

COMMUNICATION
ON PROGRESS
2019/2020

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Epsilon Publishers Limited is proud of our commitment in embodying the spirit of the United Nations Global Compact. We pledge to align our business operations to the United Nations Global Compact's fundamental pillars of human rights, labour, environment and anti-corruption. To this end, we have signed the letter of commitment to the United Nations Global Compact, pledging to align our efforts to operate responsibly and to advance societal goals in tandem with the UN Sustainable Development Goals.



TRACE has completed a TRACEcertification due diligence review of Epsilon Publishers Limited. Certification by TRACE signifies that Epsilon Publishers Limited has completed internationally accepted due diligence procedures and has been forthcoming and cooperative during the review process. TRACEcertification underscores Epsilon Publishers Limited's commitment to transparency in international commercial transactions.

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LETTER OF COMMITMENT



We are pleased to present our annual report for 2019 providing a detailed account of how we have implemented the ten principles of the United Nations Global Compact in each of its four areas of human rights, labour, environment and anti-corruption for the period 2019–2020.

For us, 2019 was also a bridge leading us to our vision of growth guided by values. During this period, we have sought out and worked with companies and individuals that share our values and objective in providing positive social impact in society. Thanks to this vision, we merge expertise and merit to commit ourselves to being a responsible and impactful business in the global world.

This report further highlights how Epsilon Publishers Limited is driven by a common purpose in line with the Sustainable Development Goals. In our line of business, upholding the related SDGs ensures that we further remain consistent in providing sustainable solutions to the next generations.

We have also worked hard to understand the impacts of our publishing operations and how these operations impact sustainability for the coming years. Therefore, we are strengthening our commitment as an institution in targeting our contribution to the fulfilment and success of the global development goals.

Yours sincerely

A handwritten signature in black ink that reads "Mumbi Gichuhi". The signature is written in a cursive, flowing style.

**R. Mumbi Gichuhi (Mrs.)
Managing Director
Epsilon Publishers Limited**

UNITED NATIONS GLOBAL COMPACT THE 10 PRINCIPLES

HUMAN RIGHTS

PRINCIPLE 1

Businesses should support and respect the protection of internationally proclaimed human rights; and

PRINCIPLE 2

make sure that they are not complicit in human rights abuses.

LABOUR

PRINCIPLE 3

Businesses should uphold the freedom of association and the effective recognition of the right to collective bargaining;

PRINCIPLE 4

the elimination of all forms of forced and compulsory labour;

PRINCIPLE 5

the effective abolition of child labour; and

PRINCIPLE 6

the elimination of discrimination in respect of employment and occupation.

ENVIRONMENT

PRINCIPLE 7

Businesses should support a precautionary approach to environment challenges;

PRINCIPLE 8

undertake initiative to promote greater environmental responsibility; and

PRINCIPLE 9

encourage the development and discussion of environmentally friendly technology.

ANTI-CORRUPTION

PRINCIPLE 10

Businesses should work against corruption in all its forms, including extortion and bribery.

WHAT WE DO

Epsilon Publishers Limited at a glance

We provide editorial, translation, publishing and printing services. We do this with a view to helping our clients communicate their message in a clear and concise manner.

What we publish includes but is not limited to: reports, journals, newsletters, magazines, financial and annual reports, books, policy documents and policy briefs.

We also provide translation services to enable publications to reach a wider audience; this includes the United Nations languages as French, Spanish and Swahili.

Our purpose is to precipitate positive social impact through

publishing; this means using our platform to inform, to influence and to impact.

We use publishing as a tool to catalyse social, economic and environmental awareness and we are able to disseminate this information in a concise and compelling manner.

As signatories to the United Nations Global Compact (UNGC), we remain proud of our commitment to align our operation in tight tandem with the fundamental pillars of human rights, labour, anti-corruption and environment. Furthermore, we are a TRACECertified company, TRACE certification underscores our transparency to international,

commercial transactions. We are also recipients of the African Excellence Award in publishing.

