

I am pleased to confirm, that Gepra LTD reaffirms its support of the ten principles of the United Nations Global Compact in the areas of Human Rights, Labor, Environment, Anti-corruption and Woman Empowerment Principles.

In this Annual of Communication on progress, we describe our actions to continually improve the integration of the Global Compact and Women Empowerment and its principles into our business strategy, culture and daily operations, as well as our communications with our stakeholders. We also commit to sharing this information with our stakeholders and the general public using our primary channels of communication.

Sincerely yours,  
Ekaterine Zhvania,  
Director



In early March, before Lockdown, Gepra was one of the first companies, fully switched to remote working. The office carried out disinfection works once a week. The office was equipped with all necessary items: face masks, antiseptic solutions. The arrangement of workspaces has been changed and a minimum distance of 2 meters between tables, has been maintained. Hand washing instructions are posted throughout the office.

As soon as the pandemic started, the company showed transparency and had constant communication with the employees. Management took responsibility for itself and periodically provided the team with information, on how the current situation was affecting the business and how it was handling it.

Gepra had employees, who lost several projects due to a pandemic and had to stay without fee. Therefore, Gepra decided to reimburse up to 1000 GEL, for all such employees, within 6 months.

Upon switching to remote working process, Gepra provided daily zoom meetings, which were held not only discussing current affairs, but also to maintain teamwork and improve the emotional background, created by the new reality.

While working remotely, we attended up to 20 online trainings, to use time correctly and offer new, innovative ideas to our clients, which must have been adapted to activities in pandemic conditions.

We had to adjust the already planned campaigns and projects to the existing reality, not to stop working and provide suitable services for our clients.

Upon returning to the office, we complied with all international standards and created the safest environment to protect the health of our employees. Each employee still has a free schedule and being at the office is not mandatory.

As a result, carrying out all the above mentioned activities, we got a safe environment, retained most of the clients and none of the employees had to leave Gepra.

Despite all the challenges, Gepra's staff has adapted to the new work format, become more flexible and continue working actively.

## **BUSINESS LITERATURE LIBRARY**

Supporting education is one of Gepra's main CSR priorities. As such, the company has created a knowledge database containing the best business literature, and made it available to Georgian entrepreneurs in the Georgian language.

The aim of the Business Literature Library project is to promote business education in Georgia by translating and publishing the works of modern business literature. This is a long-term initiative: Gepra plans to publish at least 20 books by 2022. So far, 20 seminars, training courses and workshops have been held since the project's inception, where the founder of Gepra explained in detail the importance of the books and discussed the risks, that startup companies should be aware of.

Because of the increased demand for online events during the pandemic, the company is developing a web page containing the information about their upcoming seminars and lectures. A masterclass tour is also planned in Georgia's rural regions to increase awareness on modern business methodologies.

## **NIKO NIKOLADZE AWARD**

Niko Nikoladze Award is one of the educational projects of Gepra's CSR, which was founded in March, 2019. The purpose of establishing award is to recognition talented students, strengthen the relationship between business and educational sector and promote change in tailored training with business needs.

Niko Nikoladze Educational Prize will be awarded to competition winners which will be held in partner Universities.

In 2019, Gepra created Niko Nikoladze's handwritten font.

Niko Nikoladze's space was arranged at Gepra's office.

In 2020, a website, web and mobile version were launched, where people, who are interested , can follow the information about Niko Nikoladze Award and Niko Nikoladze himself.

<https://nikonikoladze.org.ge/>

We did a quiz - complete the test and see how well you know Niko Nikoladze - the biography of this great Georgian figure and the greatest deeds done by him!

[https://quiz.tryinteract.com/?fbclid=IwAR05vm8JVh5RZN\\_\\_iowowfqmXoSs0CINtINF6OkaPaXLWeTe4kO\\_c1y-55s#/5f182078ac71a200148f5542](https://quiz.tryinteract.com/?fbclid=IwAR05vm8JVh5RZN__iowowfqmXoSs0CINtINF6OkaPaXLWeTe4kO_c1y-55s#/5f182078ac71a200148f5542)

At the end of July, we started a series of video blogs "Niko Innovator", where we talk with various invited guests about Niko Nikoladze's works, his large-scale ideas and innovative views.

At the end of 2020, competitions started at universities:

- Ilia State University - a hackathon, the participants must create Niko Nikoladze's chatbot.
- The Univeristy of Georgia – „Piarton“ (PR Marathon) , whose participants must create a communication campaign, using the techniques needed for social media.

## **GEPRA – USING TRAINING AND ENTREPRENEURSHIP TO EMPOWER WOMEN AND REDUCE INEQUALITIES**

Companies that signed the WEPs are making commitments to foster business practices that empower women and carry out meaningful and responsible communication.

They can play an important role in advocating for gender equality, challenging stereotypes and changing attitudes and beliefs through gender-sensitive communication.

