDAid. For the last five years, PDAid has been collaborating with Pureclean.eu to provide a healthy working environment and protect the well-being of its staff.



## "ECA" drinking water

PDAid's last Sustainability Report described a future initiative to ensure the high quality of drinking water for staff and visitors at the company's headquarters in Randers, Denmark. PDAid is looking at installing a GoBright electrolysis drinking water machine, which will eliminate pesticides, microorganisms and viruses from the water and enrich it with antioxidants – producing "ECA" (electrochemical activation) water.

Currently, PDAid's drinking water conforms to the required exposure levels for drinking water in Denmark, but the company is committed to eliminating all pesticides, microorganisms and, particularly in light of COVID-19, viruses in its drinking water.

## Q-Shield anti-microbial system





The physical working environment at PDAid's headquarters in Randers, Denmark, is tested daily by Foobot Technology with the aim of monitoring and improving the indoor climate.

This year's results were at the same high standard as last year, with exposure to health-harming microbes still well below the levels recommended by the World Health Organization.

To reach and maintain these levels, PDAid has been using "Q-Shield Skin Care" and "Q-Shield Surface Care" in its Randers office since 2017. These products are harmless, environmentally friendly and highly effective. Q-Shield Skin Care, used to sanitize hands, eliminates most microorganisms, minimizing the transmission of disease among staff. Q-Shield Surface Care is used to clean all surfaces in the office, ensuring a negligible level of surface-borne microorganisms. This product has the secondary effect of cleansing the air circulating around where it is applied, which is evidenced by the low values in all data captured by annual environmental testing.

Q-Shield products have been laboratory-tested on COVID-19 and found to kill the virus in under 10 seconds. PDAid is therefore assured of Q-Shield's efficacy in providing added protection against COVID-19 and sees its use as an important investment in the healthy working environment of the company's most valuable asset – its staff.

## A FOOBOT TRACKS:

-  **Particulate matter**
-  **Temperature**
-  **Chemical pollutants**
-  **Humidity**

## General cleaning products

It is PDAid's goal to reduce and ultimately eliminate the use of environmentally harmful chemicals in its offices. The chemical-based cleaning agents previously used to clean the toilets have been replaced with a product called "Lime Buster" by PureClean, which is an acid-free and environmentally friendly scale remover. ECA cleaning water, which is supplied in refillable bottles, is used for other cleaning needs in the office. The only chemical-based cleaning products still in use are for dishes and the kitchen sink, and this is an area where PDAid hopes to have eliminated all chemicals by the next Sustainability Report.



# Charity Golf Event – Golf Fore Education

During the reporting period, PDAid Foundation began working on organizing a charity golf event in support of the Sauti Kuu Foundation, the Kilimanjaro Initiative and the PDAid Foundation. The aim of the event is to raise funds to inform children and youth in Kenya about COVID-19 and to further their education and stimulate local economic development and growth, in order to reduce poverty.

All three beneficiary organizations will use the received funding to educate children and youth that they work with about Covid-19. Below a brief outline of the three organizations, along with their objectives:

### SAUTI KUU FOUNDATION

The donation will go toward funding the implementing of a "HealthyKids Project", that aims to combat child malnutrition, a result of food insecurity that is facing many families caused by the challenging financial shortfall as a result of the COVID-19 lockdown and the restriction of movement.

### KILIMANJARO INITIATIVE

The donation will fund a project for women who have suffered from physical and psychological abuse during the COVID-19 lockdown (A suggestion from me AO)) – as well as sponsoring youth to climb Mount Kilimanjaro, together with their self-development coach.

### PDAid FOUNDATION

The donation will be able to fund 2-3 years of education for two mentees.



The charity golf event was set to be held on 29th of May 2020 but had to be postponed till May 2021, due to the coronavirus pandemic outbreak. At the time the event was postponed, a substantial part of the logistics were already in place and a large part of these will now be used for the event next year. The devastating effect of the Covid-19 pandemic in Africa and other countries, convinced us of the importance of educating the population in Africa on the pandemic, in order to assist in the prevention and further spread of the virus.

The event will be held in cooperation with the Rotary and the football club, Randers FC, and is supported by Randers Municipality. In addition to a Golf Tournament and a Charity Dinner, other activities will include a visit, by the beneficiaries of the event, to various educational institutions in Denmark.

### COVID-19 Awareness Campaign, Education Support and meeting the SDGs

After the decision to postpone the event was made in March 2020, PDAid Foundation postponed all meetings and planning of the project till August 2020 when the process of planning and coordinating of the project started again. The aim of the event is still to raise funds to help children and youth in Kenya, but the spread of the coronavirus has extended our focus to include a campaign to inform the beneficiaries of the Sauti Kuu Foundation, the Kilimanjaro Initiative and the PDAid Foundation (children and young people) in Kenya about the corona virus and how to stay safe and healthy.

Many countries on the African continent have limited access to hand sanitizers, cleaning agents and clean water so a part of the funds donated for this event will be used to help inform the African youth about COVID-19, its consequences and its prevention through measures such as personal hygiene and social distancing, among others.

The Golf Fore Education event was created in support of the SDGs, specifically SDG number 1: Poverty Eradication, number 4: Quality Education, number 5: Gender Equity and number 17: Partnership toward achieving the SDG Goals. Through the drive to share information on COVID-19, the event is also supporting SDG number 3: Good Health and Well-being.



A gathering of the children from the Sauti Kuu programme. Photo: Sauti Kuu Foundation.

We are focusing on these particular SDG goals in a bid to continue to work toward increasing awareness and knowledge of the same.

### A Round of Golf and Charity Dinner

During the charity golf event Dr. Auma Obama, founder of Sauti Kuu Foundation, and Timothy Challen, founder of Kilimanjaro Initiative, will take part in a round of golf on the beautiful course at Randers Golf Club. Up to 150 people will have the opportunity to join Dr. Obama and Mr. Challen in the round of golf. In the evening, a charity dinner will be held, which will include various activities such as an auction, speeches and entertainment.

Companies are invited to donate a variety of items for the auction, both products and services, such as works of art, antiques, gift vouchers, smaller kitchen appliances etc. The money from the auction will go to the Sauti Kuu Foundation, Kilimanjaro Initiative and PDAid Foundation. Items already donated for the auction include books, written and signed respectively by Barack Hussein Obama, 44th president of United States, Michelle Obama, former First Lady of the United States and Dr. Auma Obama, sister of Barack Hussein Obama. In addition to the signed books, six golf balls, signed by President Obama will also be auctioned off.

Among the speakers, will be one of the African youths who was a recipient of one of the above-mentioned programmes and will be speaking about their experiences with the programme, as well as the outcomes of the programme for them.

COVID-19 notwithstanding, we hope that we will be able to hold our Golf Fore Education event in May 2021 and will hopefully be able to share details of the event in next year's CoP.

# Promotion of the SDGs at the UN General Assembly, New York

Phoenix Design Aid was in New York for the opening of the United Nations General Assembly (UNGA) in September 2019. During opening week, PDAid met with many of the UN agencies in attendance and showcased its new products, in particular its new animated film on the SDGs.



The opening of the UNGA in New York is a major annual event that attracts humanitarian and development leaders from all over the world – and 2019 was no exception. Denmark was among the countries that boasted a number of prominent visitors to New York for the event, and the Consulate General of Denmark took the opportunity to host a reception on 23 September for 500 local and international guests at the landmark Hudson Yards development in Chelsea.

This event was headlined “Winning Together: Sustainability in Action”, and it encouraged heads of government, global leaders, the private sector, impact investors, creatives and key local stakeholders to come together and discuss the drive and actions required to achieve the 2030 Agenda for Sustainable Development. A number of Denmark’s leading companies had display booths at the event to promote their work around the specific SDGs they had been engaging with. PDAid sponsored these booths by designing and producing banners for them along with other SDG-related materials. PDAid itself had a booth and held productive conversations with both the Danish Minister for Development Cooperation, Mr. Rasmus Prehn, and the Panamanian Minister for Commerce and Industry, Mr. Ramón Martínez de la Guardia.

CEO, Dennis Lundoe Nielsen, was honoured to meet with both ministers and introduced them to PDAid’s work in relation to the SDGs. He emphasized the important role that private companies play in engaging with and supporting the achievement of the SDGs across the globe.

## PDAid’s new animated film on the SDGs

In 2018, PDAid produced its first animated film about the SDGs and made it freely available for use by all of its partners. A year later, a new and improved film was developed and again freely distributed. The aim of PDAid’s latest film is to give its audience a deeper understanding of the SDGs in the current worldwide context. The film was shown for the first time during UNGA opening week, on 23 September 2019. It is also used by PDAid at meetings and presentations, and it has been shared on PDAid’s social media profiles, on the CEO’s profiles and in various professional design and graphics groups on LinkedIn.

Reactions to the film have been very positive. At the UNGA event, the film was met with great interest by all participants.



CEO, Dennis Lundoe Nielsen, and Mr. Ramón Martínez de la Guardia, Panamanian Minister for Commerce and Industry, at the opening of the UNGA, New York. Photo: Louise Harpoth.



CEO, Dennis Lundoe Nielsen, meets with Mr. Rasmus Prehn, Danish Minister for Development Cooperation, to discuss ongoing and future collaborations to promote and advance communication about the SDGs. Photo: Louise Harpoth.



CEO, Dennis Lundoe Nielsen, at PDAid’s booth at the opening of the UNGA, New York. Photo: Louise Harpoth.

# PDAid Foundation sponsors art-based life coaching

From August to October 2020, Benedetta Mbeneka and Sharon Wambui undertook coaching sessions with art-based life coach, Caroline Belin, supported by the PDAid Foundation. Benedetta and Sharon are the 2019 and 2020 graduates of the PDAid Foundation's mentoring programme. Sharon has started her own small business together with her mother, and Benedetta is now working as a Project Assistant at the PDAid Foundation (see page 25).



For three months during mid-2020, Benedetta and Sharon attended Caroline's weekly life coaching programme, with each week consisting of a three-hour combined workshop and one hour of one-to-one coaching. This art-based coaching followed on from and complemented the PDAid Foundation's mentoring programme, and the coaching programme was individually customized by Caroline based on the personal needs and goals of the former mentees.

### Effective communication

One of the aims of the sessions was to coach Benedetta and Sharon on personal communication and public speaking, including body posture, breathing techniques, tempo and pronunciation. They learned how to stand confidently when presenting, how to optimize their body language, how to speak clearly and how to present themselves in a job interview. This was achieved through role play, theatre and filming then playback. Leading up to this, Benedetta and Sharon were taught stress management techniques and explored personal growth processes to boost their self-esteem and confidence, acknowledging that these are key factors in communicating effectively.

### Professional integration

Caroline incorporated an important applied aspect into the life coaching programme – namely, professional integration. She covered corporate culture, professional differences between Africa and the West and how to adapt and thrive in these markets, giving Benedetta and Sharon a window into doing business beyond their local contexts.

### A holistic approach: creativity and imagination

Caroline takes a holistic approach to her coaching programme, developing and balancing both the left and right parts of the brain. The left part of the brain is responsible for logic and strategy, while the right part focuses on art, creativity, emotions and intuition. Caroline is a strong believer in fostering the imagination for benefits across all aspects of an individual's life.

