



SDGs in
everything
we do

Phoenix Design Aid

Sustainability Report

Communication on Progress
2020–2021
Advanced Level



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WE SUPPORT



Phoenix Design Aid

Sustainability Report

Communication on Progress
2020–2021
Advanced Level



Our vision is to share our knowledge and provide the best 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.



SDGs in
everything
we do!



Photo: Tobias Bennett

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We support

Project management and execution of graphic communication on various media platforms, event development and management.

-
- Design and layout of communication material
 - Concept development
 - Creative direction
 - Visual branding of campaigns and content
 - Printing and distribution



-
- Video, animation and storyboarding
 - Websites incl. microsite and a wide range of CMS
 - Web and mobile applications
 - Interactive data visualizations and infographics



-
- Digital marketing and social media management
 - Strategic communication support
 - Translation and editing
 - Exhibitions and events



Brief description of nature of business

Our project managers are key contributors to our success, representing focal points of our network of partners.

Phoenix Design Aid A/S is an international design and communication agency with expertise in graphic and digital solutions for intergovernmental organizations, such as the United Nations, the European Union and non-governmental organizations (NGOs).

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 Phoenix Design Aid team serves as project managers and coordinators, navigating a network of skilled and international partners. This set-up allows us to meet client demands for high-quality products in all languages.

Dennis Lundoe Nielsen, CEO of Phoenix Design Aid, 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 United Nations agencies, funds and programmes to communicate complex data and information to important audiences. In 1998, Dennis created Phoenix Design Aid to serve international and intergovernmental organizations, including the United Nations, the European Union, NGOs and public authorities, with their communication needs.

Phoenix Design Aid manages all projects in compliance with internationally recognized principles of social responsibility and currently holds 29 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 Sustainable Development Goals (SDGs), Quality (ISO 9001), Occupational Health and Safety Management (ISO 45001) and CO₂ neutrality. We also have the CEMAsys' Climate Certificate™ for our purchase of United Nations-issued emission credits and neutralization of all of our CO₂ emissions.

Phoenix Design Aid serves the global community through a global network of representation offices in Randers, Panama, New York, Nairobi and Sydney, along with a network of trusted and qualified partners in more than 25 countries. Read more about the offices on page 64.

We provide the best competencies needed to bring each project to successful execution. Our project managers are key contributors to our success, representing focal points of our network of partners. They consider it their primary 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, United Nations-trained translators, first-class graphic and digital designers, environmentally sustainable print facilities and reliable logistics companies. All partners comply with the company Code of Conduct which ensures sustainability in the supply chain.

Our mission is to provide 360° visionary solutions to complex communication and design challenges while supporting the achievement of

THE SUSTAINABLE DEVELOPMENT GOALS.

- > Lars Jørgensen
- >> Lene Søjberg
- >>> Ava Marisa Gasbjerg



- > Yeliz Çiçek
- >> Montserrat Valeiras Taboada
- >>> Simon Runge Mahler



- > Youmna Raphaël Sioufi
- >> Vasiliki Ntokopoulou
- >>> Gina Franceschi



- > Sando Imer
- >> Liz Michelle Martinez
- >>> Nelly Arauz



**PHOENIX DESIGN AID
MANAGEMENT**

CEO
Dennis L. Nielsen

Partner
Lars Jørgensen

COO
Louise Lund Harpøth

Partner
Montserrat Valeiras Taboada

OFFICES

Headquarter

Phoenix Design Aid A/S
Randers, Denmark

Subsidiaries

Phoenix Design Aid Kenya Ltd.
Nairobi, Kenya

Phoenix Design Aid Panama S.A.
Panama City, Panama

Representatives

Phoenix Design Aid
Ankara, Turkey

Phoenix Design Aid
Beirut, Lebanon

Phoenix Design Aid
Brussels, Belgium

Phoenix Design Aid
Copenhagen, Denmark

Phoenix Design Aid
(Finance)
Kiev, Ukraine

Phoenix Design Aid
New York, USA

Phoenix Design Aid
Sydney, Australia

Sales

Phoenix Design Aid
Geneva, Switzerland

ADMINISTRATION

Communication Manager
Susanne Østergaard

**Internal Communication and Quality
Coordinator**
Azra Mujacic

Communication Assistant
Charlotte MacDonald

FINANCE

Finance Director
Victoria Karlinska

Bookkeeper
Yuliana Pereverzieva

Bookkeeper
Lone Hønning

Accountant
Alex Javier Núñez

IT

Consultant
Jan Lajer

BUSINESS DEVELOPMENT

Procurement Specialist
Veronika Bosko

ISO & QUALITY

Consultant
Per Bach

Consultant
Inga Rossen

DIGITAL

Digital Strategist
Laura Vilsbæk

PROJECT MANAGEMENT & PRODUCTION

Head of Production
Senior Project Manager
Lars Jørgensen

Senior Project Manager
Lene Søjberg

Senior Communication and
Visual Media Project Manger
Ava Marisa Gasbjerg

Digital Project Manager
Simon Mahler

Digital Project Manager
Yeliz Çiçek

Digital Project Manager
Younna Raphaël Sioufi

Digital Project Manager
Sando Imer

Project Manager
Vasiliki Ntokopoulou

Regional Director for Latin America
and the Caribbean
Montserrat Valeiras Taboada

Communication Project Manager
Gina Franceschi

Communication Project Manager
Liz Michelle Martinez

Communication Project Manager
Nelly Ann Arauz

Communication Project Manager
Susi Marcos

Assistant Project Manager
Diana Ann Patricia Ortiz

Graphic Designer
Isabella Peña

2021

- Clients
- Offices

10

offices based across six continents

70+

Serving over seventy clients

40+

... in 40+ countries worldwide





About this Communication on Progress

In line with Phoenix Design Aid's commitment to sustainable development, the report features the main highlights of our operations from October 2020 to September 2021, our values and initiatives and the best management practices to keep generating value for all of our stakeholders, partners and collaborators.

The report also shows actions aligned with the Ten Principles of the United Nations Global Compact and the SDGs. Throughout the report, SDG icons have been integrated to illustrate and highlight their connection and relevance for the content.

WE SUPPORT



We are pleased to reaffirm our support of the United Nations Global Compact 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 Principles of the United Nations Global Compact into our 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 labour practices where possible, protect human rights throughout our supply chain, minimize our environmental impact and promote anti-corruption.



Photo: Groovy Graphic.

Welcome to Phoenix Design Aid's sustainability report

Dear reader,

I am eager to share Phoenix Design Aid's new sustainability report "Communication on Progress" 2020–2021* as we have many exciting news and stories.

The report covers the period from October 2020 to September 2021. It is part of our commitment to the United Nations Global Compact and describes the ways in which Phoenix Design Aid supports both the United Nations Global Compact and the SDGs, and I am thrilled to share the progress of our work in both areas that play crucial roles in our strategy and daily operations.

There is one project in particular that I am especially excited about. Phoenix Design Aid and PDAid Foundation have been partnering on a project that addresses the global pandemic as we believe there is a need for joint efforts against COVID-19. The project is called "The Big Climb" and is elaborated on page 30.

As a part of our membership of the United Nations Global Compact, we have strengthened our Code of Conduct this year by elaborating on the company's policies on human rights, terrorism and our approach to ethical business practice. This includes a focus on child labour, gender equality and disability considerations.