Finally, corporate governance is at the heart of our decision making. Our female-led advisory board comprises 60% women as we are passionate about empowering women leaders, and especially the roles that they play within a leadership framework. The board fosters a culture of accountability and responsibility and in turn, it reinforces our core organisation values: to act with integrity; to take responsibility for quality; and to deliver excellence.



our work

We work hard to bring your publication to life. Good publishing means work that attracts and retains attention because it has communicated congruently to its intended audience.



our values

Our values lie at the core of what we do. We measure our work by our three non-negotiable values: we act with integrity; we take responsibility for quality; we deliver excellence.

our philosophy

We aim to nurture and personalise publications so that we ensure that the intended message is communicated in a concise and consistent manner, with a credible and compelling message.

our approach

We nurture your publication and treat it like our own. We ensure that your message is communicated in a concise and consistent manner so it sends out a credible that relays your core message.

HIGHLIGHTS

2nd Global MICE Summit.

The Global M.I.C.E Summit is an annual conference and expo that brings together experts and industry stakeholders in the Meetings & Business Events Industry (Meetings, Incentive Travel, Conferences & Exhibitions) with a focus of analyzing global trends and opportunities. The event showcases innovative and sustainable products and solutions that are driving forward Africa's MICE industry.

The Summit had three thematic pillars: Sustainable Development, Economic Development and Tech & Innovation.

The 2nd Annual Global MICE Summit was held at Trademark Hotel between 11th and 13th September, 2019. It brought together over 100 delegates from 7 different countries including: Switzerland, Zambia, Uganda, South Africa and Kenya. The conference was themed on the topic: *Enhancing Destination's Competitiveness Through Sustainable MICE Practices.*

In addition to participation and showcasing our company during the summit, we also published the 2nd Edition of *It's A MICE World! Magazine*. This edition featured articles from Industry Leaders drawn from various parts of the world in line with the summit's theme: *Enhancing Africa's Competitiveness as A Business Events Destination*. They shared their knowledge on the trends and going concerns within the Meetings Industry

The 2nd edition aimed at illuminating:

- ⊙ How People are an important driver in the Meetings and Conferencing industry
- ⊙ Why it is important to include the youth, women and people living with disabilities.
- ⊙ Why Sustainable Events are cheaper to put together in comparison with conventional events, through tapping into green innovations.
- ⊙ How technology also remains to be the world's leading enabler for every industry



HIGHLIGHTS

As part of our commitment to being deliberate on achieving positive social impact and enhancing the Sustainable development goals, directly and indirectly, the Covid season has brought about opportunities to work with partners that are making a difference in the global and regional arena in sectors Education, IT and insurance.

SDG Goal 4: Ensure inclusive and equitable quality education and promote lifelong learning opportunities for all.

SDG Goal 17: Strengthen the means of implementation and revitalize the global partnership for sustainable development.

EQ4AFRICA Magazine.

One of this partnerships was with Mucha Mlingo- Founder & Lead Changemaker, PTS Africa. Mucha, is a self-professed Emotional Intelligence (EQ) Fanatic who is on a mission to transform Africa. Epsilon was contracted to publish the PTSAfrica, EQ4Africa magazine which highlights the EQ4Africa conference.

The EQ4Africa conference is an annual conference that brings together leading global minds in Emotional Intelligence to drive transformation across Africa in homes, businesses & communities.

The conference is a platform for knowledge sharing, experiential learning & networking – where participants share insights, develop practical skills & gain best practice tips on how to leverage Emotional Intelligence to thrive in the constantly evolving environment.

In 2019, the EQ4Africa conference brought together 90 organisations drawn from across East & Central Africa. The attendees, key decision makers in their respective

organisations, reported behavioral change resulting in heightened awareness, increased effectiveness & enhanced performance.