Under Caroline's guidance, Benedetta and Sharon explored their creativity through drawing, painting, yoga, meditation



Benedetta Mbeneka at an art-based life coaching session. Photo: Caroline Belin.

and outdoor games. "When we use our imagination, we create our reality. The brain is insignificant in this respect; it is the power of intention," says Caroline, adding:

"The art coaching discipline helps my clients express their feelings in ways that words sometimes cannot achieve. Creativity has helped Benedetta and Sharon to improve their self-expression, which is an inner process, to facilitate their verbal communication in life both professionally and personally."



Sharon Wambui at an art-based life coaching session. Photo: Caroline Belin.



Photos above: Caroline Belin.

**Shaping the future**

The life coaching sessions will culminate in the creation of a mind map through which Benedetta and Sharon will visualize what they want their future to look like, based on their learnings from the coaching programme.

The PDAid Foundation is confident that this holistic approach will benefit both Benedetta and Sharon in their future lives both professionally and personally. Caroline’s coaching approach and methods is a great fit for Benedetta and Sharon, particularly her focus on creativity and lateral thinking. Notably, in 2019, Kenya’s educational system was reformed, and creativity is now a part of the school curriculum.

Education holds a special place in PDAid’s heart, and the PDAid Foundation is proud to have made this investment in supporting the personal and professional journeys of Benedetta and Sharon – bringing to life its ongoing commitment to supporting Sustainable Development Goal 4: Quality Education.

**Selected CSR and SDG activities supported in the reporting period 2019-2020:**

PDAid Foundation	SDG 1 / 4 / 5 / 17
Sauti Kuu Foundation	SDG 1 / 4 / 10 / 17
Kilimanjaro Initiative	SDG 1 / 3 / 5 / 10 / 11
World’s Best News	SDG 17
UNFCU Africa Golf Project	SDG 3 / 17
Foundation for the Global Compact	SDG 17
Nelson Mandela Library Project	SDG 4 / 10
European People’s Forum	SDG 10 / 16
Skolehjælpen (School Aid)	SDG 4 / 10
Team Rynkeby Cycling	SDG 3
Rotary	SDG 9 / 16 / 17
Christmas help	SDG 1 / 10
Telling the story of PDAid’s pioneer Phønix-Trykkeriet	SDG 9 / 12
The Family House (Familiehuset)	SDG 3 / 4 / 10
Tradium	SDG 4 / 17
Farm Mountain	SDG 5 / 12 / 17
The People’s Meeting Randers 2020 (Folkemødet Randers 2020)	SDG 11 / 16
Julemærkemarchen Randers 2020	SDG 4

**List of activities supported in the reporting period**

The task of supporting, promoting and raising awareness of commendable initiatives and projects is a matter of great importance to PDAid. We strive to select support-worthy causes that are a natural extension of our core competencies and values.

We provide support in the form of knowhow, publicity and financial means, including:

- Communication and marketing
- Graphic design, layout and production
- Use of the network within the United Nations and organizations that support and promote human rights, environment/climate, working conditions and anti-corruption
- International trade and relationship-building
- Project management

This philosophy allows PDAid to offer its support most effectively, whilst allowing organizations, projects and initiatives the opportunity to benefit from this support in the best possible way.

## Future activities: PDAid – an engaged local and global citizen

### Kilimanjaro Climb 2021

The Kilimanjaro Climb 2021, with the theme of "Health Care in our Communities" (see page 27), will raise funds for the global recovery from COVID-19, particularly supporting the work of medical staff on the frontline of the crisis. COVID-19 has had a profound effect on people all around the world, and the goals of Climb 2021 are to: highlight the extraordinary efforts of medical staff; raise funds for medical equipment; and draw attention to the need for better health care in low-income communities. PDAid eagerly anticipates the 2021 climb in honour of the committed and brave medical staff who have battled every day of the global pandemic for the benefit of others.



Photo: Ben Spoelhof

### Tree planting

In last year's Sustainability Report, PDAid introduced its new tree-planting project, which feeds into its commitment to SDG 13, specifically **target 13.1: Strengthen resilience and adaptive capacity to climate-related hazards and natural disasters in all countries.**

The project is still in the research phase, primarily establishing how to best implement this project so that it achieves more than just neutralizing PDAid's own CO<sub>2</sub> emissions. PDAid hopes to address more of the SDGs and their targets while also giving back to its community, where the trees will be planted, by planting fruit trees that will create jobs and provide fresh, locally grown produce. Fruit trees require someone to take care of the orchard and harvest the produce, which can potentially provide ongoing employment opportunities. In addition, the produce can be sold and the profits put towards education. PDAid is therefore researching the best place to plant the trees as well as looking at certificate options to ensure that it neutralizes the company's CO<sub>2</sub> emissions.

The COVID-19 crisis has unfortunately delayed progress on this project. However, PDAid intends to take further steps towards implementing this exciting community-based tree-planting project in the coming year.

### "360 degrees" survey

During the previous reporting period, journalist Sofie Rud conducted a "360 degrees" qualitative survey of PDAid's many stakeholders, including employees, suppliers and clients.

PDAid is planning to conduct a new survey at the beginning of 2021 that will focus on the SDGs, with a view to further enhancing the work it is doing in actively engaging with the 2030 Agenda for Sustainable Development, both internally and in relation to its partners' projects. The resulting suggestions and ideas about how to improve or develop on PDAid's production capacity, products and processes in the context of its work on the SDGs will be shared in next year's Sustainability Report.

### Promotion of the SDGs

The SDGs and sustainability are a critical pillar of PDAid's corporate strategy. PDAid believes it has a responsibility, particularly considering its new SDG certification, to support and promote the SDGs in every possible way it can. PDAid management and staff share a high degree of motivation to contribute to the achievement of the SDGs

through the company's own internal initiatives and by supporting and influencing its partners (see page 18). Operating as a private company, with high-profile UN clients whose advocacy and action reach all corners of the globe, PDAid can play a pivotal role in helping to raise awareness of the importance of local communities and nations coming together to tackle global environmental challenges and achieve sustainable development.

For many years, PDAid has supported the SDG framework in various ways. Recent examples include its working relationship with local educational institution, Tradium (see page 28), the COVID charity golf event (see page 32) and its attendance at the UN General Assembly in New York (see page 34). PDAid is committed to the 2030 Agenda and will continue to support and promote the SDGs through all aspects of its corporate strategy and its work with partners.

### Randers Municipality Advisory Board

CEO, Dennis Lundoe Nielsen, represents PDAid on the Randers Municipality Advisory Board, which held its start-up meeting at the end of August 2020. The more than 20 companies and organizations that are on the Advisory Board discussed the municipality's 2016–26 plan for the use of resources and management of waste in Randers, Denmark. The plan contains several goals that relate to SDG 9 – Industry, Innovation and Infrastructure, SDG 12 – Responsible Consumption and Production and SDG 17 – Partnership for the Goals. Dennis will use his extensive professional exposure to this area to advise the board on the SDGs.

### Goals

- Continued support of the PDAid Foundation
- Continued support of the Kilimanjaro Initiative
- Continued support of the Sauti Kuu Foundation
- Continued collaboration with the Talent Scouts and the Kilimanjaro Initiative to keep developing the mentoring programme
- Continued annual contribution to the Foundation for the Global Compact
- Continued support of World's Best News under the auspices of UNDP
- Continued collaboration with the Danish design association, "Design Denmark"
- Continued membership of Transparency International

# THE PDAid APPROACH TO SUSTAINABILITY & CSR-CERTIFICATION AND MANAGEMENT SYSTEM

At PDAid, we have a clear strategic intent to base our operations on core values and to honour obligations towards the communities in which we operate. Certification and industry standards guide our approach and actions.

Over the years, we have achieved certifications in the following areas:

- 2020 **DNV GL's certificate in United Nations' Sustainable Development Goals** – specifically; 11 targets within SDG number 4: Quality Education, SDG number 12: Responsible Consumption and Production, SDG number 13: Climate Action and SDG number 17: Partnership for the Goals.
- 2016-2020 **FSC-C130488** Trademark licence for printed material – following FSC Standard COCTM.
- 2011-2020 **DS 49001** CSR - following the ISO 26000 guidelines (PDAid was the first graphics agency to receive formal approval of corporate social responsibility according to the Danish standard).
- 2010 **CEMAsys' Climate Certificate™** Purchase of UN-issued emission credits and neutralizing all CO<sub>2</sub> footprints.
- 2008 **ISO 9001** Quality.
- 2008 **OHSAS 18001** Health and safety management.
- 2004 **ISO 14001** Environment.



We constantly strive to provide our clients with sustainable and cost-effective solutions, and we take pride in maintaining our current certifications as well as seeking new ones where appropriate.

In June 2020, we decided to give up our FSC certificate as there has not been a demand for it. Although we are not FSC-certified any longer, we still fully support and promote sustainable paper choices, including FSC paper products. Moreover, we still demand that our suppliers maintain the FSC certificates, where it is relevant. Furthermore, we are no longer certified within corporate social responsibility (DS 49001/ISO 26000) as it became redundant after we received our SDG certificate, but we have kept all our demands for our supply chain.

PDAid complies with laws and general standards of good practice within these areas. Devoting its services exclusively to international and intergovernmental organizations, and inspired by the work conducted by international players, we are committed to promote values of sustainability, environment, community development, human rights, etc. In the appendix to this CoP, information is included on how we work with sustainability in our everyday work life, and we have also elaborated on due diligence and the basic structure of the integrated management system.

## The extent of our sustainability system

### HUMAN RIGHTS

- Civil and political rights
- Economic, social and cultural rights
- Discrimination and exposed groups
- Complaint management and avoidance of accomplice
- Situations of risks regarding human rights
- Fundamental employee rights

### WORKING CONDITIONS

- Terms of employment
- Working conditions and social protection
- Social dialogue
- Health and safety at work
- Development opportunities at work

### ORGANISATORIAL MANAGEMENT

- Dialogue with stakeholders
- Management's composition and organization
- Risk management and due diligence
- Decision-making processes and structures

### ENVIRONMENT

- Prevention of pollution and promotion of cleaner technology
- Sustainable use of resources
- Fight against and adjustments regarding climate changes
- Protection and re-establishment of the nature
- Animal welfare

### GOOD BUSINESS PRACTICES

- Anti-corruption
- Responsible participation in politics
- Fair competition
- Promoting social responsibility in the value chain
- Respect for property rights

### COMMUNITY INVOLVEMENT AND DEVELOPMENT

- Supporting, promoting and raising awareness of commendable initiatives
- Sharing knowledge and practices
- Encouraging stakeholders and partners to take part in these initiatives

### CONSUMER CONDITIONS

- Responsible marketing, information and contractual terms
- Protection of consumers' health and safety
- Sustainable consumption
- Customer support and complaint management
- Protection of consumer information and privacy
- Access to basic benefits
- Education for conscious consumers

# THE PDAid CORPORATE SOCIAL RESPONSIBILITY POLICY

PDAid's nine audits:		Audit type	Deviations	Observations
2020	June 22-23	SDG certification and re-certification	1	6
2019	March 6-7	Re-certification audit	1	5
2018	June 15	Periodic audit	0	3
2017	June 16	Periodic audit	0	4
2016	April 14	Re-certification audit	0	2
2015	August 27	Periodic audit	0	2
2014	September 18	Periodic audit	0	4
2013	March 6	Re-certification audit	0	3
2012	September 17	Periodic audit	0	1

Dennis Lundoe Nielsen is in charge of our CSR policy, incorporating input from employees, external stakeholders and external consultants/experts. Thus, our CSR policy is considered a part of PDAid's corporate DNA. As such, it is executed throughout the value chain by means of dialogue and contract renewals.