A year like no other

Following the global COVID-19 pandemic, the past 12 months have been unique as we had had to find new ways of working. During this period, we have been more distant and online than we have ever been before. All employees have had to deal with a great amount of uncertainty both professionally and personally. I am therefore extremely grateful and proud

that the Phoenix Design Aid team has, once again, managed to navigate safely and patiently throughout these uncertain times.

With challenge comes change, and this year Phoenix Design Aid has had to turn our focus to alternative areas of business and increase our focus on our internal capacities. We have established a professional board of directors, re-established our regular global staff meetings, expanded our service areas, increased our focus on communication services and successfully migrated to ISO 45001, an occupational health and safety certification. More on this in the pages to come.

I would like to thank all internal Phoenix Design Aid employees who have worked on creating and designing this report, and the external experts who have been brought in to analyze the content for inaccuracies and to ensure that no greenwashing occurs.

I sincerely hope that you enjoy the read.

All the best,

Dennis Lundoe Nielsen, CEO

The Sustainable Development Goals and Phoenix Design Aid

The Sustainable Development Goals (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.

To achieve the SDGs, we must collaborate. Everyone must participate – governmental, and NGOs, private companies, institutions, civil society and individuals. We must take responsibility in order to create a more sustainable, equitable and peaceful world. Phoenix Design Aid takes this responsibility very seriously. Thus, the SDGs are very close to our heart and have become a part of everything we do.

In general, Phoenix Design Aid supports the SDGs in three ways:



OUR OWN INITIATIVES



OUR SUPPORT OF OTHER INITIATIVES



OUR INFORMATION TO AND INFLUENCE OF PARTNERS

DNV's certificate in the Sustainable Development Goals

Phoenix Design Aid was the first graphic and communication agency to receive formal approval of its work with the SDGs. In June 2020, the company received a SDG certification that is awarded by DNV, 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 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 SDGs. In order to receive the certification, a company's work with the SDGs should be a part of its management system which should aim to reach and achieve the SDGs that the company has selected. The requirements for the management system are in accordance with ISO directives which Phoenix Design Aid is familiar with from its other ISO certificates (see page 48).

The certification furthermore requires the following:

- A yearly prioritization and selection of SDGs by the use of a tool to analyze every relevant goal and target, including a risk and possibility 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



The Phoenix Design Aid SDG wheel

The wheel is made on www.sdgcapture.niras.dk which is a tool created by NIRAS.

Selection of SDGs

Phoenix Design Aid uses a tool called "SDG Capture", developed by an engineering company named "NIRAS", to get an overview of its contribution to the SDGs. Phoenix Design Aid uses SDG Capture as a way to map all the company's actions and efforts to all 17 SDGs, while its annual Communication on Progress report is used as its tool to report on actions and results within the SDGs.

When all actions and efforts are mapped, SDG Capture composes a SDG wheel that illustrates all the SDGs a company has filled out, including the targets. Phoenix Design Aid contributes to 11 SDGs in total, but we have chosen to become certified in four SDGs. We acknowledge the importance of all SDGs, but the four SDGs are selected based on our competencies, opportunities and clients.

Phoenix Design Aid's certificate illustrates its work to support the achievement of 11 targets within SDG 4: Quality Education, SDG 12: Responsible Consumption and Production, SDG 13: Climate Action and SDG 17: Partnership for the Goals.

Phoenix Design Aid'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 Phoenix Design Aid 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 12: RESPONSIBLE CONSUMPTION AND PRODUCTION

Target 12.2, 12.4 and 12.8

As a part of Phoenix Design Aid'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 paper types and printing practices for many years.

SDG 13: CLIMATE ACTION

Target 13.1 and 13.8

SDG 13 is closely related to SDG 12 as Phoenix Design Aid always strives to minimize our CO₂ emissions as a part of our commitment to reduce our environmental impact.

SDG 17: PARTNERSHIP FOR THE GOALS

Target 17.16 and 17.17

Phoenix Design Aid refers to itself 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, Phoenix Design Aid 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.

Phoenix Design Aid is certified within 11 targets of the four SDGs.
The actions for each target are:

We support NGOs that work with education.

4 QUALITY EDUCATION



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

Target 4.1

Phoenix Design Aid 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

Phoenix Design Aid supports a project called “The Family House” (Familiehuset) in Randers, Denmark that provides healthcare and education for both parents and children. The project also aims to support integration by connecting Danish and immigrant families and encouraging the use of the Danish language. In 2021, Phoenix Design Aid sponsored some SDG merchandise to the Family House, including a short discussion on the SDGs related to the project.

Target 4.3

Phoenix Design Aid 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

Phoenix Design Aid strongly believes in knowledge-sharing, especially within topics such as the SDGs and sustainability. Phoenix Design Aid 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 and are still being inspired by others. Tradium (see page 34) is a good example of how we do this.

We aim to reduce our environmental impact.

12 RESPONSIBLE CONSUMPTION AND PRODUCTION



- > Minimize printing of papers
- > Paper guide
- > Support of education on sustainable agriculture and tree planting

Target 12.2

We support and promote sustainable choices within paper-based communication, including FSC paper products. It is Phoenix Design Aid’s goal to minimize the printing of paper by 5 per cent per year internally among employees. From 2018 to 2019, Phoenix Design Aid printed 37 per cent less at the headquarters. In 2020, we estimated that the amount of printing will be reduced with 10 per cent from 2019 to 2020. From 2019 to 2020, we printed 33 per cent less inhouse/internally, exceeding the estimate by 23 per cent. A new and digital invoice structure was implemented in 2021 where one of the outcomes is expected to be less paper printing.

Together with the United Nations SDG Action Campaign, Phoenix Design Aid runs an SDG Action Shop where we strive to enhance the visibility of the SDGs through the production of sustainable merchandise and tailored events. The responsible production includes, among others, FSC certified wood and paper, ecological cotton, recycled carton and cardboard, 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.

We seek to minimize our energy and carbon footprint.

13 CLIMATE ACTION



- > Buying United Nations-issued emission credits
- > Climate Certificate™ by CEMAsys

Target 13.1

Phoenix Design Aid seeks to minimize its energy and carbon footprint. We buy United Nations-issued emission credits and neutralize all our CO₂ 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. Read more about this project on page 47.

Target 13.3

Phoenix Design Aid'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 <http://www.stateofgreen.com> it is possible to share Danish knowledge, experiences and solutions with the rest of the world in order to inspire each other as well as debating and spurring partnerships.

We strive to promote and advocate for the SDGs as well as influence and inspire others to start working with the SDGs.

17 PARTNERSHIPS FOR THE GOALS



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

Target 17.16

Phoenix Design Aid has a great interest in promoting and advocating for the SDGs. We do this in various ways, for example on social media, in networks and through our SDG Action Shop. Every year, when we publish our sustainability report, 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

Phoenix Design Aid 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 multiple SDG- and CSR-related meetings where Phoenix Design Aid's approach to working with the SDGs was presented.

During 2021, Phoenix Design Aid has also spent time and resources on providing guidance to five companies that had expressed the desire to become members of the United Nations Global Compact (read more on page 38).



Photo: Hu Chen.

Hall of Fame

Working with sustainability has always been a natural part of Phoenix Design Aid's identity and strategies.

Since we submitted our first Communication on Progress 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 bringing them together in what we call our "Hall of Fame".