The conference enabled the participants:

- ⦿ To acquire skills that will enable them to develop a heightened level of self-awareness & identify appropriate responses to successfully navigate the prevailing emotions in the workplace.
- ⦿ To build the emotional muscle necessary to thrive in the new normal.
- ⦿ To understand the impact of emotions on engagement & productivity.
- ⦿ To develop practical solutions to ignite motivation & drive sustainable performance.
- ⦿ To recognize the importance of creating a 'safe space' – a supportive environment that will allow team members to process & find closure to ensure balance in a post-COVID 19 world.

African Book Hub School

Devotion

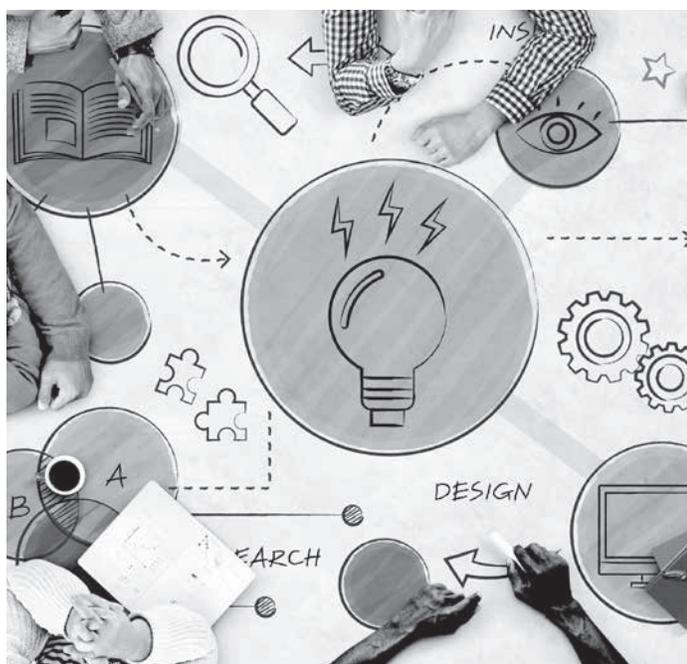
Epsilon Publishers Limited was commissioned to create a work plan following the school devotion learning programme of the African Book Hub. The school devotion contained 13 lessons with each lesson being covered weekly.

In our role as publishers, we set to ensure that the lessons came out clear and communicate succinctly to the audience. We created a character development that laid out all the characters in the book as their roles and traits were defined. These characters ultimately brought out the learning lessons to be adapted in the book by the use of engaging stories.

We also provided designs to give great aesthetics to the text in line with what was being reflected. These designs were in accordance to the age groups of the learners using the school devotion programme.

HIGHLIGHTS

Zalego Institute



ZALEGO COMMUNICATION STRATEGY

EPSILON PUBLISHERS

Epsilon Publishers limited was commissioned to create a communication strategy for Zalego Institute. The communication strategy would lay out the step-by-step framework outlining the undertakings in achieving a successful method for Zalego to reach out to the targeted clients and grow visibility

Through our work with Zalego, we were able to contribute to SDG 9 which also focuses on fostering innovation through ICT; providing a communication strategy and installing Key Performance Indicators (KPIs) into our work plan enabled us to use ICT to deliver economic and social progress.

We further provided a monitoring and evaluation plan to ease in monitoring and measuring the success of planned communications activities and enable tweaking of the strategy where necessary.

Epsilon Sustainability Report

The theme for 2020 was set as growth. For this period, the organisation set to focus on ways to achieve its overall objective of being a mid-sized company in revenue by December 2020.

Part of the implementation process would therefore be to strategize on how to grow the company's income to \$10 million by the set period.

As such, the company engaged Finatruth, a research company to conduct market research for the company and determine whether:

- ⦿ The company was relevant in the market
- ⦿ What the company offered was relevant
- ⦿ The company was known
- ⦿ The company was relevant in the digital space and in content creation
- ⦿ And from the research, know:
- ⦿ How to widen the company's scope in the market
- ⦿ How to integrate the digital space in the market
- ⦿ How to engage more as a brand

HIGHLIGHTS



The implementation journey.