This year's re-certification audit resulted in a minor discrepancy in an update of the policy for social responsibility, quality, working environment and environment in PDAid's Handbook. This was rectified immediately after the audit and had no impact on CSR performance.

The column "Observations" in the table above refers to areas in which DNV-GL suggests further improvement. PDAid has implemented some of the observations and we have gradually started to implement the rest, although the company is not obligated to do so.

On 22-23rd of June 2020, DNV-GL also noted the following commendable initiatives:

- Good examples of internal communication
- Good risk maintenance, especially in terms of the coronavirus
- The IT strategy is also maintained based on risk approach



With this figure, our certification body, DNV-GL, evaluated the management of risks and opportunities within every area of business. DNV-GL placed PDAid on a four out of five in the scale from 1 (low) to 5 (high). This equals a rank on 80 per cent which we consider to be satisfying, but we are always working on new initiatives to improve.

### Involvement from the CEO and Board of Directors

Since the establishment of PDAid, Dennis Lundoe Nielsen has been the company's CEO. Dennis Lundoe Nielsen has a strong personal commitment to sustainability and CSR. For several years, he has publicly advocated for sustainable business management through the support of the UN Global Compact and other sustainability programmes. Because of his efforts, a number of partners and suppliers have joined the programme. Dennis Lundoe Nielsen works in close collaboration with local businesses and Danish educational institutions to promote sustainability and CSR.

In close collaboration with employees and partners, PDAid seeks to:





Photo: Groovy Graphic.

PDAid has expanded its Management Group from 1 to 5 people. It seemed appropriate in relation to the managerial responsibilities and the evaluation of the company's processes – not least when the processes now operate on three geographically dispersed locations. This action has been acknowledged positively by DNVGL.

PDAid enjoys excellent support from a professional and experienced team of advisors consisting of legal, financial, CSR and management consultants – all with impressive business knowledge. Alongside company management, the team of advisors assumes responsibility and supervision of PDAid's long-term corporate sustainability strategy and performance.

**Stakeholder involvement**

At PDAid, we encourage trade among Danish businesses and the UN as we hope to contribute to improved product quality, continuous job creation and environmental improvement in the third world. In addition, we aim to influence key stakeholders to integrate and promote the SDGs and CSR.

The CEO and COO inform stakeholders of our management system, including our approach to CSR, quality, working environment and climate. Typically, the CEO and COO will share information during meetings through a presentation and sharing handouts such as profile brochures, company Code of Conduct and Communication on Progress.

We recognize the importance of bringing our experience to bear on stakeholders and promoting a collaborative partnership approach to ensure involvement, dedication and attention from all parties involved.

Our team of employees act as internal stakeholders, engaged in dialogue with management on risk assessments, necessary or suggested changes and amendments to the company handbook, including other relevant information.



**Profit and loss account**

	2014 DKK'000	2015 DKK'000	2016 DKK'000	2017 DKK'000	2018 DKK'000	2019 DKK'000
Net turnover	20,398	32,025	26,154	21,208	19,794	27,678
Gross profit	5,346	7,055	6,498	3,658	5,561	6,823
Staff expense	-4,894	-5,888	-5,826	-5,546	-4,454	-5,678
Depreciation	-109	-149	-132	-142	-213	-319
Net financial items	241	-156	-9	-229	-296	-815
	<b>584</b>	<b>862</b>	<b>531</b>	<b>-2,259</b>	<b>598</b>	<b>11</b>
Corporate tax	-146	-198	-140	477	-150	-27
	<b>438</b>	<b>664</b>	<b>391</b>	<b>-1,782*</b>	<b>448</b>	<b>-16</b>

\* Due to hacker attack.

Illustrated above is the summary of the financial statement for PDAid's total company structure for the years 2014-2019.

**Ownership**

Phoenix Design Aid A/S  
VAT/CVR no. DK 20 77 12 91

Phoenix Design Aid A/S is owned by DPN Holding LLC (90 per cent) and Malaj LLC (10 per cent). The company enjoys the support from a professional and experienced Advisory Board, serving PDAid's interests by offering their opinion on legal, strategic and financial matters.

**AAA diploma for highest creditworthiness**

Phoenix Design Aid has been awarded with the AAA-diploma for highest creditworthiness. Only two per cent of all companies in Denmark hold a triple A rating, and we are proud of and take great pride in being part of this league. Within the field of Communications design and graphic design the company is one of 62 companies with the same rating.

The rating proves that PDAid is a creditworthy business and a healthy and stable business partner. By showing our credit worthiness to customers, suppliers and partners, we create a confidence about our business but also in the work that we do.

The rating is based on Bisnode's system of creditworthiness. Bisnode is represented in 18 European countries and is the largest supplier of ratings in the Nordic Region. Read more at [www.bisnode.dk](http://www.bisnode.dk)

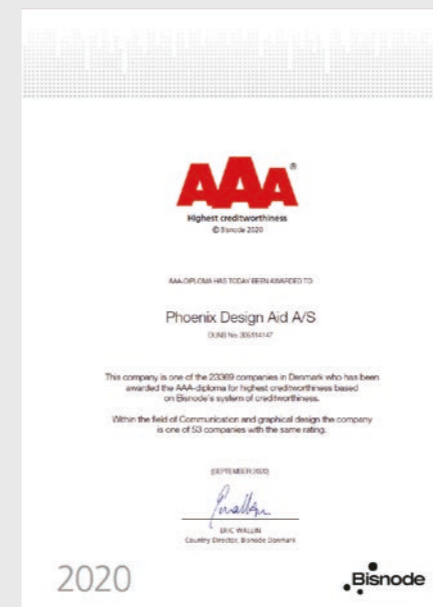






Photo: Peter Conlan

## CORPORATE NEWS

**For this reporting period, we have five corporate stories and one update:**

The corporate news reflects our strategic directions and ways of working. Here, we elaborate on some important changes that have happened for the company in the reporting period, including the coronavirus and organizational changes. We also provide an update about the headquarters in Denmark and the two subsidiaries in Panama and Kenya.

<p><b>Business continuity planning for COVID-19</b></p>	<p>1</p>	<p><b>SME COP 2020: PDAid selected as one of Denmark's best</b></p>	<p>2</p>
<p><b>PDAid appoints a new Chief Operating Officer</b></p>	<p>3</p>	<p><b>PDAid and the UN SDG Action Campaign</b></p>	<p>4</p>
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Photo: Hank Van Renterghem.

## Business continuity planning for COVID-19

In January 2020, the World Health Organization (WHO) declared COVID-19 an international health crisis. The new viral respiratory infection spread rapidly throughout the world, and in March 2020, WHO further declared COVID-19 a pandemic. The virus has stopped the world in its tracks, the global economy is in crisis and unemployment is skyrocketing. COVID-19 will continue, for the foreseeable future, to have a massive impact on individuals and businesses in every sector.

In Denmark, the first case of COVID-19 was detected in February 2020. The number of cases rose quickly, and several thousand people had been infected by the end of March 2020. On 13 March, the Danish Government announced a country-wide lockdown to limit people's mobility and reduce the spread of the coronavirus. Among other things, employees who were able to do their jobs from home were required to do so. The lockdown also mandated border closures, bans on gatherings of more than 10 people, strict hygiene protocols and limitations on contact with other people.

### Decisive leadership

The COVID-19 pandemic had an immediate adverse impact on PDAid's operations and productivity. Understandably, several staff expressed concerns about job security, and it was crucial for PDAid to be open and honest about its plans to confront the challenges posed by both the health crisis and the economic crisis. Management listened to employees' questions, needs and concerns and then addressed these by providing a clear and meaningful direction for the future operations of PDAid – a direction that placed the well-being of staff front and centre.

Strong leadership and clear communication became, and remains, PDAid management's key defence against uncertainty, and that approach has been critical in instilling a sense of cohesion and confidence in all staff during this unprecedented global challenge.

### Day-to-day operations

Like many other affected businesses, PDAid took stock of the situation in March and put actions in place to allow business to continue throughout the health and economic crises brought on by COVID-19. In light of the Danish Government's lockdown announcement, PDAid sought to define as quickly as possible positive steps forward that would balance health considerations with the Prime Minister's call to keep the wheels of business turning for the benefit of the Danish economy. Beyond business continuity, taking care of each other and the global community was highest on PDAid's agenda.

From 13 March, PDAid followed the Danish Health Authority's guidelines about desisting from handshakes or hugs. Hand sanitizer was distributed throughout the office, all workstations were sanitized daily and extra cleaning of high touch points, such as door handles, was carried out. Furthermore, PDAid supported all staff in setting up temporary home offices, meaning that its headquarters in Randers was staffed by only one or two employees at a time, each of whom had their own office space to work in. All staff in Panama were also set up to work from home, leaving PDAid's Panama office empty. At the time of writing, almost all staff in Randers are back in the office, while staff in Panama are still working from home due to the increasing number of people affected by COVID in that country.

Despite the challenges of staff working from home, PDAid, with the majority of its customers being global, was well positioned for business continuity throughout the pandemic as it was already set up to work remotely using the best digital collaboration tools available in today's market.

### Impact on the business overall

The COVID-19 pandemic has resulted in many cancellations in orders and supply chain delays for companies worldwide. For PDAid, several confirmed projects were cancelled, notably a number of high-profile events and associated printed materials, and new and existing orders have been reduced dramatically.

PDAid has therefore implemented several measures to reduce its costs:

- The communications department was suspended
- A newly hired country manager in Nairobi was laid off
- Two employees in administration roles were placed on furlough, funded by a Danish Government support package, with their duties temporarily allocated to remaining staff
- An audit scheduled for April–June 2020 was postponed
- Company-wide IT optimization was postponed
- A purchasing freeze, other than of essential items, was mandated
- New sales and purchase prices were monitored closely

### Looking to the future

So far, 2020 has been unimaginably challenging for many industry sectors and businesses, both small and large. At the same time, a crisis also brings people together in solidarity – personally and professionally. All staff at PDAid, from administration through to senior management, demonstrated their full commitment to keeping operations as effective and productive as possible from their home offices.

Looking back on how PDAid has responded to the crisis and observing our staff coming together with a common focus and direction has brought into even sharper focus our work surrounding the 17 SDGs. The pervasiveness of the effects of the COVID-19 pandemic in everyone's lives has proven beyond doubt how much stronger we all are, both as a company and as global citizens, when we join together towards one common goal. One of these common goals was PDAid's SDG certification, which was awarded in June 2020 (see page 52). PDAid is honoured to have received this certification, and it attests to the fact that the SDGs have their place in everything the company does.

With dedication, innovation and a positive mindset, PDAid is confident that it can work its way out of this crisis and come out stronger on the other side.



Dennis Lundoe Nielsen, CEO, Phoenix Design Aid, Kristian Jensen, chairman of the 2030 network, MF (V), and Birgitte Mogensen, chairman of the Committee for Corporate Social Responsibility and Sustainability, FSR-Danish auditors, and owner of Board Management. Photo: Nils Meilvang.

## SME COP 2020: PDAid selected as one of Denmark's best

Phoenix Design Aid is among the best Danish small and medium-sized companies to report on sustainability. This was announced by Global Compact Network Denmark and FSR – The Danish Auditors Association – on 1 September 2020 when they held their annual SME COP 2020 awards.