Year	Projects/initiatives	SDGs
2019–	Tradium	4 17
2019, 2021	The Family House (Familiehuset)	3 4 10
2020	The People's Meeting Randers 2020 (Folkemødet Randers 2020)	11 16
2018–	Farm Mountain	5 12 17
2017–	Sauti Kuu Foundation	1 4 10 17
2017	European People's Forum	10 16
2017–2018	UNFCU Africa Golf Project	3 17
2016	Culture Guide	4 10 11 16
2016–	Danish Business Network in Kenya	8 11 17
2016	Randers Regnskøvs Naturfond	14 15
2016–	School Aid (Skolehjælpen)	4
2016–2017	Kastalia	4
2015–	Talent Scouts (Talentspejderne)	4 10
2015–	PDaid Foundation	1 4 5 17
2015	Fundraising campaign "Help Now!" ("Hjælp Nu!")	1 2 3
2015	Be My Eyes	3 10 11
2015	Supporting Arab Printing Press in becoming a member of United Nations Global Compact	17
2014–	UNFCCC's The Norte III-B Landfill Gas Project, Argentina	13
2014–	Kilimanjaro Initiative	1 3 5 10 11
2013–2014, 2016–	Nelson Mandela Library Project	4 10
2012	PRME LEADERS+20 Competition	4 8
2011–2017	Climate Change Signatories	13
2011–2017	Foundation for the Global Compact	17
2011–2020	World's Best News	17
2011	Team Rynkeby Cycling	3
2011	ArtDoors	13 15
2011	Support to Sheldrick Wildlife Trust in Nairobi	15
2011	UNICEF in collaboration with Randers Municipality	6 17
2010–	Randers FC	3 8 12 17

Activities supported during the reporting period

During the reporting period, Phoenix Design Aid worked on different projects and activities that all support the SDGs at different levels. We have selected six cases for this Communication on Progress.

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.

PDAid Foundation mentoring update and other news

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Partners unite in the fight against COVID-19

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Project 1: The Big Climb
Project 2: Charity golf event

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Tradium continues its ongoing commitment to the SDGs

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Investing in a healthy working environment

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A year like no other: Hybrid working and increasing knowledge-sharing

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Seven tips for achieving SDG certification

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"Some things can only be learned through experience, and the benefits of having a mentor is one of the best examples. The mentoring programme has helped me grow personally. My mentor guided me to find options and answers. The mentoring increased my level of self-awareness and my confidence."

Ms. Diana Kobare

PDAID FOUNDATION MENTORING UPDATE AND OTHER NEWS



Diana shares her experience as a mentee at <https://pdaidfoundation.org/en/blog>. Photo: Benedetta Mbeneka.

Since the establishment of the PDAid Foundation in 2015, Phoenix Design Aid has actively supported the foundation, particularly through the mentoring programme. During the reporting period, the PDAid Foundation has recorded a number of achievements, including the establishment of a board of directors and an advisory board, the completion of the mentoring programme by the 2021 mentee, preparations for yet another Kilimanjaro Climb and planning for the onboarding of new mentors.

Board of directors

In 2020, the PDAid Foundation announced the appointment of a professional board of directors to govern the foundation, consisting of five members:

- Tine Arensbach Nielsen, chairperson
- Bjørn Aksel Simonsen, board member
- Dennis Lundoe Nielsen, board member
- Jes Weyhe Grønbaek, board member
- Louise Lund Harpoth, board member

The board's primary role is to lead the PDAid Foundation, manage its finances, set its mission and vision and make sure these are reflected in its education and guidance of young mentees. The board quickly established a regular schedule of board meetings to plan and coordinate all internal and external activities of the foundation, and this has already had tangible positive outcomes. In addition, the foundation has officially become an association – a non-profit, non-political and non-religious organization – and now has its own CVR number: 41230924.

The board of directors is supported by an advisory board, consisting of seven members, whose role is to advise the board on specific subject matters. Each member of the advisory board has different areas of expertise that the board can draw on for guidance. A list of the advisory board members can be found on the PDAid Foundation website: <https://pdaidfoundation.org/en/about-us/organisation-and-board-of-directors-advisory-board>.

2021 mentee

Ms. Diana Kobare undertook the PDAid Foundation's mentoring programme in the first quarter of 2021. Diana was the fourth mentee to complete the mentoring programme, which has been developed together with Talent Scouts.

Diana received a scholarship from the PDAid Foundation which allowed her to continue her bachelor's degree studies at the Management University of Africa while also participating in the mentoring programme. Alongside the professional guidance she received as a mentee, Diana said that the mentoring programme helped her grow personally. She feels more confident in facing the future as the programme helped her with practical advice, encouragement and support.

"Some things can only be learned through experience, and the benefits of having a mentor is one of the best examples. The mentoring programme has helped me grow personally. My mentor guided me to find options and answers. The mentoring increased my level of self-awareness and my confidence," said Diana, adding:

"Through the mentoring experience, I have been empowered to make decisions, and it has equipped me with problem-solving skills to overcome challenges and obstacles – and the best part is that I have forged a valuable relationship with my mentor that I will always cherish."

ABOUT TALENT SCOUTS



Talent Scouts (Talentspejderne) 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.

<https://talentspejderne.dk>



"It has been such a beautiful experience that will forever have a great impact on my life," said Diana (right) who celebrated her accomplishments together with her mentor, Dr. Sophie Jones (left), at the Big Square restaurant, Moi Avenue, Nairobi.

The PDAid Foundation congratulates Diana on completing the mentoring programme.

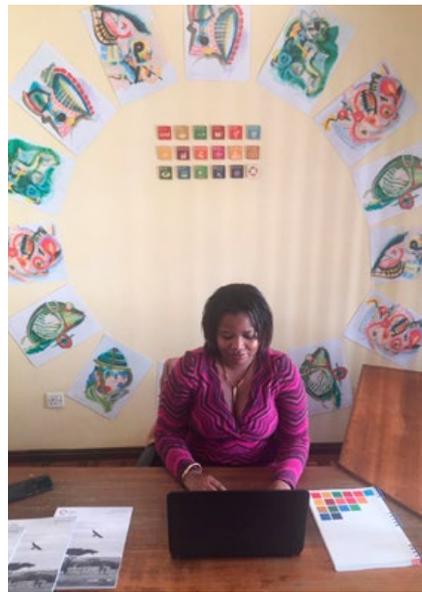
"It has been a great pleasure to follow Diana on her journey to becoming a future leader, and we look forward to watching her career progress in the coming years," said Dennis Lundoe Nielsen, founder and board member of the PDAid Foundation and CEO of Phoenix Design Aid.

Diana's mentor, Dr. Sophie Jones, was a mentor at the PDAid Foundation from November 2020 to March 2021 and continued with project development to July 2021. Due to prior work engagements, Dr. Jones is not continuing as a mentor, but the foundation is grateful to have her remain as a member of the advisory board. Dr. Jones acknowledged that it was an inspiring and humbling experience to be a mentor:

"Getting to know Diana and learning about her strengths, her hopes and her determination has been such a privilege. I have been really struck by her thoughtfulness and compassion and I feel very lucky to have been a part of her journey. I am very grateful to the PDAid Foundation for the opportunity to get to know Diana and value the work they do in creating educational opportunities for young people who otherwise may not be able to access them."

