

# TRY group Norway

## Communication on progress 2020



## Letter of Commitment

Oslo, January 11th, 2021

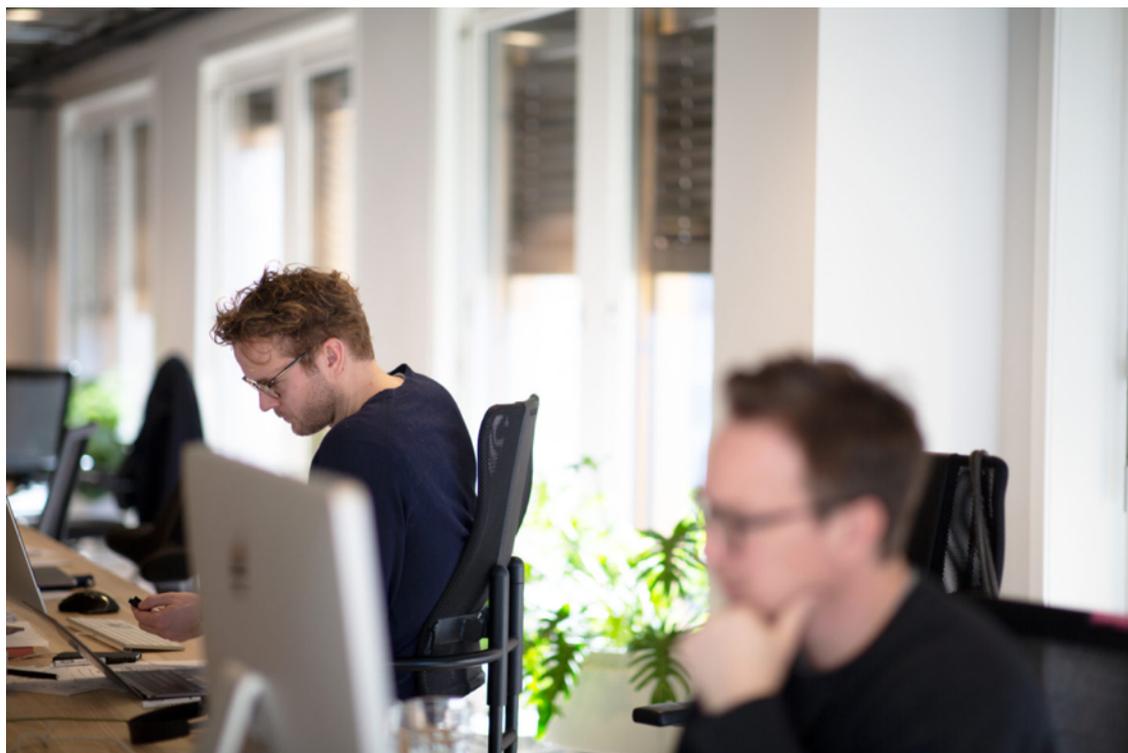
I am pleased to confirm that TRY AS reaffirms its support of the Ten Principles of the United Nations Global Compact in the areas of Human Rights, Labour, Environment and Anti-Corruption.

In this annual Communication on Progress, we describe our actions to continually improve the integration of the Global Compact and its principles into our business strategy, culture and daily operations. We also commit to sharing this information with our stakeholders using our primary channels of communication.

Sincerely yours,



Kjetil TRY  
CEO  
TRY AS



## Introduction

TRY was started as an advertising agency back in 1998 and has since then developed into a full range communication group consisting of 7 operating companies, covering all fields within the communication business, and employing more than 300 employees. Our clients are basically Norway's biggest advertisers, covering a wide range of businesses. They are all strongly concerned about CSR and demand a strong involvement from their suppliers to contribute and support the principles covered by UN Global Compact.

## TRYs Corporate Social Responsibility

We work actively with integration of the Global Compact and its principles and we have defined our CSR as follows:

*"Social responsibility means the responsibility companies are expected to assume for people, society and the environment that are affected by the business, i.e. considerations that are and are not required by law."*

Responsibility and security for our employees, our clients and their customers, as well as high ethics are the values that should characterize TRY. Without these fundamental values, it will not be possible for TRY to achieve and maintain a leading position in the market.