For the second year in a row, the Danish branch of the world's largest voluntary initiative for sustainably responsible companies, Global Compact, in cooperation with FSR – which is The Danish Auditors Association – announced which Danish Small and Medium-Sized Enterprises (SMEs) are best-in-class at reporting on their sustainable initiatives and work.

“

WE ARE PROUD TO CONTRIBUTE AND BE A SOURCE OF INSPIRATION FOR OTHER ORGANIZATIONS”.

Dennis Lundoe Nielsen, CEO

This was done with the announcement of the SME COP 2020 list, which, this year, was a review of 49 nominated companies' annual Communications on Progress (COP) reports, which are produced by companies in order to ensure that businesses are transparent and open about their work on accountability and sustainability. The analysis, done by Global Compact and FSR, describes and documents each of the five nominated company's work on the UN's 17 Sustainable Development Goals and the 10 Principles of the organisation Global Compact which are a common ethical and practical framework for corporate responsibility, based on international conventions and agreements.

The SME COP list 2020 consists of five Danish small and medium-sized enterprises, including PDAid, which performs a number of different communication tasks that support the activities of major UN organisations:

“We are proud to be among the top five COP reports in the SME segment 2020. It is an accomplishment, which confirms the importance of our work on sustainability and the UN's Sustainable Development goals and a recognition of our accomplishments at this”, says CEO, Dennis Lundoe Nielsen.



Global Compact Network Denmark and FSR selected PDAid for SME COP 2020, among other things, based on the company's inspiring, detailed and transparent report, which through strong storytelling manages to identify even small sustainable actions and processes.

PDAid was also recognized with an official certification in the UN Sustainable Development Goals in June 2020.

### Sustainable source of inspiration

This year's SME COP list was announced on the first of September at an event in Copenhagen, held by Global Compact and FSR. At the event, the CEOs of the awarded companies, participated in a panel discussion discussing COP reporting and sustainability. The aim of the event was to promote dialogue on good SME reporting and to inspire other small and medium-sized enterprises.

“We are proud to contribute and be a source of inspiration for other organizations. It was therefore also a great honour to be allowed to participate in the panel discussion, together with the other awarded companies. I hope that our experience can contribute to more small and medium-sized enterprises being inspired to increase the level of their sustainability reporting and to launch even more sustainable initiatives”, concludes Dennis Lundoe Nielsen.

In addition to PDAid, the companies: Metz, Missionpharma, Troldekt and IFU were also selected for the SME COP 2020 list.



Louise Harpoth, COO. Photo: Jens Harpoth.

## PDAid appoints a new Chief Operating Officer

During the reporting period, several important organizational changes have been made at PDAid. The appointment of a Chief Operating Officer (COO) has prompted a timely redistribution of management responsibilities, while the challenge of the COVID-19 pandemic has necessitated some practical changes to the way PDAid operates (see page 50).

In February 2020, Ms. Louise Harpoth joined PDAid as its new COO, based in Sydney, Australia. Louise is not new to PDAid, having been a consultant for the company from 2016-2019 through her role at the Consulate General of Denmark in New York.

As COO and second-in-command to the CEO, Louise is responsible for managing the global operations of PDAid – from day-to-day project planning to assisting the CEO in sales activities and expansion into new potential markets. Louise serves in the CEO's place, as needed, to represent PDAid at meetings and forums around the world. She also

“

I AM EXTREMELY EXCITED TO BE ON THIS JOURNEY WITH PDAid, AS WE WORK TOWARDS FURTHER EXCEEDING THE HIGH CUSTOMER EXPECTATIONS WHICH OUR LONG-TERM CLIENTS SET FOR US”.

Louise Harpoth, COO

supervises operational and sales strategies, undertakes business development and engages with vendors, customers and partners. In her short time with PDAid she has already set some ambitious and exciting goals for sales growth.

“I am extremely excited to be on this journey with PDAid, as we work towards further exceeding the high customer expectations which our long-term clients set for us,” says COO, Louise Harpoth.

Back at the office, Louise has picked up management of all staff matters, including allocation and prioritization of work, weekly meetings and annual performance evaluations. All staff, except the management team, now report directly to Louise.

Importantly, the CEO can now devote 100 per cent of his attention to new and existing client development, supplier relationships and strengthening the company's turnover.

“I am very glad to have Louise on board as the COO of the company. It frees up time for me and allows me to focus on clients, suppliers and the overall development of the company. I am sure that the hiring of a COO will benefit PDAid in many ways. We have already experienced positive outcomes, such as a refined tender and sales process and a more effective structure for financial reporting,” says CEO, Dennis Lundoe Nielsen.

Dennis adds: “Our new SDG certification and the hiring of a COO will boost the profile of the company and, crucially, allow us to work more effectively with our valued global clients on the achievement of the SDGs by 2030”.



SDG Matching Game. Photo: Groovy Graphic.

## PDAid and the UN SDG Action Campaign

Phoenix Design Aid signed an agreement in May 2019 with the UN SDG Action Campaign to enhance the visibility of the SDGs through sustainable merchandise and tailored events. Since then, PDAid has redesigned the online SDG Action Shop and expanded the SDG branded merchandise range.

### SDG Action Shop

In May 2020, PDAid launched the new design of the SDG Action Shop, [www.sdgactionshop.org](http://www.sdgactionshop.org), one element of its collaboration with the SDG Action Campaign. The aim of the collaboration is to reach the common goal of supporting the achievement of the SDGs through campaigning and advocacy efforts.



SDG Eco Notebook Sleeve. Photo: Groovy Graphic.



SDG Wheel Lapel Pin. Photo: Groovy Graphic.

The SDG Action Shop sells sustainable merchandise – t-shirts, tote bags, jewelry, caps, pins, pens, wall decorations and much more – and supports tailored events that raise the awareness of the 17 SDGs. PDAid is constantly developing, updating and adding new products to the shop, based on customer demand. Since the launch of the shop in May 2019, more than 15 new products have been added to the range.

"The SDG Action Shop and its sustainable merchandise are always met with great interest when I present the SDG Action Shop at meetings. People like the concept, designs and products," says CEO, Dennis Lundoe Nielsen, who has presented PDAid's work on the SDG Action Shop at XX SDG and corporate social responsibility-related meetings in the reporting period – aimed squarely at SDG target 17.17:

Encourage and promote effective public, public-private and civil society partnerships, building on the experience and resourcing strategies of partnerships.

### SDG Global Festival of Action

The SDG Action Campaign had planned its fourth "SDG Global Festival of Action" for 1–3 April 2020. The aim of this annual event is to inspire local and innovative actions and solutions that support the achievement of the SDGs. PDAid had prepared a display booth for the festival, as it has done in previous years, to promote the new SDG Action Shop merchandise. Regrettably, the festival was cancelled due to COVID-19.

Committed to its collaboration and partnership with the SDG Action Campaign, PDAid hopes to participate in the festival in 2021 if it can take place next year.

### Global Day of Solidarity – #StrongerTogether

On 22 May 2020, PDAid joined the Global Day of Solidarity, an initiative promoted by the SDG Action Campaign and several other global networks of civil society organizations to raise awareness about the value of, and strength in, solidarity.

COVID-19 has spread rapidly around the world, but so has solidarity. PDAid is proud to support an initiative that acknowledges and honours solidarity among all people in the face of this previously unthinkable global challenge. PDAid supported the Global Day of Solidarity by spreading awareness on its social media platforms, including Facebook, LinkedIn, Instagram and Twitter, and encouraging followers to visit [www.solidarityinaction.org](http://www.solidarityinaction.org) – potentially reaching approximately 50,000 people.

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## PDAid prioritizes project evaluation meetings around the world

As a small company headquartered in Denmark, with UN partners in many countries around the world, it is critical to PDAid's professional relationships with its partners that it maintains open and responsive communication. About 80 per cent of PDAid's total client base is United Nations organizations, and PDAid works hard all year round to ensure that its clients are always 100 per cent satisfied with the projects that are delivered to them.

Each year, PDAid allocates time and resources to travel to the cities where there are PDAid subsidiaries – Panama and Nairobi – and the presence of a range of UN partners, and it requests, in advance, meetings with the UN partners it has been working with in the preceding 12 months.

During these meetings, PDAid seeks feedback not only about the projects it has delivered but also about any tenders it has bid for and not won. This genuine openness to feedback gives PDAid's partners the opportunity to raise any concerns they may not have had a chance to communicate. The candid feedback received in these meetings is incredibly valuable to PDAid in evaluating how its service provision matches its customers' expectations, and it follows up these meetings by documenting what has been learnt to address where it could have done something differently or improved on its processes or communication.

Long Term Agreements (LTAs) reduce the time spent by UN agencies on procurement, and these are another item on the agenda for review at PDAid's meetings with its partners. The meetings are also an opportunity for PDAid to present its new communication products and services, which often provide its UN partners with inspiration for their future projects.

PDAid deeply appreciates its partners taking their valuable time to meet with us, and we certainly look forward to being able to meet with them regularly once again as soon as global travel restrictions are lifted.

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## Global offices update

Following on from updates provided in last year's Sustainability Report, PDAid has selected three stories to highlight some changes and achievements at its offices in Denmark, Panama and Kenya. While COVID-19 has undoubtedly left its mark on the business, there are still many positive stories to share.



Vasiliki Ntokopoulou, Business Development Analyst.  
Photo: Vasiliki Ntokopoulou.

### RANDERS, DENMARK – HEADQUARTERS

#### From intern to Business Development Analyst

From October to December 2019, PDAid hosted an intern, Ms. Vasiliki Ntokopoulou, for eight weeks. Vasiliki excelled at the various tasks she was assigned in the areas of administration, sales and projects. After her internship, Vasiliki was hired as a full-time Business Development Analyst. Vasiliki's main responsibilities are around tenders, research and outreach, and PDAid is very grateful to have her on board in an ongoing role.

#### Internal communications and capacity building

Since May 2020, PDAid has held monthly global management team meetings in a new hybrid online/in-person format. Mr. Bjarne Lyngsø, consultant, facilitates the meetings to keep the team on message and ensure they reach a common understanding of all relevant issues. The aim is to share knowledge and build closer relationships among management, whether they are in Denmark or elsewhere around the world, so that they are in the best position to lead the company through current and future challenges. With the benefit of an expert consultant's guidance, this initiative is enhancing and standardizing the management capacity of all senior staff at PDAid.

With the same intention of capacity building across the company, all digital project managers have met with the CEO and the COO on a weekly basis since May 2020. They share updates about ongoing and potential projects and help each other solve production issues. PDAid is working on introducing a similar regular catch-up for all other project managers, as well as re-establishing staff meetings – all with the aim of creating the most effective channels for internal communications and ensuring that staff from all offices can participate across worldwide time zones, either online or in person.

### PANAMA CITY, PANAMA – SUBSIDIARY

#### Response to COVID-19

PDAid's last Sustainability Report shared some positive news from its subsidiary in Panama, including the hiring of three full-time employees and the inauguration of its new office, located in the City of Knowledge business and technology park.

The COVID-19 outbreak hit the capital of Panama hard and had an immediate and direct impact on PDAid's operations there. In mid-March 2020, following the directions of the



The PDAid team in Panama hold their weekly meeting on Microsoft Teams during the COVID-19 pandemic.

Government of Panama, PDAid's office in Panama closed and all staff began to work from home. This allowed for business continuity with minimal disruption, and staff were also able to work flexibly while following local mobility restrictions, attending to household demands and spending time with their families.