Kilimanjaro Climb 2021

The Kilimanjaro Initiative has a unique approach to building a better world – one climber at a time. Each year, the organization arranges a climbing trip to the summit of Africa's highest



Benedetta Mbeneka, project assistant at the PDAid Foundation. Photo: Dr. Sophie Jones.

mountain, Mount Kilimanjaro. In 2021, the trip will be a special event known as "The Big Climb", with a particular focus on the fight against COVID-19. Read more about this year's climb on page 30.

Ten Kenyan and Tanzanian young people have been selected to take part in the Big Climb. Following this challenge, they will be eligible to be selected for the PDAid Foundation's mentoring programme.

Future mentors

The foundation recognizes the importance of boosting the mentoring capacity of the programme, and it is currently focused on finding and training new mentors who can take on the potential new mentees following the Big Climb. At the time of writing, the organization is hosting briefing sessions for seven new mentors, meaning that there will be eight mentors in total, including Ms. Benedetta Mbeneka, a former mentee who is now a mentor and a project assistant at the PDAid Foundation. These onboarding sessions are scheduled to take place in September 2021.

Together, these future mentors constitute a broad base of professionals from varied backgrounds who will be able to offer the mentees a rich experience as they guide them through their educational and professional journeys.



Sharon Wambui on her internship at the Big Square restaurant in Nairobi. Photo: Kennedy Thuo.

PDAid Foundation 2020 mentee

Ms. Sharon Wambui, the third mentee who completed the PDAid Foundation mentoring programme in June 2020, completed a two-month internship from July to August 2021 at a restaurant in Nairobi, Kenya, called "Big Square". Sharon continues to pursue her talent for making delicious and nutritious food. On 1 September 2021, she started working as a chef at an international school in Nairobi, Kenya.

The PDAid Foundation looks forward to watching Sharon progress her career in the years to come, and we are proud that the mentoring programme has helped her pursue her talents and dreams.

pdaidfoundation
Association Empowering Youth to Flourish

ABOUT THE PDAid FOUNDATION ASSOCIATION

The PDAid Foundation Association 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. In 2021, the foundation officially became an association.

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

<https://pdaidfoundation.org>

“After being shot during an armed robbery in Nairobi, I have organized many climbs to raise awareness on social issues affecting youth. The fight against COVID-19 will define our future.”

Mr. Timothy Challen, founder of the Kilimanjaro Initiative and organizer of the Big Climb



PARTNERS UNITE IN THE FIGHT AGAINST COVID-19



The PDAid Foundation and Phoenix Design Aid firmly believe there is a need for joint efforts in the fight against COVID-19 and are partnering on two important projects that directly address the pandemic and provide support to at-risk communities.

Project 1: The Big Climb

Project 2: Charity golf event

Photo: Takashi Muramatsu.



Supporting the goals

The Big Climb encompasses the following SDGs, in respect to its event on Mount Kilimanjaro:



The Big Climb will provide much needed income to guides and porters in the Kilimanjaro region. Countries and service providers are suffering due to lack of tourism.



COVID-19 has greatly affected health care systems. The Big Climb will raise funds for much needed resources.



10 Kenyan and Tanzanian youth have been sponsored to do the climb. They will all undergo a leadership and mentorship program.



Women play a fundamental role in our communities. The Big Climb aims for a 50/50 gender representation amongst its climbers.



Climbers will use water provided by the mountain only; and use sanitation facilities provided by park authorities.



The Big Climb is partnering with the Kilimanjaro Porters Association, a commitment to the working conditions of porters.



The fair distribution of vaccines is central to The Big Climb's objectives. All humans deserve equitable access.



The Big Climb will be equipped by responsible vendors and food for the mountain will be locally outsourced.



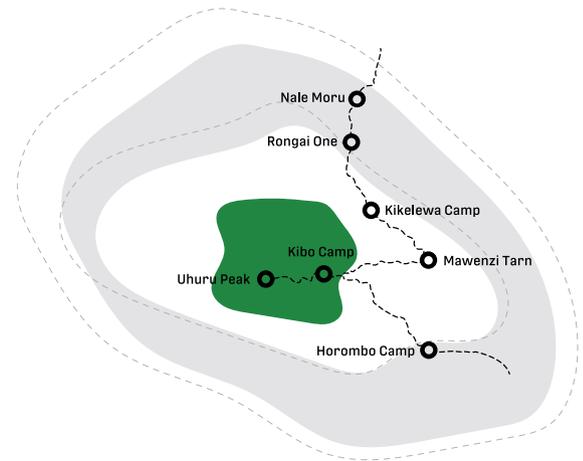
The Big Climb will be carbon neutral. All transport to, on and back from the mountain will be offset by planting requisite number of trees.



Climbers will adhere to all guidelines imposed by park authorities, in respect to wildlife and nature on the mountain.



The Big Climb is dedicated to working with partners, with the aim to demonstrate that we must work as ONE in the fight against COVID-19.



The climbers will take the 7-day Rongai route, reaching the summit of Mount Kilimanjaro on United Nations Day, 24 October 2021.

Project 1:

The Big Climb

The Big Climb is a special event being run by the Kilimanjaro Initiative, a long-standing partner of the PDAid Foundation and Phoenix Design Aid. The objectives of the event are to raise awareness of the need for equitable access to COVID-19 vaccines and to raise funds for medical supplies in low-income countries.

Scheduled for 19 to 25 October 2021, the Big Climb will bring together East African youth, renowned mountain athletes and representatives from the private and public sectors on a climb to the 5,895 metre summit of Mount Kilimanjaro, the highest point on the African continent. Forty climbers from diverse backgrounds will tackle the seven-day Rongai route, reaching the summit on 24 October 2021, United Nations Day – a fitting way to demonstrate worldwide solidarity and symbolize the call for global action in the face of the pandemic. As noted by the World Health Organization, "No one is safe until everyone is safe".

The Big Climb brings together a growing number of partners, including GAVI – the Vaccine Alliance, the African Union, Africa Centres for Disease Control and Prevention, the UNFCU Foundation and Sport and Sustainability International. Individuals and corporations will be invited to organize their own parallel activities, including runs, climbs and walks, to take place in the same week as the Big Climb. There will be a strong communication push to raise awareness of the event prior to and during the climb, featuring personal stories, webinars, media

outreach and a social media campaign centred around #SupportTheBigClimb. The fundraising proceeds will go to the African Union COVID-19 Response Fund and Go Give One to support the supply of COVID-19 vaccines, the provision of protective equipment for health-care workers and helping to better track and understand the virus.

The PDAid Foundation and Phoenix Design Aid are proud to be part of a project that acknowledges and fosters solidarity among the global community.

"I have climbed Mount Kilimanjaro three times with Kilimanjaro Initiative. The mountain provides an important platform to discuss and support important issues. COVID-19 has affected so many of us personally and professionally. We must fight back together," said Dennis Lundoe Nielsen, founder of the PDAid Foundation and CEO of Phoenix Design Aid.

We look forward to sharing an updated story on the Big Climb in next year's sustainability report, highlighting the experiences and outcomes of the project.

Read more at <https://thebigclimb.org>.

“President Nyerere said we should light a candle on the top of Mt Kilimanjaro, which would shine beyond our borders. This is what we will do on 24 October – United Nations day!”