Gepra was one of the pioneer companies that joined the WEPs movement as early as 2016. After signing on to the WEPs, the company developed its WEPs implementation action plan, trained the staff in gender equality and prevention of sexual harassment, and launched mentoring programme to promote women’s education and professional development.

Specializing in PR, marketing communications and strategic communications, Gepra facilitated women’s empowerment by providing training in establishing personal business models, marketing, communications and various other services they required.

Gepra’s employees undertook an online training course in preventing sexual harassment in the workplace, and the company adopted a sexual harassment complaints mechanism. Gepra is also continuously categorizing the suppliers according to gender in order to support women producers and service providers.

In 2020, Gepra was also actively engaged in the 16 Days of Activism against Gender-Based Violence and assisted UN Women Georgia in designing visual materials for use during the campaign that were dedicated to ending violence against women.

During the COVID-19 pandemic lockdown period, Gepra took a step towards promoting women’s economic empowerment in the world of entrepreneurship and business by launching online webinars in various areas of expertise.

The first COVID-19-relevant initiative was the training of women farmers and women entrepreneurs in post-crisis communications that aimed at equipping participants with the necessary skills of promoting their businesses by branding and communicating via various media channels. The training was delivered to the beneficiaries of TASO Foundation and the Georgian Farmers’ Association.

As branding and marketing were found to be the most needed services for women in business, Gepra provided such services to three women entrepreneurs identified by the TASO Foundation from the pool of project beneficiaries.

The services included the creation of a brand name, logo and other visual designs.

Our tradition continuous and from 2013, The Company's New Year's gifts are produced by local women's business. It helps to empower and promote women's businesses.

In 2020, Gepra also participated in the study "The final assessment of WEPs work in Georgia"

Gepra is actively involved in all activities, carried out by Global Compact Network Georgia.

According to the new law of Georgia on funded pensions, during the payment of salaries, the employer and the employee should make a pension contribution in the amount of 2 % of taxable salary to be paid to the employee. Company made decision, that the company will make a pension contribution for all its employees thus a pension contribution in the amount of 4 % of taxable salary is made for each employee.

In 2020, Gepra participated in following CSR awards, took place in Georgia:

- CSR AWARD 2020 – organized by Global compact Network Georgia
- SDG PIONEER
- MELLIORA, organized by CSR DG
- Business for Gender equality – organized by "WOMEN FOR TOMMOROW". The award has been postponed due to a pandemic and the results are not known yet.

Company is involved in Probono projects and helps organizations, which are working with vulnerable groups. Gepra helps them to prepare communications strategy, implement campaigns and ensure Media Support.

On March 8, 2020, we launched a campaign, that was dedicated to Women's International Day. Up to 20 women, CEOs of companies participated in the campaign, who shared their experiences and talked about their challenges and difficulties.

## **Human Rights:**

We support human rights and equal treatment for all regardless of race, color, sex, religion, language and other status. Gepra creates safe working facilities for all employees and protects workers from workplace harassment, such as: physical, verbal, sexual, psychological harassment; We observe all law and regulations protecting the privacy of employees and vendors, customers and partners.

## Labor:

All decisions made by GEPRA TLD are based on relevant and objective criteria. Our policy of employment surrounds all aspects of the employment relationships, including hiring and promotion, offering training opportunities, wage and salary administration. We ensure, that our company does not participate in any forms of forced and bonded labor.

2019 was a year of many changes and innovations for the company:

- A survey of staff satisfaction / problems was prepared and an evaluation and monitoring system was implemented. We conduct surveys to assess employee satisfaction, analyze data per sex and act upon obtained results. GEPRA conducts an internal survey (as a stand-alone survey or part of a staff satisfaction survey) on the training needs and priorities of female and male employees and uses the result for planning trainings and capacity development. We have an internal training system we call Mentoring, in frames of which any staff member can conduct trainings and consequentially everyone can learn from one other.
- Feedback culture development - A six-month plan for the implementation of feedback culture was developed.
- The process of developing a competency model has begun

The Labor Code was amended. Accordingly, there was a need in the company, to hire labor inspectors.

The company provides health insurance for all employees.

Gepra proactively informs both female and male employees about their rights in respect to parental leave, including the new hires and encourages men to take parental leave, as well.

## Environment

Gepra LTD avoids any kind of environmental damage and ensures all emergency procedures necessary for company safety. At the office, we have 2 pieces of green boxes, where we collect all the paper used at the company. 4 times in a year, Green box's representatives come at our office and take all paper for recycling.

Twice in a year Gepra's staff clean parks from garbage.

The whole office is equipped with energy efficient lamps.

## Anti-Corruption

Gepra LTD ensures, that internal procedures support the company's anti-corruption commitment and maintains a strict code of ethics in all our business transactions. We do not engage in corrupt activities by any business associates and outside partners.

**Measurement of outcomes:** Planning to inform all our employees and partners regarding the Principles of Global Compact and to permanently inform all parties regarding our achievements in these fields; Creation and support of a waste management program.