For TRY, social responsibility is about our ability to develop our business with a long-term perspective of the environment, people, society and the environment.

As a supplier to some of Norway's largest companies, good ethical and social behavior is a prerequisite for us to be able to run a successful business. Often, we are also responsible for large purchases on behalf of these companies.

For TRY, responsibility is therefore not just about us delivering our services as agreed and with high professional quality, and that we keep what we promise to our clients.

Responsibility is also that our clients can trust that we make demands on our subcontractors and actively try to contribute to compliance with international conventions.

Good business ethics and responsible behavior are also of great importance for a company's reputation. If a business is perceived as ethically irresponsible, there is a high probability that it will lose customers. And it will take a long time to restore trust.

The values in TRY must guide our behavior and the way we work, and that is why our clients must experience us as a reliable and responsible partner.

To reinforce this, we have developed different principles and routines to ensure good ethical behavior. These are guidelines and routines that all employees know and support.



## Human Rights Principles

Norway is among the countries in the world that are most concerned with safeguarding and protecting human rights. Compared to many other countries, the human rights situation in the country is good.

In Norway, human rights are protected by constitutions and other laws and regulations.

At TRY, we work actively with and focus on ensuring good ethical behavior around this area.

TRY, as company, have developed different guidelines regarding this topic such as:

- **TRY's Code of Business Conduct**
- **TRY's Supplier declaration**
- **TRYs Management principles**
- **TRYs guidelines against sexual harassment**
- **TRYs guidelines for deviations and notification**

We follow these guidelines in our daily work so that our employees and clients can trust that we as a company treats Human Rights in the best possible way.

Our Code of Business Conduct are reviewed annually and presented to our employees and are available in all our internal channels. Our Code of Conduct are distributed together with the employment contract and are reviewed in our on-boarding program.

**TRYs supplier declaration** summarizes the requirements and expectations we have to our suppliers with regard to our social responsibility and work with human rights,

TRY-group has a number of requirements related to responsible business operations that suppliers, which are selected as our partners, must fulfil. It is an imperative requirement that all our suppliers accept and support these requirements, and at the same time ensure that their subcontractors meet the same defined requirements.

The suppliers who do not sign will not be hired by TRY.

At TRY there has been no report on any violation of Human rights through 2020.

## Labour

TRY is a company where the employees, due to the nature of our company, are our company's largest and only assets. In order to be able to attract the very best people and skills, we are also dependent on appearing as an attractive workplace. We have therefore specific guidelines with quantifiable goals where this is practically possible. These focus on safety, physical adaptation of the workplace as well as focus on well-being and a safe and good working environment.

Our written goal for employees and working conditions:

*TRY aims to be a responsible employer and to be perceived as the industry's most attractive workplace.*

This is also described and addressed in our TRY's Code of Business

- The management and employees of TRY respect all our obligations to those affected by our business. This includes shareholders, employees, clients, client's customers, suppliers and partners.
- TRY should be transparent and open and inform about our company in a way that is clear, relevant and honest and obey all the rules and laws related to this.
- TRY shall look after all our employees based on their qualifications and experience, without discriminating against anyone for race, religion, national origin, colour, gender, sexual orientation, gender identity or expression, age or disability.
- TRY practice equal pay, where gender has no impact for an employee's salary and financial conditions in the company.
- TRY work actively to increase the proportion of women on the boards, among partners and among employees in management positions.



All permanent employees in TRY are over 18 years of age and we take a total distance from all child labour.

**TRYs supplier declaration** summarizes what requirements and expectations we have to our suppliers, among other things also regarding the workplace:

- There must be written guidelines that regulate working conditions, and which are clearly communicated to all employees.