Mr. Simon Mtuy, The Big Climb guide, world record holder for the unassisted Mount Kilimanjaro ascent and descent and social activist

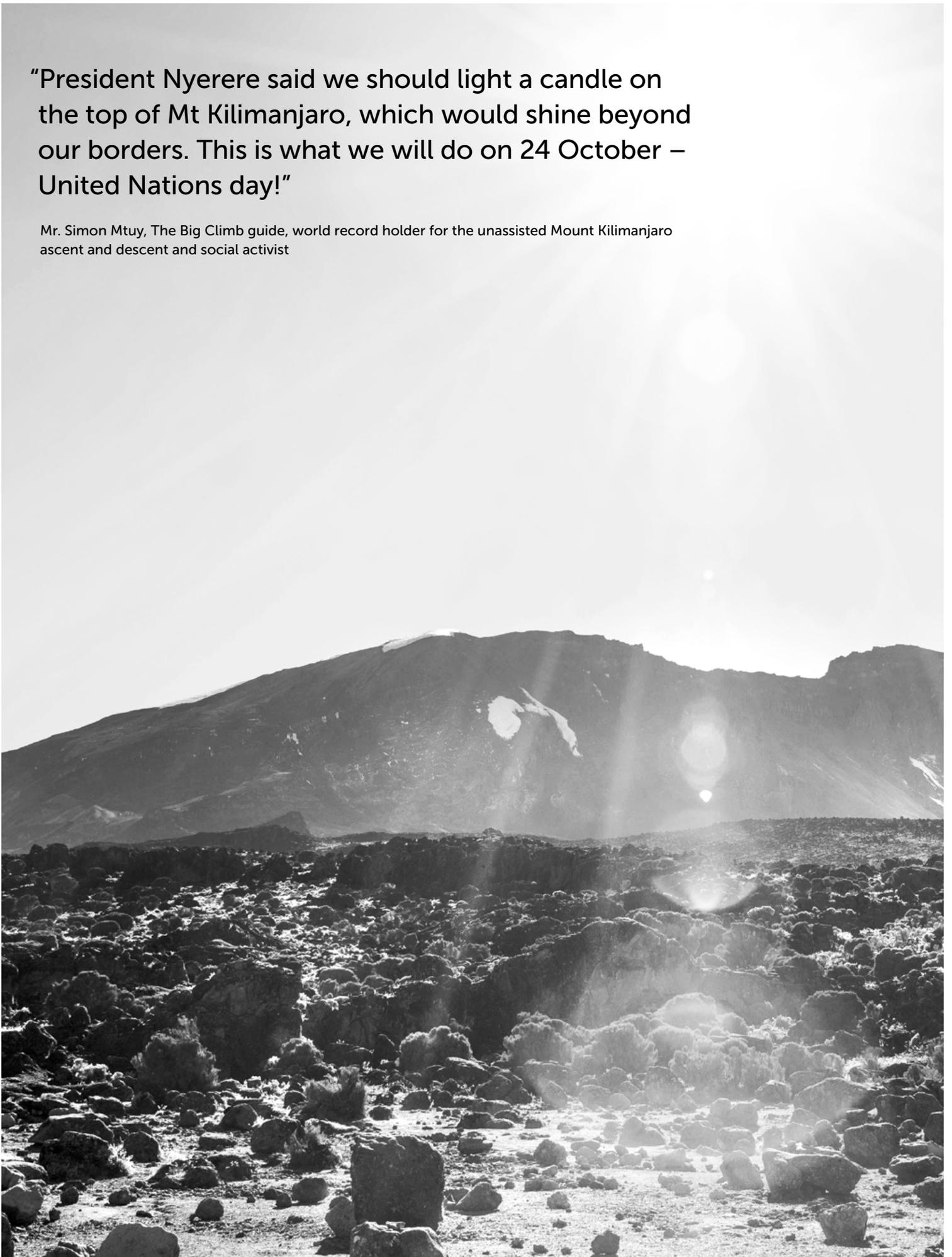




Photo: Tobias Bennett.



Photo: Emmanuel Ikwuegbu.



Project 2:

Charity golf event

Last year's sustainability report flagged an upcoming charity golf event to be held by Phoenix Design Aid. In March 2020, the decision was made to postpone the event due to the global pandemic. It is now scheduled to take place in 2022, subject to COVID-19 guidelines.

The event will take place in Randers, Denmark, in cooperation with the Rotary Club of Denmark and Randers Football Club, and with support from Randers Municipality. The objective is to raise funds to support projects undertaken by the Sauti Kuu Foundation, the Kilimanjaro Initiative and the PDAid Foundation.

The devastating effects of the global pandemic have highlighted the need for the global community to support youth in low- and middle-income countries by providing education about COVID-19, including prevention measures such as social distancing and personal hygiene, and supporting income-generating activities. The proceeds from Phoenix Design Aid's charity golf event will be put towards supporting youth through scholarships, mentoring programs, livelihoods training and employment-creation initiatives. One of the organizations that will be a beneficiary of these funds will be the Sauti Kuu Foundation, which runs a vocational training and sports centre in rural Kenya – providing a platform for youth to express themselves and learn new skills.

Target 3.3

By 2030 end the epidemics of AIDS, tuberculosis, malaria, and neglected tropical diseases and combat hepatitis, water-borne diseases, and other communicable diseases.

Target 4.b

By 2020, substantially expand globally the number of scholarships available to developing countries, in particular least developed countries, small island developing States and African countries, for enrolment in higher education, including vocational training and information and communications technology, technical, engineering and scientific programmes, in developed countries and other developing countries.

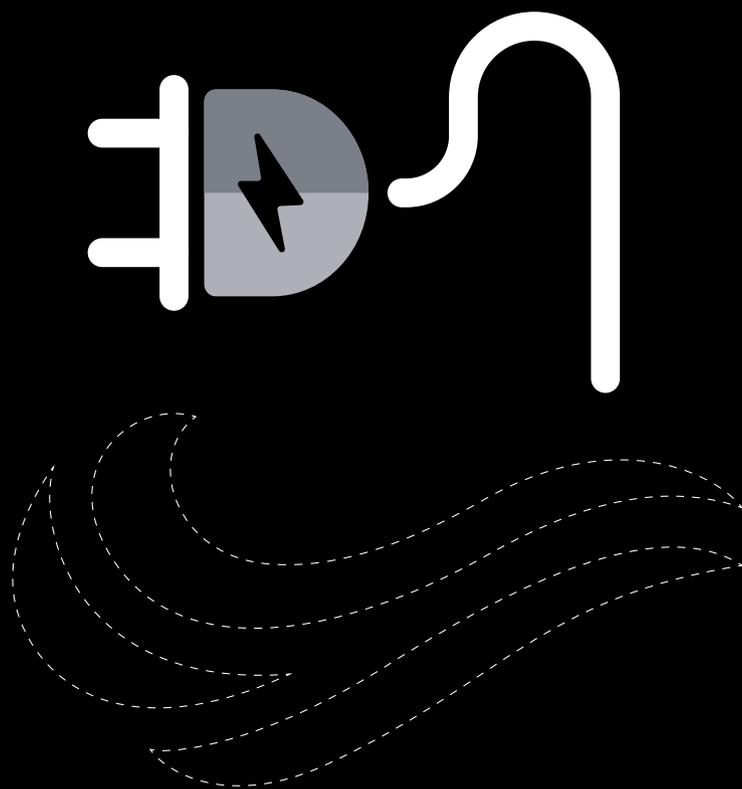
The Kilimanjaro Initiative not only organizes Mount Kilimanjaro climbs; it also runs several projects in Kibera, the largest slum in Nairobi. These include mental health support groups and income-generating opportunities for youth. It also runs the Africa Golf Program, a project that provides an introduction to the sport of golf to disenfranchised youth in Kenya, leading on to mentoring and education scholarships. The Kilimanjaro Initiative will be another beneficiary of the proceeds from the charity golf event.