The onset of the pandemic, and all the changes associated with staff shifting to working from home, wrought havoc on project timelines. However, after just a month of the "new normal", exciting new projects started to emerge. At the time of writing, the Panamanian Government had not yet announced any updates about staff returning to their workplaces, but the new COVID-normal plan will begin with a staged return of economic sectors.

#### Educational fund programme

During the reporting period, PDAid's subsidiary in Panama launched a pilot educational fund programme for local staff, allowing them to identify and undertake relevant learning activities to develop their skills base. The first employee to access this fund was Ms. Lourdes Sandoval, Marketing and Project Manager, who enrolled in a voice-over course at the Interamerican University of Panama in early 2020. This training allowed her to master communication techniques for radio and television programmes. The other two employees in the Panama office are planning to use this fund to undertake studies in computer-aided design and languages.

#### Status of Latin America and Caribbean projects

With the focus of PDAid's Panama subsidiary being on the wider region, Ms. Montserrat Valeiras Taboada was appointed to the new position of Regional Director for Latin America and the Caribbean in July 2020, and the



Lourdes Sandoval, Marketing and Project Manager, in the recording booth during her voice-over course at the Interamerican University of Panama. Photo: Andrea Loaiza.

Panama team has undertaken some exciting projects for the Latin America and Caribbean region during the reporting period.

The Panama office provided consultancy services for the design of a sub-regional Communication for Development (C4D) strategy for the protection of children and adolescents on the move, with an emphasis on irregular migrants, for the Northern Triangle of Central America (El Salvador, Honduras and Guatemala) and in Mexico for the UNICEF Regional Office for Latin America and the Caribbean. The timeline and focus of the project had to be reformulated due to COVID-19, and the consultations were subsequently undertaken entirely online.

The Panama team produced a digital communication campaign strategy, including design and messaging for digital cards, in support of the UN Women Caribbean COVID-19 response. They also developed a creative concept, narrative language and graphic design framework for a range of materials for a national campaign to change the national identification documents for UNDP Honduras. They designed and printed publications and produced SDG merchandise for UNDP in Ecuador and organized an influencers event in El Salvador for the High Commissioner for Human Rights Regional Office for Central America.

Some further highlights of the Panama team's work during the reporting period include: the development of a communications strategy for Termosolar Panama, featuring a visual identity, brand guidelines, animations, a TV spot and radio pieces, among other communication materials; a project executed by UNEP in coordination with Panama's Ministry of Energy; and the World Children's Day activation for UNICEF in Panama.

## NAIROBI, KENYA – SUBSIDIARY

### Response to COVID-19

The activity level in PDAid's subsidiary in Nairobi over the reporting period was lower than usual due to COVID-19, particularly as the number of COVID cases in Kenya rose dramatically and caused significant economic disruption. With the declaration of the pandemic, PDAid implemented some measures to reduce its global operating costs as a part of its COVID-19 strategy (see page 50), and this included the temporary suspension of all activities in Nairobi. At the time of writing, Nairobi operations were being managed from headquarters in Denmark.

In February 2020, Ms. Benedetta Mbeneka was hired through the PDAid Foundation, which supports young talent for local development (see page 25). With the COVID-related closure of the Nairobi office, Benedetta was the only active PDAid staff member in Kenya. However, her ongoing work means that all education-related activities in Nairobi have been able to be maintained.

### Future plans for PDAid's office in Nairobi

PDAid is working towards reopening our office in Nairobi. It is in discussions with the Danish Embassy in Nairobi – specifically with Ms. Karina Bech, Head of the Trade Section – with the intention of developing closer ties and a possible collaboration around restarting PDAid's operations in Kenya.

PDAid is also researching and making contacts with local organizations and NGOs that are working on projects related to the SDGs, as it wants to intensify its work with the SDGs in Kenya in the future – especially now that PDAid is SDG-certified (see page 52).

Lastly, PDAid plans to hire a Kenya country manager once again, following its laying off of the country manager early in 2020 due to the COVID-19 crisis (see page 50). It is hoped that this role can be filled by the end of 2020

## PERFORMANCES IN KEY FOCUS AREAS



### RESPECT FOR HUMAN RIGHTS

Respect for human rights is a cornerstone in our values and policies. We are determined to refuse cooperation with stakeholders who do not comply with our requirements in this area. Our clients are very much engaged in the field of human rights, and we strongly encourage both suppliers and business partners to support the UN Global Compact.

PDAid has zero-tolerance for racism.



## Focus areas and compliance

We regularly assess risks of disrespect for human rights in internal operations and among stakeholders through our due-diligence processes. There have been no adverse events identified internally or within the supply chain during the reporting period. As a global player, we employ people from a variety of regions with diverse ethnic, religious and cultural backgrounds. We seek to overcome cultural barriers and place heavy emphasis on respecting human rights and non-discrimination. This focus translates partly into a zero-tolerance policy towards discrimination and harassment and partly into ongoing education and training of staff towards employing a broad mindset and respectful communication.

Being an international company with global partnerships, we have established a specific and non-tolerant focus on child labour and other forced and compulsory-like conditions, as described in the UN Global Compact principles. We make sure to monitor this through supply chain management and assessments. Besides placing demands on our own compliance with human rights, we offer other companies our guidance and support on the matter.



## Beyond compliance

Over the years, we have successfully influenced our stakeholders to implement programmes of social responsibility. Furthermore, we have communicated about various UN-based organizations' initiatives, in support of their missions and messages. Our communication occurs through network meetings, our company website, company publications and through international press media.

We maintain a CSR log into which all types of CSR activities are logged.

The following points present an overview of core results achieved during the reporting period:

- The mentoring programme, supporting the PDAid Foundation mission, continued with success
- PDAid employed new staff at the headquarters in Denmark, in Australia and in Kenya
- As Ambassador to the city of Randers, CEO Dennis Lundoe Nielsen continuously keeps promoting the

SDGs and CSR and shares his knowledge about the SDGs and CSR practices

- PDAid continues to collaborate with educational institutions about knowledge-sharing, CSR approaches and engaging students – tomorrow's leaders – in putting CSR and the SDGs into practice (read the Tadium story on page 28)
- PDAid continues to support the State of Green programme, promoting sustainable management and striving to shape the leaders of tomorrow to incorporate human rights and sustainability into their core values
- PDAid continues to support the Kilimanjaro Initiative

## Goals

Further developing the PDAid Foundation:

- Take in a new mentee in the autumn of 2020
- Educate more mentors
- Seek further collaboration with private and public sponsors, relevant organizations and NGOs in order to locate suitable talents, sponsors and mentors – the latter primarily from the private business world

Our goals are subject to on-going evaluations, ensuring we do not infringe on human rights.

In last year's CoP, we reported a goal about taking in new meetings during the first quarter of 2020, but this has been postponed due to COVID-19 and economic reasons.

## Process for remedial action

Despite solid implementation of due diligence, complaint and grievance issues may arise. United Nations Guiding Principles on Business and Human Rights require that companies have processes in place for dealing with complaints as well as for implementing remedial measures. PDAid fully meets the requirements of UN Global Compact, and the description of this process is found in the Appendix.



## IMPROVING THE ENVIRONMENT AND CLIMATE

PDAid uses CEMAsys to track and trace the carbon footprint. The reason for this choice is that CEMAsys' online platform connects sustainability, environment, risk and business management in an intelligent way. Furthermore, it delivers reader-friendly and legible reports.

Read more: [www.cemasys.com](http://www.cemasys.com)

## Focus areas and compliance

PDAid focuses strongly on environmental and climatic conditions. We take responsibility for our own impact, place demands on our suppliers' operations and products, while we motivate customers to make environmentally and climate-friendly product choices. Our approach to environment and climate issues is strongly guided by the ISO 14001 standard. We have not encountered any adverse events within these areas during the reporting period.

Our essential environmental impact revolves around CO<sub>2</sub> emissions, primarily from travelling, while office electricity and heat consumption play a minor role together with waste treatment.

The energy and climate accounting for PDAid shows a total emission decrease of 7,5-ton CO<sub>2</sub> from 2018 to 2019 and a significant drop since 2017. This positive development mainly happened due to a decrease in air travel, particularly intercontinental travel. We continuously aim to reduce CO<sub>2</sub> emissions by replacing international face-to-face business meetings with digital conference meetings whenever possible. In the future, we aim to increase digital meetings in the company and have up to 50 per cent of our meetings online.

Being a low-carbon company is of key importance to our environmental positioning. Therefore, we purchase UN-issued emission credits. By neutralizing all our CO<sub>2</sub> emissions, we have achieved a Climate Certificate by CEMAsys. The company website is also CO<sub>2</sub>-neutral.

When it comes to reducing our CO<sub>2</sub> footprint, we presented tree planting as a new way of thinking in last year's CoP. We are still in the stages of research as we are trying to find the best possible way to implement this project. Hopefully,



CO<sub>2</sub> Neutral Certified Company



we will be able to take a step further in the coming year and do more than just neutralizing our CO<sub>2</sub> emissions. Read more on page 66.

## Market and product development

We experience a continued increase in requests for proposals on digital solutions. We embrace the digital age and take both the environment and climate into consideration throughout our work. Digital solutions, as opposed to printed matters, have less impact on the environment, where some of the most significant factors are:

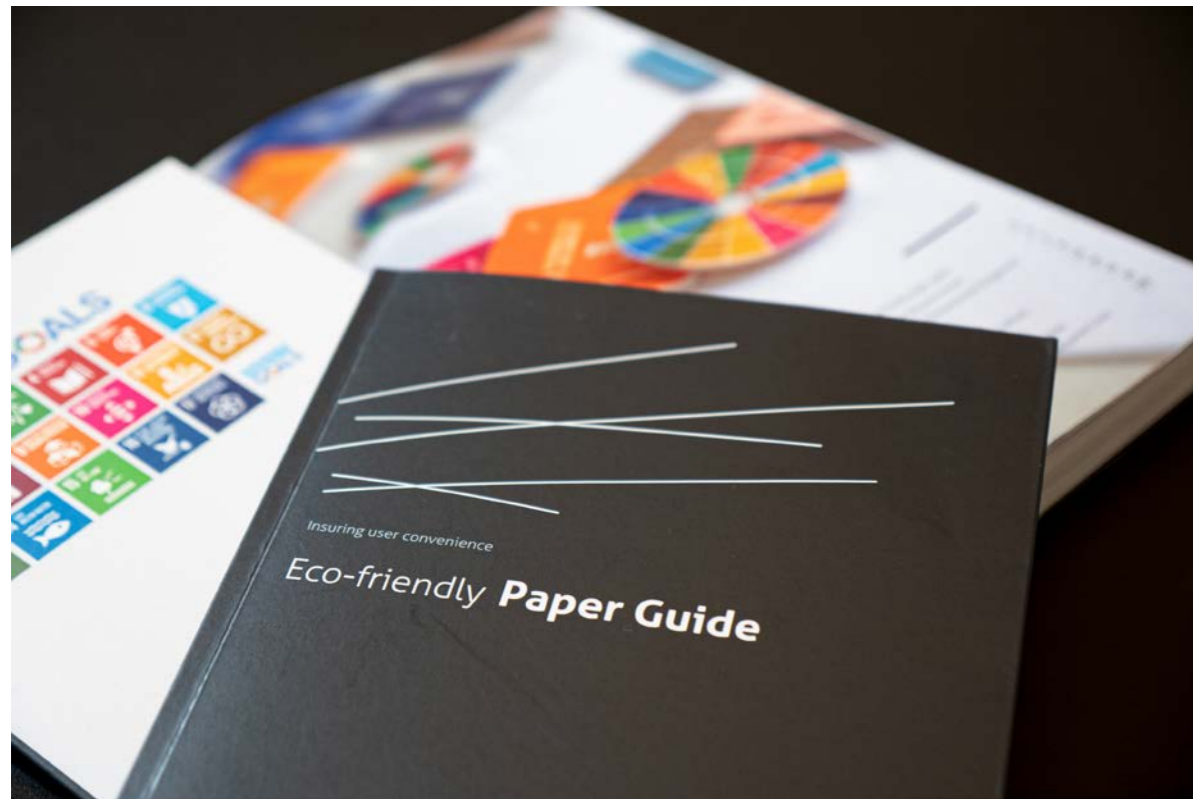
- No need for paper pulp
- Reduction of energy consumption and risk of pollution from paper manufacturing
- Considerable reduction in consumption from distribution

In most cases, clients reach a larger share of their target segments when utilizing digital solutions. It is evident that market developments have affected us. Digital solutions are a growing trend, and there is an increase in the number of digital projects. However, clients will continue to demand traditional paper-based solutions. Therefore, we will also continue to use our own in-house developed paper guide on how to choose eco-friendly paper qualities. It is of great importance to us, and the paper guide was therefore handed out to more than 86 clients last year.