- Child labour is as general rule prohibited. When children participate in productions, which entails children at work, then the current Norwegian rules on this is regulated in the Work Environment Act and regulations of December 6, 2011 No. 1355, covering demands related to organization, management and participation. This must be followed at all productions. When shooting productions outside Norway, local, national laws and regulations must be followed.
- The working hours must be in accordance with current law and industry standards.
- The working environment must be safe and hygienic, and the optimal health and safety precautions must be observed.
- Physical abuse, threats involving unusual punishment, disciplinary measures, sexual or other forms of harassment and threats on the part of the employer are strictly prohibited.

### **Annual employee review**

An employee evaluation has been conducted with all employees. This is carried out between employees and the immediate manager, at least once a year.

### **Employee surveys**

For assessment of the working environment, online employee surveys shall be carried out, if necessary, where the employees are given the opportunity to comment on, among other things, the mental and physical working environment, communication with managers.

### **Wages adjustments**

Wages are normally adjusted on April 1th each year, in line with the general cost trend (CPI) and the wage settlement in Norway, provided that the company's finances allow it.

## Environment

### TRY's guidelines for the environment & climate

TRY's impact on the environment & climate is, due to the nature of our business, somewhat limited, but in any case, we are concerned with minimizing our environmental footprint.

We have therefore set up specific guidelines with measurable goals where this is practically possible. These focus on sustainable transport, energy, purchasing and waste management, and are in all areas adapted to our business and in order for our footprint to be as small as possible.



### Overall goals within environment & climate:

*TRY aims to be a responsible social actor. We fulfill this role by working in the most sustainable and climate-friendly way possible in our daily operations, both internally and commercially.*

At the beginning of 2019, TRY moved into newly renovated office premises. In the contract, environmentally friendly solutions were emphasized throughout the building. Examples of such solutions include a modern and energy-efficient temperature control technology, facilitation of correct and simple waste sorting, and upgrading of all meeting rooms to make it easier to conduct video conferences. The reason for the last point is because TRY aims to reduce the number of business trips.

TRY rents premises located at one of Norway's busiest traffic hubs. One of the main reasons for this is that all employees should easily be able to travel with public transportation to the workplace. There are no parking spots available for the employees.

Based on the company's central location, we have clear guidelines for travel. These are that employees should strive to travel by public transport, limit the use of taxi and choose video conferencing over flights.

Further, we have own guidelines which state that we set environmental requirements for our purchases from subcontractors and strive to purchase products with official eco-labels. The canteen manager must, as far as possible, buy organic food and reduce food waste.

## TRY's waste instructions

Waste is a major and growing problem. For this reason, it is important that companies are conscious to what they produce and how they handle waste.

It is important to sort the waste, both for the sake of the environment and to reduce the amount of waste. TRY wants to focus on this in its daily operation. A waste guideline has therefore been prepared which all employees are obliged to follow.

**FoodWaste** is sorted in the canteen in the 6<sup>th</sup> floor as well as in 4 different kitchens on the 2.,3, 4 and 5th floor. Our cleaning supplier empties this according to established routines and empties it into the environmental station in the “rubbish room” in the basement.

**Paper** is thrown in separate containers located in the landscape. Our cleaning supplier empties these according to regular routines and empties them into the environmental stations. The paper waste is collected from Franzefoss recycling. There is a separate container by the copy room on the 3rd floor that is used for throwing away papers that contain sensitive information.

### Glass and Metal

Sorted in the canteens in a separate container marked glass and metal. Our cleaning supplier empties this according to established routines and empties it into the environmental station in the rubbish room in the basement.

### Residual waste

Waste that is not mentioned in the points above is referred to as “residual waste”. This waste is disposed of in separate waste containers at the environmental station and in the 4 different kitchens.

**EE waste** is electronic equipment such as calculators, PC equipment, electrical equipment for lighting, telephones, mobile phones etc. The equipment is collected, and our IT supplier delivers the waste to an approved reception in accordance with the waste regulations.





### **Routines related to the environment & climate**

The guidelines for the environment & climate, as well as the goals, are evaluated annually and improvements are planned and implemented.

### **We focus on the following areas:**

#### **Marketing & communication**

**Target:** TRY shall in all contexts where possible contribute to a sustainable society by focusing on the challenges around the environment and climate.