The PDAid Foundation is proud to support and work with both the Kilimanjaro Initiative and the Sauti Kuu Foundation:

“Their approach to community development matches our commitment to give youth the tools to create better lives for themselves and for the benefit of their communities,” said Dennis Lundoe Nielsen, founder of the PDAid Foundation and CEO of Phoenix Design Aid.

“In 2019, our governing body decided to include the SDGs in the strategic focus at Tadium as we see a meaningful interplay between working with the SDGs and preparing our students for their future workplaces.”

Mr. Lars Michael Madsen, CEO of Tadium



**TRADIUM
CONTINUES
ITS
ONGOING
COMMITMENT
TO THE
SDGs**



Target 4.7

By 2030, ensure that all learners acquire the knowledge and skills needed to promote sustainable development, including, among others, through education for sustainable development and sustainable lifestyles, human rights, gender equality, promotion of a culture of peace and non-violence, global citizenship and appreciation of cultural diversity and of culture's contribution to sustainable development.

Target 17.17

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

Phoenix Design Aid's last sustainability report featured its second story on Tradium, an educational institution in Randers, Denmark, and its successful bid to become a member of the UNESCO Associated Schools Network (ASPnet). Since then, Tradium has forged ahead in pursuing SDG-related activities and initiatives on campus.

In recognition of SDG 17, target 17.17, Phoenix Design Aid firmly believes that the global achievement of the SDGs by 2030 can only be achieved through true collaboration and shared inspiration, and therefore it is with great interest that Phoenix Design Aid has followed Tradium's steadfast commitment to the SDGs over the reporting period.

Since Tradium has become a UNESCO ASPnet member, it has set itself on a path of green transformation, with sustainable initiatives under way across the institution. In order to track all of the different initiatives, Tradium has established an SDG committee in which students and teachers from different programmes can share ideas and experiences while also taking part in various sustainability networks. At the time of writing, the committee had already met twice. In addition, the SDG committee is planning to host an SDG Day at Tradium, which is intended to continue as an annual event. The inaugural SDG Day will be held in autumn 2021.

For Tradium, it is important that it not only educates its students about sustainability and the SDGs but also sets an example with its own initiatives. An illustration of this is the implementation of green electricity on campus. Tradium has entered into an agreement with nationwide power company Midtjysk Elhandel to guarantee that the institution's power supply will come from sustainable sources, such as hydropower.

"In 2019, our governing body decided to include the SDGs in the strategic focus at Tradium as we see a meaningful interplay between working with the SDGs and preparing our students for their future workplaces. Since the beginning, our teachers have included the SDGs in several courses and as an organization we have been working with projects like carpooling, waste sorting, green energy and



Photo: Tradium.

including the SDGs in our purchase policy. We are on the move and are proud to be mentioned in the Danish government's action plan for the SDGs from 2021. But working with the SDGs is a journey that will continue in the years to come," said Lars Michael Madsen, CEO of Tradium.

Phoenix Design Aid is eager to see how Tradium's initiatives and achievements unfold and looks forward to following its future steps in contributing to the global achievement of the SDGs. CEO of Phoenix Design Aid, Dennis Lundoe Nielsen, said Tradium's approach to working holistically with the SDGs is inspirational:

"Since we held the presentation for Tradium and its board of directors, the educational institution has implemented a lot of different SDG-related initiatives. I firmly believe this case with Tradium illustrates the importance of coming together and inspiring each other in order to contribute to the global achievement of the SDGs."

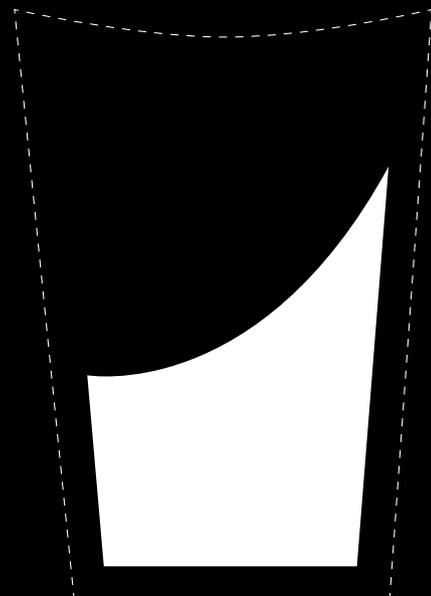
To progress the collaboration between Tradium and Phoenix Design Aid, the two parties have initiated a biannual dialogue between Mr. Ulrik Vosgerau, the head of communication at Tradium, and Ms. Azra Mujacic, internal communication and quality coordinator at Phoenix Design Aid. The intention of these meetings is to share knowledge and experiences related to the SDGs in order to inform and inspire each other's sustainability journey.

To mark the beginning of this knowledge-sharing initiative, Azra will give a presentation to students at Tradium about how Phoenix Design Aids works with the SDGs as a practical example of how a private sector company incorporates a focus on the SDGs into its work wherever possible.

The results from the current reporting period were at the same high standard as last year, and exposure to health-harming microbes is still well below the levels recommended by the World Health Organization.



INVESTING IN A HEALTHY WORKING ENVIRON- MENT





To protect the most important resource in the company – its employees – Phoenix Design Aid continues its six-year long collaboration with Pureclean.eu to provide a healthy working environment and ensure staff well-being, which the COVID-19 pandemic has highlighted as being more crucial than ever.

The indoor air quality of Phoenix Design Aid's head office in Randers, Denmark, is monitored on a daily basis by Foobot, which tracks particulate matter, chemical pollutants, temperature and humidity. Foobot is connected to an app that displays an air pollution score for each room, and an overall summary on the company's indoor environment is generated from the data collected.

The results from the current reporting period were at the same high standard as last year, and exposure to health-harming microbes is still well below the levels recommended by the World Health Organization. At the time of writing, opportunities for lowering exposure even further are being assessed and considered. Phoenix Design Aid will evaluate the data during autumn 2021 to establish which parameters it could work with and improve on in order to reduce overall exposure to contaminants and microbes in the office environment.

Environmentally friendly cleaning products

In the early stages of Phoenix Design Aid's collaboration with Pureclean.eu, "Q-Shield Care" and "Q-Shield Surface Care" were introduced, and they remain in use at the company's headquarters. The former is used to sanitize hands, and the latter is used to clean all surfaces in the office while also purifying the air that circulates around where it is applied.

In line with Phoenix Design Aid's goal of reducing and eventually eliminating the use of environmentally harmful chemicals in its offices, the company now also uses Bright Water as one of its other primary cleaning and sanitizing products. The use of non-chemical-based products is beneficial not only for the cleaning itself but also for the cleaning staff as they are not exposed to harmful chemicals while carrying out their work.