The paper guide is an important tool used when advising clients on eco-friendly choices. It helps all parties avoid misunderstandings during the print production process and serves as a tactile and practical tool for users. It is therefore popular and in high demand. The latest guide samples 80 per cent of the paper options used by our customers and is printed on the industry's most current types of eco-friendly paper. In addition, the second edition of the paper guide focuses on environmental counselling, offering advice on the SDGs and graphic technology. It also illustrates different binding methods and possibilities while allowing the client to understand and select the paper that is most relevant for its unique print product.

## Beyond compliance

In 2020, PDAid decided to no longer hold a trademark licence (FSC-C130488) due to a lack of demand, but we



PDAid Paper Guide. Photo: Groovy Graphic.

**Our 2019 CO<sub>2</sub> accounts**

	2014	2015	2016	2017	2018	2019
Heating	0.1 ton CO <sub>2</sub>	0.1 ton CO <sub>2</sub>	0.1 ton CO <sub>2</sub>	0.4 ton CO <sub>2</sub>	0.4 ton CO <sub>2</sub>	0.3 ton CO <sub>2</sub>
Electricity	5.5 ton CO <sub>2</sub>	3.8 ton CO <sub>2</sub>	5.6 ton CO <sub>2</sub>	4.6 ton CO <sub>2</sub>	3.3 ton CO <sub>2</sub>	2.8 ton CO <sub>2</sub>
Travel	22.5 ton CO <sub>2</sub>	14.9 ton CO <sub>2</sub>	45.8 ton CO <sub>2</sub>	32 ton CO <sub>2</sub>	23.6 ton CO <sub>2</sub>	16.9 ton CO <sub>2</sub>
Waste	0.2 ton CO <sub>2</sub>	0.2 ton CO <sub>2</sub>	0.9 ton CO <sub>2</sub>	0.9 ton CO <sub>2</sub>	2.4ton CO <sub>2</sub>	2.2 ton CO <sub>2</sub>
<b>Total tons CO<sub>2</sub></b>	<b>28.3 ton CO<sub>2</sub></b>	<b>19.1 ton CO<sub>2</sub></b>	<b>52.4 ton CO<sub>2</sub></b>	<b>38.0 ton CO<sub>2</sub></b>	<b>29.7 ton CO<sub>2</sub></b>	<b>22.2 ton CO<sub>2</sub></b>

fully support and promote sustainable paper choices, including FSC paper products. PDAid supports printing houses and suppliers who hold a trademark licence, following the international FSC Standard for Chain of Custody Certification. PDAid's support of sustainable paper choices is illustrated in its paper guide that is developed to educate readers about why they should choose eco-labelled paper, including FSC, recycled paper and PEFC.

**Activities and achievements during the reporting period:**

- PDAid has increased its use of video-conferencing equipment as an alternative to internal and external meetings and travel
- PDAid continues to distribute the paper guide, offering clients the best possible advice on environmental paper qualities

**Goals**

- To continue to promote and support sustainable paper choices, including FSC paper products
- To increase the use of video-conferencing equipmen
- To continue to advise our customer about paper consumption and suggest digital solutions
- To continue to distribute the paper guide

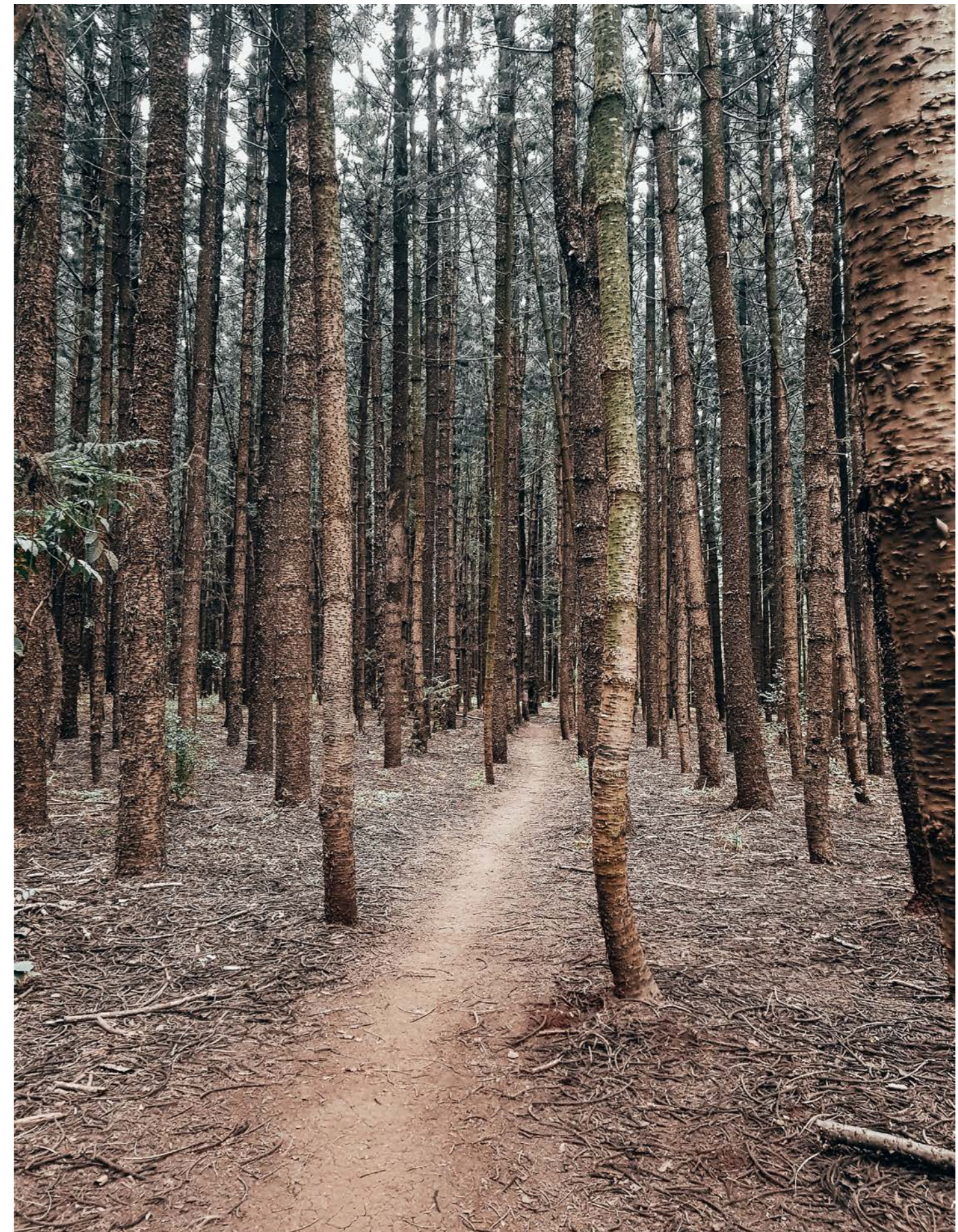


Photo: Harshil Gudka.



PDAid Headquarter, Denmark. Photo: Groovy Graphic.



### IMPROVING THE WORKING ENVIRONMENT

#### Focus areas and compliance

We employ highly skilled staff members; they are our greatest asset, and we want to take good care of them. We do so by including the requirements of the international safety standard OHSAS 18001 in our integrated management system. These requirements are regularly complemented by a risk assessment, regarding, for instance, workload. Our focus on employee wellbeing and health is reflected in several company initiatives.

#### Beyond compliance

All staff members at PDAid headquarters are provided with health insurance from the day they join the company. Thus, we make sure that our staff are covered in terms of receiving fast and professional treatment and care should they experience health issues.

Furthermore, PDAid applies PureClean.eu surface treatment to improve indoor climate conditions in its offices at headquarters as was seen in the case on page 30.

#### Activities and achievements during the reporting period:

- Low absenteeism
- No work-related accidents
- Introduction of an acid-free and environmentally friendly scale remover called "Lime Buster" by PureClean. The scale remover is used to clean the toilets at the headquarters

#### Goals

- Implementation of no chemicals in all our cleaning articles
- Filtering of the drinking water through electrolysis which cleans and boosts the antioxidants in the water
- Continued cleaning of PDAid headquarters by applying PureClean.eu surface treatment to maintain the high quality/level of (for improved) indoor climate
- Further strengthening of digital competencies and processes and generally optimize the internal communication



The Code of Conduct comprises PDAids guidelines for CSR



### ANTI-CORRUPTION AND ETHICAL BUSINESS PRACTICE

#### Focus areas and compliance

PDAid works globally and it encounters different approaches to ethical business operations. Therefore, we focus on ensuring that our values on anticorruption, credible and transparent business operations are implemented – both internally and among stakeholders. We do not tolerate corruption or corruption-like conditions. In addition, we demand clarity on the issue of copyright.

There have been no reports of corruption-related events or ambiguity of copyright in the reporting period, and no suspicion thereof has been detected.

Our current external certifications and audits have not resulted in any negative observations regarding anti-corruption.

Our company Code of Conduct will continue to form the foundation for collaboration with existing and new suppliers and partners, and the integration of requirements and attitudes in all contracts with major suppliers will continue.

#### Beyond compliance

As part of our commitment to fight corruption, PDAid is a member of the national association Transparency International Denmark. Through our membership, we enhance our discouragement of corruption and underline our desire to take active part in efforts that heighten the integrity of Danish society and business.

Promoting transparency is an integral part of our CSR efforts, and we actively endorse the fight against corruption by supporting the United Nations Global Compact Initiative, and earlier on, our promotion of the UN Millennium Development Goals. As a member of Transparency International Denmark, we will take part in networks and participate in relevant events, international presentations, workshops and conferences, helping to enable the sharing of experiences and knowledge.

PDAid strongly discourages corruption and wishes to take an active part in efforts to enhance the integrity of Danish society and business. Promoting transparency is an integral part of our CSR efforts.

Actively fighting corruption is part of both the United Nations Global Compact initiative and the UN's SDGs and is one of our focus areas.