Specifically, this means that TRY must contribute to our clients, in their marketing and communication, being aware of the challenge's society faces around the environment and climate and that they emphasize this as much as possible in the assignments TRY is engaged to solve.

Furthermore, through internal communication, all employees are made aware of this and in what way we may contribute.

#### **Energy consumption**

**Target:** TRY shall actively contribute to minimizing the need for energy in connection with the business.

Specifically, this means that TRY will focus on reducing the annual energy consumption for heating and ventilation in its own premises.

### **Transportation**

**Target:** TRY will actively contribute to a reduction in CO2 emissions

For us this means:

- The number of flights made by TRY employees will be reduced by either choosing another, more climate-friendly transport or by using video meetings instead.
- We are working to create awareness around film productions where there is a need for the use of aircraft and seek to find a location where this is not necessary.
- TRY's location in the city center with proximity to all public transport minimizes the need to use your own car. Encourage the use of bicycles and for those where it is possible, to walk to work.
- Encourage the use of video meetings rather than having to travel to meetings.
- Targets for reducing taxi consumption in favor of video meetings or the choice of other transport.

**Prints and paper consumption**

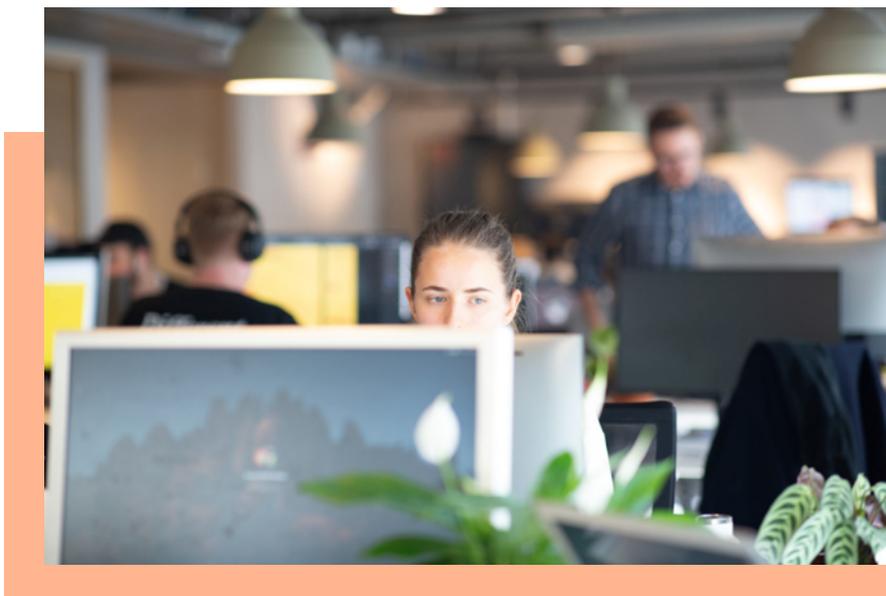
**Target:** TRY is working actively contribute to reducing the consumption of paper by encouraging all employees to avoid printing documents etc. as much as possible and to use recycled paper.

**Canteen and food waste**

**Target:** TRY shall, to the greatest possible extent, use nutritious food and actively contribute to reducing food waste and focus on the environment.

Specifically, this means:

- Less wastage of food, in the form of a more correct calculation of quantity, as well as allowing / accepting that something may run out on the lunch buffet.
- More aware of reuse / full utilization of raw materials.
- Make croutons from leftover bread
- Do not order raw materials with unnecessary plastic packaging.
- Make the canteen's guests / colleagues more aware of the environmental certification.
- There should be at least one meat-free day a week.
- Cut out all disposable cutlery, envelope butter, envelope jam, plastic lids for coffee cups and position yoghurt in plastic during 2021



## Anti-Corruption

In our Code of conduct there is a separate section that deals with anti-corruption.