From the research, it was clear that Epsilon had established a niche market for itself in content creation, editing, infographic, copywriting, translation and illustration. The publishing industry however had high competitive rivalry and Epsilon's competitive advantage was in the quality of output for client work.

We also made deliberate decisions to:

- ⦿ Develop a niche market for unique service offerings; we updated our product offering from the four main offerings- Editorial, Translation, Publishing and Printing to include Illustrations, Infographics and Photography.
- ⦿ Focus more on digital publishing as the top revenue stream for worldwide news publishers comes from digital publishing in addition to its being eco-friendly.
- ⦿ Engage our clients more intimately to enhance repeat business and referrals.
- ⦿ Develop quality editorials and unique content that readers want. The editorial team has been very consistent in publishing articles via the company's social media platforms- Facebook, twitter, LinkedIn and the company's website. The articles highlight topical issues.
- ⦿ Redesign the website to display information that customers frequently search for. The Epsilon Website is now more interactive with most information accessible from the home page.

Goals

Using micro publishing to trickle down information to the common person, specifically using bulk SMS to target wider audiences. This would be in line with the company's objective to drive positive social impact through enhancing literacy levels by enabling even the greater audiences have access to knowledge.

This would be achieved by leveraging on the way people and businesses interact in the mobile space.

Human rights

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OF COVID 19 AND SOCIAL IMPACT Our work with the Makueni County Government

In a report published by a local publication, the Children’s Department in Machakos County — one of the 47 counties in the country — alleged that in the period between February and June alone, about 4,000 school girls below the age of 19 have been impregnated. The children’s Department attributed the rise in teen pregnancies to the

COVID-19 pandemic which led to school closure. Further, the department accused parents of neglecting their children and urged them to step up in their role saying a majority of the cases involve close relatives.

In light of this report, Epsilon Publishers had the privilege of forging a partnership with the Makueni County government as a result of the work that the company

had undertaken with Equality Now Africa to publish on the rights of children to a safe space, case studies of SBBV cases and; remedial actions and responses towards sexual and gender based violence.

The report shed more light on the reality that is the violation of innocence and an abuse on the future that lies on the young generation. At individual and organisation level, it is our responsibility to create safe spaces for our children. Moreover, is our responsibility as publishers driven by positive social impact to highlight these matters succinctly and especially when we know that such publications will in a ripple effect influence policy and action at government level; at the regional level and, hopefully even at a global level.

COMMUNICATION ON PROGRESS

Environment

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E-Publishing

At Epsilon we publish online PDFs (as well as physical prints), also referred to as e-publishing or digital publishing or online publishing. This includes the digital publication of e-books, digital magazines and the development of digital libraries and catalogues.

Physical books also are becoming eco-friendlier as publishers learn that greener practices benefit the environment and business and we believe that the future of the book industry will probably include greener versions of both physical and electronic books.

With that been said, on average, each printed book releases 8.85 pounds of carbon dioxide into the environment. In comparison,

electronic books consume far fewer resources and cause less damage to the surroundings.

As such, eBooks have made a significant impact on the environment. EBooks save the energy consumed by book production, save trees from destruction, reduce the use of paper, eliminate packing materials and the energy associated with packaging and delivery, and reduce the energy and pollution needed to recycle or dispose of old books.

In the recent months, 90% of our publishing has been the online publishing in comparison to the physical prints and thus can be interpreted as 90% reduction in carbon emission.



Insuring user convenience

Eco-friendly **Paper Guide**

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The Epsilon Sustainable Paper Guide

To cement the company's direction to sustainable printing, this reporting period, Epsilon Publishers prepared and printed out the Epsilon Sustainable Paper Guide containing samples of sustainably sourced and recycled paper.

More to that, the paper guide is environmentally certified by the (FSC) Forest Stewardship Council.

The paper will provide our clients with tangible sustainable paper solutions available for them when they opt for physical prints while ensuring that our printing solutions have a smaller carbon footprint and overall environmental impact.



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