#### ABOUT TRANSPARENCY INTERNATIONAL



Transparency International Denmark is the Danish branch of the global partisan, independent NGO, Transparency International (TI), whose overall purpose is to combat corruption and bribery worldwide.

The TI headquarters is located in Berlin and has a network of some 90 offices worldwide. TI works to promote reforms, together with other international organizations, to increase public awareness and support for the work against corruption and increasing transparency in international transactions. Through its national offices, TI authorities put pressure on local authorities to implement effective legislation and policies against corruption.

TI Denmark works to prevent corruption in Denmark and regularly organizes various public events as well as participating actively in the public debate.

## CLIENT REFERENCES

THEY SAY – <https://phoenixdesignaid.com/>

“

We were impressed by the quality and creativity of the materials created, and the pro-activeness of the PDA team, especially PDA Panama, in not only handling any unexpected problems, but in identifying opportunities to further SWA's visibility among our audiences. They also proved their knowledge of, and connections with, the media landscape of the Latin America region, as proven by the number and quality of our CEO's media engagements.

**Alexandra Reis**, Head of Communications, Sanitation and Water for All (SWA)

“

The services offered by PHOENIX DESIGN AID A/S were made according to the requirements, in a timely manner and were highly satisfactory for our organization. The team working on the project has carried out this activity in an accurate manner and has been throughout the entire process always available, responsive and trying to meet the various requests made. Our experience in working with Phoenix Design Aid has been overall very pleasant and I am therefore glad to highly recommend their services for future works.

**Luana Natali**, Head of Governance Unit, United Nations Development Programme, Guinea-Bissau

“

The collaboration with Phoenix Design Aid has been very effective. We were fully satisfied with the company's performance and delivery of secure solutions. They are very quick in responding to our needs and solutions-oriented if faced with a challenge. They were very quick in adapting new, innovative ways of working which speeded up our production process. We can recommend Phoenix Design Aid as a reliable, high-quality partner for future projects within concept, design and web development and maintenance as well as video production.

**Lisa Hagman**, Publications Manager, International IDEA

## LONG-TERM AGREEMENTS AND CONTRACTS 2019-20

PDAid currently holds 25 Long Term Agreements (LTAs) of which 24 with UN agencies and one with an EU institution. Existing LTAs cover the provision of creative communication services, writing, copy-editing and translation services, digital design and print-design services, printing services and other services, such as infographic design and typesetting. These contracts are of a substantial value and are expected to produce additional work for PDAid over the long term. During the reporting period, several organizations have chosen PDAid as their preferred provider through "piggybacking" into LTA contracts.

During the reporting period, PDAid established several new partnerships with UN agencies and other organizations.

LTAs	Covering
UNDP, United States	Translation, editing and copy editing, interpreting, typesetting and layout, transcription, etc.
UNFPA, Denmark	Translation, editing and copy editing, interpreting, typesetting and layout, transcription, etc.
UN Women, United States	Translation, editing and copy editing, interpreting, typesetting and layout, transcription, etc.
WHO – Department of Communications	Graphic design, Web development e.g. UX/UI, frontend & backend development, Maps & Mobile Applications e.g. UX/UI, graphic design, frontend development, backend development, GIS Analysis, Video animations e.g. Animation / motion graphics.
WFP – LAC Regional Office	Creative communication services, e.g. digital communication, websites and social media services, print design and brand development, exhibitions and booths and other visibility materials, prepress, printing and production.
UNDRR – LAC Regional Office	Creative communication services, e.g. digital communication, websites and social media services, print design and brand development, exhibitions and booths and other visibility materials, prepress, printing and production.
The Partnership for Maternal, rNewborn & Child Health (PMNCH)	Graphic design work for print and digital use – e.g. reports, briefs, investment cases, flyers, banners, illustrations, infographics, icons, GIFs customized newsletters, templates, banners etc. for Mailchimp, Campaign Monitor and other assets for print and/or digital media with/without animations. Designing interactive statistical tables, dashboards country profiles and league tables. Sourcing of photos.
UNICEF Supply Division, Denmark	Conceptualizing and designing responsive websites and mobile apps for all platforms and devices, incl. development of traditional and complex dynamic data visualizations and interactive infographics and animations for web. Commissioning original photography from around the world and providing high-end and photo-editing and re-touch.
UNESCO, France	Design development, layout, formatting and artwork finalization for print and digital materials and communications materials.

# SELECTED CASES

EVENT

## IRENA – Videos, photography and animations

International Renewable Energy Agency (IRENA)



In 2019, PDAid had the pleasure of working together with IRENA on a series of videos to present progress and a source of inspiration for new partnerships, investments and implementation in renewable energy.

The production includes seven videos in total, including a combined video, four videos for four different locations (Maldives, Sierra Leone, Saint Vincent and Seychelles) and two animation videos for a social media campaign.

PDAid has been responsible for the following performances:

- Planning and production breakdowns
- Script writing
- Concept design
- Filming and interview
- Video production and editing
- Animation



DIGITAL

## UNFCCC Conference Website and Mobile Application

The United Nations Climate Change Secretariat (UNFCCC)

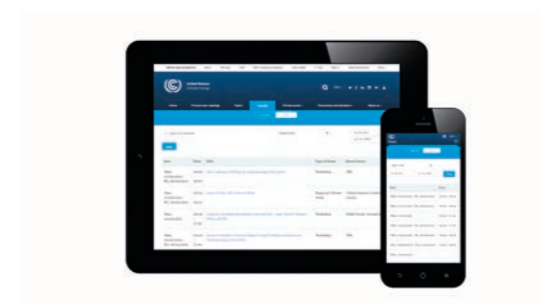


At PDAid, we are experienced in digital design, user experience and development. The conference website and mobile app for the UNFCCC is a great example and case. The project demonstrates our experience in the field of user-centred digital design and software development. The familiarity with mobile applications, responsive design and touch capabilities and deep understanding of the principles of web accessibility and user-centred design/development geared towards storytelling.

In close collaboration with the UNFCCC project team, PDAid developed the conference website and United Nations Climate Change app for the annual Conference of Parties (COP) in 2017. The software has been updated and continually developed since 2017, until contract termination in April 2020. The purpose of the site and app is to convey the many activities, the dialogue and debates on climate change before, during and after conferences. PDAid was responsible for the development and enhancement of the existing app, which has been made more interactive and upgraded with the addition of new and improved features.

From the project, we would like to highlight the following performances:

- Digital design (information architecture, user interface and user experience)
- Front-end development
- Configuration and development of the platform in Drupal 8
- Mobile application development
- Hosting, system and server support
- Software patching and support
- 24/7 support throughout bi-annual conferences



PUBLICATIONS

### International IDEA

Global State of Democracy 2019



### UNDP Kuwait

VNR Publication 2019



### UNV

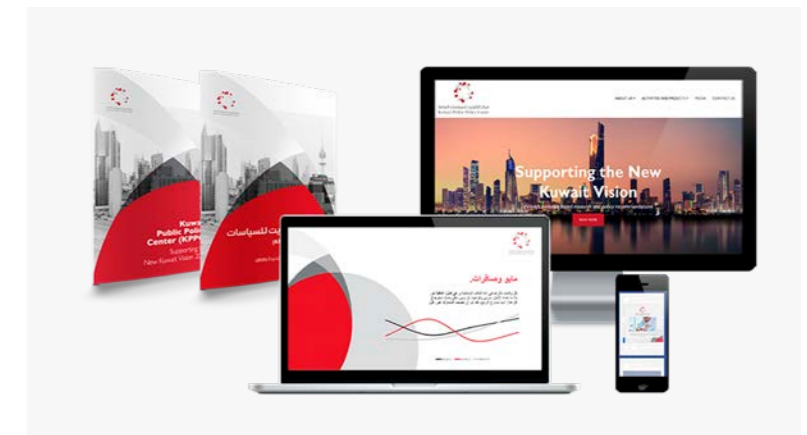
2019 Report



COMMUNICATION STRATEGY

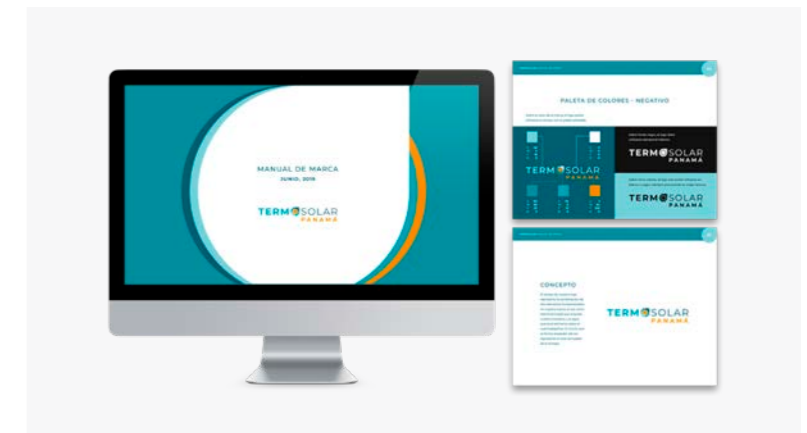
### UNDP Kuwait KPPC

Communication Strategy & Implementation



### UN Environment LAC

Communications Campaign



For more information, please visit the company website [www.phoenixdesignaid.com/cases](http://www.phoenixdesignaid.com/cases)

WEBSITES

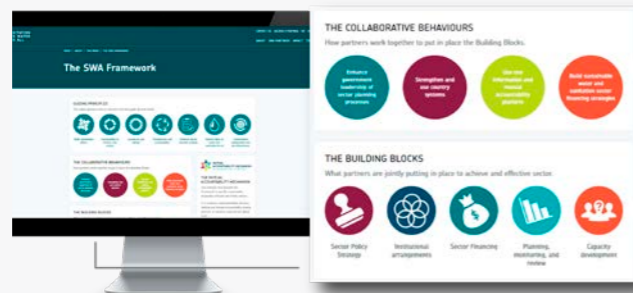
### UNCCD Drought Toolbox

Design, Information Architecture



### Sanitation and Water for All (SWA)

Design  
Drupal CMS



### The Intergovernmental Science-Policy Platform on Biodiversity and Ecosystem Services (IPBES)

Investment Database



EXHIBITION AND EVENTS:

### UNICEF Panama

World Children's Day 2019



### UN Human Rights

Event with influencers



For more information, please visit the company website [www.phoenixdesignaid.com/cases](http://www.phoenixdesignaid.com/cases)

# APPENDIX



## How we work with sustainability every day

We have achieved certification in the field of environment according to ISO 14001 since 2007,

health and safety management according to OHSAS 18001 since 2007, quality according to ISO 9001 since 2007 and hold a certificate within CO<sub>2</sub> neutrality since 2010. In 2020, PDAid was the first graphics agency to receive formal approval of its work with the United Nations' Sustainable Development Goals (SDGs).

## Basic structure of the integrated management system

PDAid's management is consistent and thorough, thus fulfilling the requirements of the standards on which it is based. Ongoing due diligence processes address issues such as respect for human rights, working conditions and environmental issues, anti-corruption and several other conditions. As known from the structure of management systems, a so-called PDCA methodology is adopted to ensure effective management and continuous improvement.

## Risk assessment

Our SDG and CSR group, represented by the CSR Coordinator, the CEO and external consultants, carries out the risk assessment. Relevant employees and external stakeholders are involved in the risk assessment process. For subjects that are relevant for risk management, we evaluate whether existing procedures and action plans are sufficient in avoiding risks or whether to take further action – typically as additions to the system manual, which is available to and discussed with all employees.