"ECA" drinking water

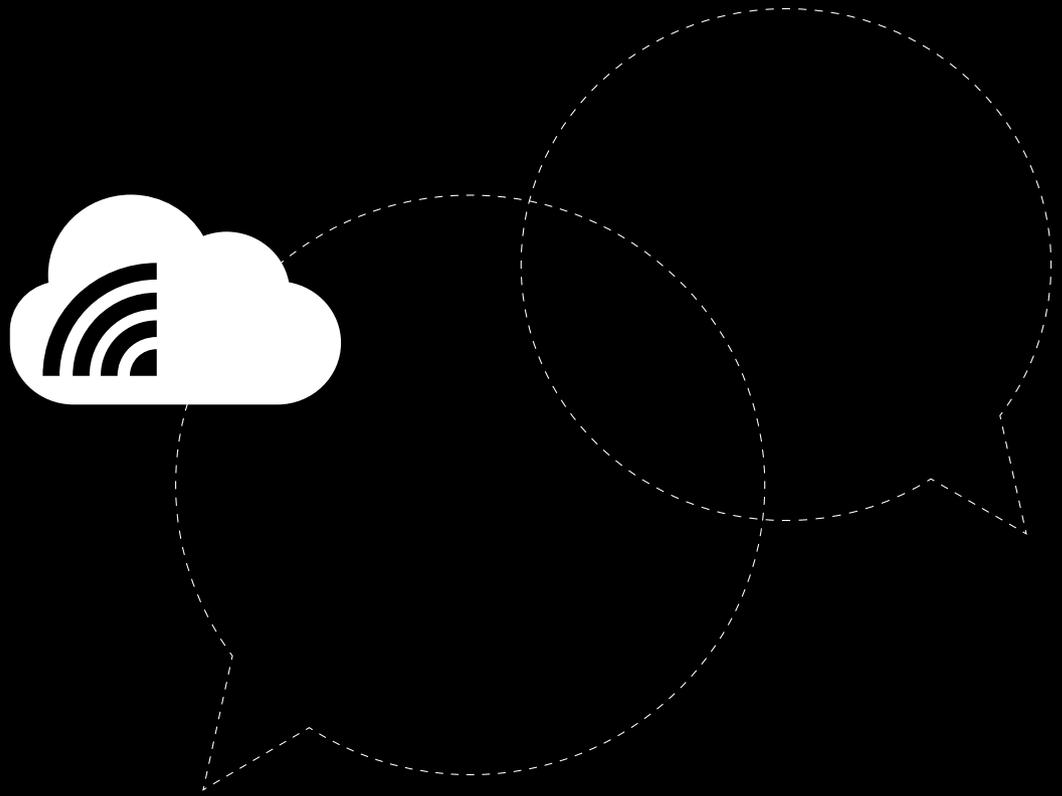
In the last sustainability report, Phoenix Design Aid flagged a future initiative to ensure the high quality of drinking water for staff and visitors at the company's headquarters in Denmark by installing a GoBright electrolysis drinking water machine that produces "ECA" (electrochemical activation) water.

Currently, the drinking water available in the office complies with the required exposure levels for drinking water in Denmark, but Phoenix Design Aid intends to take it a step further by installing a machine that is said to eliminate pesticide residue, microorganisms and viruses from the water and enrich it with antioxidants.

The global COVID-19 pandemic has hindered progress on this initiative as the delivery of some parts for the machine has been delayed. As soon as the supplier provides these, Phoenix Design Aid will proceed with installing the machine – hopefully by the end of 2021.

"We are very proud to have become members of the United Nations Global Compact. To us, it is a stamp of approval, and we believe that global collaboration is the way forward to address global challenges."

Mr. Brian Andersen, owner of Randers Arkitekten



**A YEAR LIKE
NO OTHER:
HYBRID
WORKING AND
INCREASED
KNOWLEDGE-
SHARING**



Target 17.16

Enhance the global partnership for sustainable development, complemented by multi-stakeholder partnerships that mobilize and share knowledge, expertise, technology and financial resources, to support the achievement of the Sustainable Development Goals in all countries, in particular developing countries

This reporting period has been a unique 12 months, and COVID-19 has left its mark on many companies, including Phoenix Design Aid. In responding to the global crisis, the company has focused its efforts on establishing “COVID-normal” work practices and collaborating widely through knowledge-sharing.

When external circumstances change rapidly, organizations may be forced to reconsider and change their usual ways of working, making different decisions than they otherwise would and turning their focus to alternative areas of the business. The global COVID-19 crisis has prompted Phoenix Design Aid to place greater emphasis on its internal capacities as well as strengthening its work with SDG 17, “Partnerships for the goals”.

For Phoenix Design Aid, increasing its focus on internal capacities is a way to invest in and secure the future of the company – for example, through the establishment of a board of directors (read more on page 62) and migration to the new occupational health and safety certification, ISO 45001 (read more on page 60). In addition to this, establishing new “COVID-normal” work practices is something that the company has spent a lot of time and resources on.

Hybrid working

As a global company, Phoenix Design Aid is used to having employees located in various places around the world, but it has still had to work hard to find successful ways of navigating social distancing and other restrictions, quarantine, working from home and online meetings in the context of the COVID-19 pandemic.

“Before the global pandemic, we never had to plan when and who was sitting physically at the offices in, for example, Denmark or Panama,” said CEO, Dennis Lundoe Nielsen.

Headquarters created duty schedules for staff to be on site in order to comply with government restrictions and recommendations on office density limits. This task alone demanded significant coordination, planning and patience due to ongoing uncertainty and changeable government restrictions.

In the first quarter of 2021, almost all employees were working from home, and the onboarding of a new digital project manager at headquarters (read more on page 64) was challenging as every introduction meeting had to be held online. In normal circumstances, a new project manager would have most introduction meetings in person – for example, with other project managers, the CEO and the internal communication and quality coordinator. The meetings with other project managers have been especially difficult to conduct online because it is so much easier and more efficient when colleagues can sit down together and discuss processes related to tenders, procurement and other project-related matters.

Like many other companies around the world, Phoenix Design Aid has started to work on a hybrid working model that will incorporate a physical presence at headquarters along with staff working from home. The plan is to create a model with flexibility and balance that can help the company adjust quickly to unforeseen changes in the future. The set-up is also aimed at ensuring employee well-being, as working from home provides flexibility and work-life balance.

Phoenix Design Aid is proud of its employees for their patience and commitment throughout these uncertain times.

Focus on partnerships: SDG 17, target 17.17

Another area of significant effort for Phoenix Design Aid is its ongoing focus on the SDGs, and during the reporting period there has been increased emphasis on one of the four SDGs in which the company is certified: SDG 17, “Partnerships for the goals”. Phoenix Design Aid is specifically certified in two targets within SDG 17: targets 17.16 and 17.17.

“Our collaboration with Phoenix Design Aid has helped us to strengthen and develop upon our goal in all areas.”

Mr. Asger Juul-lassen, CEO of Pureclean.eu

The company believes strongly in working collaboratively, and partnership is a core aspect of how Phoenix Design Aid does business and interacts with its external stakeholders and environment.

The value of collaboration and solidarity has been highlighted around the world in light of the pandemic and its global effects, and Phoenix Design Aid's work with SDG 17, target 17.17, has been a big part of its efforts over the past year.