- We will not provide, offer or accept bribes, either in cash or otherwise, to or from any third party, including but not limited to clients and suppliers.
- We will not offer benefits or rewards to individuals for acquiring new clients, retaining existing clients or otherwise obtaining benefits. This does not preclude normal client entertainment and representation within acceptable limits, except where the clients have specific rules that prevent this.
- We do not receive personalized gifts, services or any other kind of rewards from suppliers, potential suppliers or others with whom we work that go beyond normally accepted frames.
- We do not accept and work against any form of money laundering and take the necessary precautions to prevent others from using TRY's financial transactions to launder money.
- No contributions of any kind, including services for less than market value, shall be made for politicians, political parties or committees of action, without prior approval of management.

**TRYs supplier declaration** summarizes what requirements and expectations we have to our suppliers regarding anti-corruption:

- **Integrity:** The supplier must act in an ethically sound, fair and professional manner in all contact with TRY and with its subcontractors.
- **Corruption:** Applicable laws and regulations that include bribes, corruption, fraud and any other form of illegal business activity must be complied with. The Supplier will not offer personalized gifts, catering, services or other kind of rewards to employees of TRY, which go beyond normally accepted frameworks.
- **Money laundering:** The provider must distance itself from any form of money laundering and take necessary precautions to prevent others from using the company's financial transactions to launder money.
- **Competition conditions:** The Supplier shall not at any time violate general or specific competition rules, for example in the case of price co-operation or illegal market sharing or other actions that violate competition law.

## Measurement of outcomes

During 2020 we can report the following results:

### Energy consumption

**Target:** TRY shall actively contribute to minimizing the need for energy in connection with the business.

Estimated annual consumption kwh 2019:  
237 840

Estimated annual consumption kwh 2020:  
175 202

Target reduction in kwh for 2021: 10%

### Transportation

**Target:** TRY will actively contribute to a reduction in CO2 emissions

For TRY this means:

The number of flights made by TRY employees will be reduced by either choosing another, more climate-friendly transport or by using video meetings instead.



	2019	Target 2020	Result 2020	Target 2021
No of flights	205	185	48	166,5
Revenue flight	440 000	395 000	90 634	356 000

- We are working to create awareness around film productions where there is a need for the use of aircraft and seek to find a location where this is not necessary.
- TRY's location in the city center with proximity to all public transport minimizes the need to use your own car. Encourage the use of bicycles and for those where it is possible to go to work.
- Encourage the use of video meetings rather than having to travel to meetings.
- Targets for reducing taxi consumption in favor of video meetings or the choice of other transport:

### Taxi

	2019	Target 2020	Result 2020	Target 2021
Revenue	Kr 570 500	Kr 513 000	186 920	462 101
Number of trips	2035	1832	660	16 49

## Prints and paper consumption Target:

**Target:** TRY is working actively contribute to reducing the consumption of paper by encouraging all employees to avoid printing documents etc. as much as possible and to use recycled paper.

	2019	Target 2020	Result 2020	Target 2021
Number of prints	112 124	100 000	81 355	73 220
Consume recycled purchasing paper	47 300	42 570	4 476	38 313



### Eco-Lighthouse

TRY AS is in a process of being certified as an Eco- Lighthouse. We expect to have completed this certification during the 1st quarter of 2021.

Through this, we have taken responsibility for the world's environmental challenges and that we will gradually reduce our ecological footprint / climate footprint by reducing energy consumption, fossil fuels, more environmentally conscious purchasing and good environmental routines.

### EcoVadis

**EcoVadis** provides holistic sustainability ratings service of companies, delivered via a global cloud-based SaaS platform. The **EcoVadis** Rating covers a broad range of non-financial management systems including Environmental, Labor & Human Rights, Ethics and Sustainable Procurement impacts.

Results:

# ☆ TRY AS (GROUP)

OSLO - Norway | Advertising and market research

● DNB Group Procurement Norway



56/100

79<sup>th</sup> percentile ⓘ

▼ Show company details ▼

**Scorecard** Audits Corrective Action Plan Live News Documents Activity History CSR Initiatives

Publication date: 3 Sep 2020 ▼

Valid until: 3 Sep 2021

Download scorecard ⬇

Sustainability performance

● Insufficient 
 ● Partial 
 ● Moderate 
 ● Advanced 
 ● Outstanding 
 — Average industry score