## Due diligence

All employees have an explicit responsibility to comply with the procedures and instructions listed in the PDAid Management Handbook.

All major suppliers and contractors must comply to our Code of Conduct, which is fundamental to all our work regarding processes of due diligence. The PDAid Code of Conduct is available for download online.

Similarly, PDAid determines several mechanisms to monitor the management system efficiency and prevent adverse incidents:

- Every member of staff has a defined responsibility for complying with the manual and reporting on adverse incidents
- Establishment of a well-run system for the treatment of deviations from the manual
- We follow up on deviations, action plans and incidents that may give rise to risk reassessment
- Incidents are reported directly to the CEO
- An annual internal audit of all system components is carried out by external consultants to obtain maximum benefit from its audit results and recommendations
- The CEO annually undertakes a thorough analysis of the effectiveness of the system and follows up on action plans and goals of the company. New goals and action plans are determined, based on management evaluation
- Once a year, the auditing authority "DNV GL" carries out a periodic or re-certification audit of the integrated management system

Should any of the subjects above be found to threaten respect for human rights, working conditions, environmental conditions, or anti-corruption, the incident will be dealt with and resolved immediately.

## Due diligence and basic structure of the integrated management system

PDAid's management of SDG and CSR initiatives is consistent and thorough, thus fulfilling the requirements of the standards on which it is based. Ongoing due diligence processes address issues such as respect for human rights, working conditions and environmental issues,

anti-corruption and several other conditions. As known from the structure of management systems, a so-called PDCA methodology is adopted to ensure effective management and continuous improvement.

## Value Chain

PDAid sets equally high standards for suppliers and partners all over the world, as it does for itself. Therefore, a Code of Conduct and programmes for monitoring and following up on the company's most important suppliers have been established.

## Extract of PDAid Code of Conduct

Open and honest dialogue with partners on SDG and CSR-related issues is required – also when there are issues that must be resolved.

Neither corruption nor fraudulent activities are accepted.

No engagement with organizations or companies that cannot comply with applicable legislation and human rights conventions.

Long-term and mutually fruitful partnerships are preferred.

Suppliers and partners are expected to comply with applicable legislation and international standards for best business practices.

Preferably, suppliers and partners have a proven SDG and CSR record of accomplishment, which may include:

- CSR, SDG, environmental, labour or climate certification
- Adherence to the UN Global Compact initiative
- Specific improvements in the CSR area
- Environmental labeling of products or services, e.g. FSC CoC, Nordic or European eco-labels

Subcontractors' performances within the SDGs and CSR are assessed on an on-going basis through open and appreciative dialogue.

Primary partners are provided with inspiration and expertise concerning the SDGs and CSR, thus encouraging continued sustainable development.

All stakeholders are encouraged to work with the SDGs and CSR and take part in SDG- and CSR-related networks.

The control and development programme is divided into the following parameters:

### 1. Incorporation of Code of Conduct requirements in cooperation agreements and suppliers' standard contracts.

This is an on-going process that has been underway since mid-2012. PDAid incorporates the requirements in a smooth manner when existing contracts expire, or new ones are settled. As of April 2013, the company has introduced Code of Conduct requirements in all present contracts.

### 2. Dialogue with partners and suppliers concerning the Code of Conduct.

The Code of Conduct is available in a printed version and for download from the website. It has proven to be a useful and debate-generating communication tool. PDAid's partnership and principle approach rouses interest, as well as the company's ability and willingness to share knowledge and contribute to increased awareness of sustainability and the SDGs.

### 3. Supplier assessment

As a part of PDAid's system activities, the company undertakes a continuous screening of new partners and a routine annual screening of key suppliers.

Criteria for positive assessment of suppliers' social responsibility:

- SDG certification or equivalent
- Membership of the UN Global Compact programme
- Certifications in areas that have a positive impact – for example environment, EMAS, climate or working environment
- Ability to provide eco-labeled goods or services, for example Nordic Eco label or EU Eco label
- Absence of bad publicity or reputation in key CSR issues that could harm PDAid's reputation as a socially responsible company

## Steps in evaluation process

The System Coordinator is responsible for the assessment of major suppliers through e.g. research, telephone interviews and supplier visits. From this documentation,



a recommendation is developed for the CEO to present a decision that considers his personal knowledge of the supplier. Finally, the CEO and the System Coordinator conclude whether to initiate any changes.

Recommendations based on our supplier evaluation are communicated to our partners and an agreement is made in which appropriate actions are determined – all of which are to be carried out before the next assessment is made. Where it is considered appropriate to determine a possible cooperation, screening is always supplemented with visits to the supplier. However, this has not yet been necessary.

**Process for remedial action**

For the processes in place for dealing with complaints as well as for implementing remedial measures to be effective, the following specifications are set. This description is also included in the manual for the voluntary guidance standard ISO 26000 (DS 49001 – the Danish standard for Social Responsibility and Human Rights).

**LEGITIMATE**

This part of the process includes clear, open, transparent and sufficiently independent management structures, ensuring that no parties can prevent a fair trial during an appeal process.

**AVAILABLE**

It should be made public that repair mechanisms exist, and there should be an appropriate assistance offered to the wronged parties if access to the mechanisms can be hindered by e.g. language, illiteracy, lack of insight or financing, physical distance, disability or fear of reprisals.

**FORESEEABLE**

There should be clear and written procedures, a clear period for each stage of complaint and clarity in terms of the types of processes and results, which can be provided as well as those that cannot be provided, and a way to monitor the implementation of each result.

**FAIR**

Wronged parties should have access to the sources of information, advice and expertise that are necessary to engage in a fair appeal process. Processes should be in accordance with internationally recognized standards for human rights regarding outcomes and remedies.

**CLEAR AND TRANSPARENT**

Although confidentiality is sometimes appropriate, the process and the result should be sufficiently open to public scrutiny and should balance the public interest properly.

**DIALOGUE AND MEDITATION**

The process should aim for solutions to be agreed in reciprocity through the involvement of the parties.

If conviction is desired, the parties should seek this through separate, independent entities.

PDAid fully complies with these rules. In addition, we wish to make the process even more distinct, and have contacted the Mediation and Complaints-Handling Institution for Responsible Business Conduct in Denmark, responsible for raising awareness of what responsible business conduct entails. This gives us the possibility of involving a separate and independent body in any future complaints process. We consider client issues with great seriousness, especially those relating to SDG and CSR activities such as respect for human rights.

We are convinced that a dialogue-based approach offers a common understanding of the issue at hand. This will be our initial approach in the attempt to solve potential complaint/grievance issues. In case we fail through dialogue, the Danish Mediation and Complaints-Handling Institution will be involved as a separate and independent body in any complaints process. In addition, we have published guidelines for appeals. Please visit the website of the Danish Mediation and Complaints-Handling Institution at [www.businessconduct.dk](http://www.businessconduct.dk).

The process of facilitating redress has been simplified to the benefit of clients. PDAid has never received any complaints or unfavorable comments regarding human rights and relating activities from any clients.

**WE SUPPORT**



**PDAid Foundation**

We initiated our support of the PDAid Foundation in 2015. The PDAid Foundation aims to improve local conditions for young talent in disadvantaged communities through a structured and global support programme. Through education, financial assistance, personal communication and mentoring, the PDAid Foundation supports talented youth in becoming agents of positive change in future corporate and societal management. Financial support cannot stand alone, as young people must experience first-hand mentoring from adult role models.

For more information, visit [www.pdaidfoundation.org](http://www.pdaidfoundation.org)



**Kilimanjaro Initiative**

We began supporting the Kilimanjaro Initiative (KI) in 2014, when CEO, Dennis Lundoe Nielsen, took part in his first Kilimanjaro Climb initiated by KI. The annual climbs raise funds for development projects in East Africa, bringing attention to the role of youth as agents of positive change in their local communities. We salute the commendable initiative and urge others to offer their support.

For more information, visit [www.kiworld.org](http://www.kiworld.org)



**"World's Best News"**

We support The World's Best News – a Danish campaign formed by the UN, DANIDA and more than 100 Danish aid organizations. World's Best News intends to inform about the huge progress made in developing countries. Challenges remain, but we are one step closer to ending extreme poverty.

For more information, visit [www.worldsbestnews.org/](http://www.worldsbestnews.org/)



**Transparency International Denmark**

We support the fight against corruption through our membership of the national association, Transparency International Denmark. The membership enhances our discouragement of corruption and underlines our desire to take active part in efforts to heighten the integrity of Danish society and business.

For more information, visit [www.transparency.org](http://www.transparency.org)



**Nelson Mandela Library Project**

We support the non-profit Nelson Mandela Library Project, which gives South African children the opportunity to learn to read and eventually help them become self-supporting and independent individuals. The Nelson Mandela Library Project transforms freight containers into libraries with a long service life.

For more information, visit [www.nelsonmandelalibraryproject.com](http://www.nelsonmandelalibraryproject.com)



### Skolehjælpen/School Aid

We support the local project "Skolehjælpen" (School Aid). Skolehjælpen is an educational facility for local students, developed by the local Rotary Club through the organization's youth club, Rotaract. The initiative helps children keep up at school by offering tutoring and homework assistance.



### Sauti Kuu Foundation

We support the work of Sauti Kuu Foundation. Sauti Kuu's goal is to create a platform for disadvantaged children and young people worldwide, allowing them to uncover their strengths and realize their full potential to live independent and successful lives.

For more information, visit [www.sautikuufoundation.org](http://www.sautikuufoundation.org)



### The People's Meeting (Folkemødet) Randers 2020

PDAid has decided to financially support The People's Meeting Randers 2020 (Folkemødet Randers 2020) which is an event that focuses on how the local democracy can be developed in Randers, Denmark. The theme of the event will be the SDGs. More specifically, how to make the SDGs relevant and applicable for the citizens and companies as well as giving them the opportunity to figure out how they can contribute to achieving the SDGs in their daily lives. The event will consist of various speeches and activities to educate and inspire the participants and make them discuss the SDGs.



### Randers HK

We support Randers HK, a handball club, who takes social responsibility with a unique offer for young girl handball-players. Randers HK works with talent development and wishes to develop their own talents so that the players, who know the values and culture of and within the club. This way, they ensure their social responsibility towards the girls. Randers HK is a handball club that focuses on achieving sport and business results in the best league in Denmark for women's handball. Lastly, Randers HK wishes to be a gathering point for the city's inhabitants and a good role model for young people.

**Phoenix Design Aid A/S**

Østergade 19  
8900 Randers C  
Denmark  
T. +45 87 10 00 89  
info@phoenixdesignaid.com  
www.phoenixdesignaid.com

**Phoenix Design Aid Kenya Ltd.**

5th Floor, The Atrium  
Chaka Road, Kilimani  
Nairobi, Kenya  
P.O box 100657-00101  
T. +254 (0) 727 488 005  
kenya@phoenixdesignaid.com

**Phoenix Design Aid Panama S.A.**

Phoenix Design Aid A/S  
Innova 104 building  
City of Knowledge, Clayton  
Panama City, Republic of Panama  
T. +507 64909359  
panama@phoenixdesignaid.com

[linkedin.com/company/phoenix-design-aid](https://www.linkedin.com/company/phoenix-design-aid)

**Representative Offices:**

Copenhagen, Denmark | New York, USA | Beirut, Lebanon | Ankara, Turkey | Geneve, Switzerland