During the reporting period, Phoenix Design Aid provided guidance to five companies that had expressed the desire to become members of the United Nations Global Compact: POUL TARP A/S, Greentel, Randers Arkitekten, Pureclean.eu and Tacans A/S. Randers Arkitekten and POUL TARP A/S were successful in this endeavour in March and May 2021 respectively, while Greentel is waiting on a response to its application submitted in March 2021. Pureclean.eu and Tacans A/S began their research and preparations in June and February 2021 respectively.

Becoming a member of the United Nations Global Compact involves different obligations and requirements in relation to a company's commitment to the 10 principles of the United Nations Global Compact. Phoenix Design Aid assisted these five companies with gaining an understanding of these obligations and requirements, provided guidance on the application process and Communication on Progress reporting, and explored the 10 principles of the United Nations Global Compact in relation to each company's experience and journey.

All five companies noted that it was beneficial to take inspiration from a peer that had been through the United Nations Global Compact application process. Randers Arkitekten and POUL TARP A/S are very glad to have become members, and both companies look forward to supporting the United Nations Global Compact in the future.

“We are very proud to have become members of the United Nations Global Compact. To us, it is a stamp of approval and we believe that global collaboration is the way forward to address global challenges,” said Mr. Brian Andersen, owner of Randers Arkitekten.

Ms. Ida Marie Tarp from POUL TARP A/S, said that membership of the United Nations Global Compact is a way of demonstrating to their customers and partners that POUL TARP A/S is a company that has always focused on values such as employee development, proper working conditions, gender equality, innovation and product development as well as responsible consumption and production, with a particular focus on climate.

“It is difficult for a medium-sized company like us that does not have one employee who is dedicated to working with the SDGs to figure out what approach we should take towards the application process of the United Nations Global Compact and how to work with the SDGs. Phoenix Design Aid has been a great help in this process in terms of how we should communicate about the SDGs, understanding the goals and the application process to become a member of the United Nations Global Compact,” said Ida Marie Tarp, adding:

“We would not have gotten off to a proper start with the SDGs and the United Nations Global Compact if it had not been for Phoenix Design Aid, who has been a great partner for discussion.”

Mr. Asger Juul-lassen, CEO of Pureclean.eu, shared a similar view:

“Pureclean.eu has always had a goal to deliver sustainable products and advise customers on the value of protecting the environment. Our collaboration with Phoenix Design Aid has helped us to strengthen and develop upon our goal in all areas. Under the guidance of Phoenix Design Aid, we have been able to improve our own goals based on the thorough insight into the 17 SDGs that the company has given us. Thus, we will continue to do even better in the future,” said Asger Juul-lassen.

Knowledge-sharing through the Global Compact Network Denmark

Phoenix Design Aid is committed to supporting the United Nations Global Compact and seeks opportunities to support and acknowledge the work of the initiative whenever possible. Phoenix Design Aid was therefore delighted to take up the opportunity to support the United Nations Global Compact via knowledge-sharing on the SDGs.

In April 2021, the Global Compact Network Denmark gave its members the opportunity to share great examples of how they work with the SDGs and the challenges that the SDGs represent. The Global Compact Network Denmark will use these examples to showcase how the solutions developed by different companies can contribute to the achievement of the SDGs as well as highlighting concrete examples from multiple Danish companies.

The examples will be included in the Danish government's 2021 Voluntary National Review (VNR) in preparation for the annual United Nations High-Level Political Forum on Sustainable Development (HLPF). In the VNRs, United Nations member states outline their progress on the implementation of the 2030 Agenda. In preparing its VNR, Denmark will undertake an assessment of its efforts and results in its contribution to achieving the SDGs.

Among 46 other Danish companies, Phoenix Design Aid is mentioned in Denmark's VNR as an example of a company that works actively with the SDGs. Phoenix Design Aid is proud to have had the opportunity to share its approach to and work with the SDGs in such an important report.

“The VNR report, the webinar with the Danish Centre for Cyber Security and the Danish Agency for Digitalisation and the virtual Nordic United Nations procurement seminar are all great examples of the significance that knowledge-sharing has for Phoenix Design Aid – because we have a desire to inspire and help other

Dennis Lundoe Nielsen, CEO of Phoenix Design Aid

Cybersecurity webinar

In line with Phoenix Design Aid’s desire to share knowledge with its peers, the company participated in a webinar with the Danish Centre for Cyber Security and the Danish Agency for Digitalisation, an agency of the Ministry of Finance, on 1 June 2021.

Louise Lund Harpoth, COO of Phoenix Design Aid, participated on behalf of the company, sharing the company’s experience of being hacked in 2017. She then detailed the measures that Phoenix Design Aid has implemented since that time to secure itself and prevent future cyber attacks.

“We were glad to have the opportunity to share our story and highlight the importance of updating firewalls and securing internal data. We hope that it can inspire others to take measures in order to prevent hacker attacks, which is especially important due to the unfortunate global increase in hacker attacks,” said Louise Lund Harpoth.

A focal point of the webinar was a series of competency challenges consisting of six case studies, one of which was Phoenix Design Aid. A panel debate was held to explore ideas on how to strengthen and develop competencies around cybersecurity and information security.

Phoenix Design Aid’s participation in the webinar highlights its focus on transparency and knowledge-sharing as a part of its commitment to SDG 4. Since the company’s hacker attack in 2017, Phoenix Design Aid has been open about what happened with the intention of helping and inspiring others to think more about cybersecurity and implement measures in their workflow to secure their digital assets and data.

Virtual Nordic United Nations procurement seminar

On 25–26 January 2021, Phoenix Design Aid participated in a virtual Nordic United Nations procurement seminar. As part of the seminar,



Two screenshots from a webinar, hosted by the Danish Centre for Cyber Security and the Danish Agency for Digitalisation, featuring among others Louise Lund Harpoth, COO of Phoenix Design Aid.

Phoenix Design Aid was invited to participate in a panel debate entitled “How to be successful in selling to the UN – Successful experiences and strategic engagement with the UN’s procurement efforts”.

Phoenix Design Aid and three other companies from different sectors were chosen to participate in the panel debate as successful companies that have found their way into the United Nations market. The objectives of the panel debate were to inspire more Nordic companies to explore and engage with United Nations market opportunities, provide a platform for business-to-business knowledge-sharing and increase Nordic companies’ understanding of United Nations agencies’ procurement requirements.

Phoenix Design Aid had a virtual exhibition stand at the seminar that showcased the company and its work.

“The VNR report, the webinar with the Danish Centre for Cyber Security and the Danish Agency for Digitalisation and the virtual Nordic United Nations procurement seminar are all great examples of the significance that knowledge-sharing has for Phoenix Design Aid – because we have a desire to inspire and help others,” said Dennis Lundoe Nielsen, CEO of Phoenix Design Aid.

“It is about seeing where you can connect the SDGs to your business conditions and competencies – you do not necessarily have to invent something new to get started.”

Mr. Per Bach, SDG manager at Aarhus Vand

SEVEN TIPS FOR ACHIEVING SDG CERTIFICA- TION

1. Make it specific
 2. Use your heart and brain
 3. Prioritize
 4. Let the system be the core of the company
 5. Create transparency
 6. Keep it simple
 7. Obtain the benefits – internally and externally
-



Target 17.16

Enhance the global partnership for sustainable development, complemented by multi-stakeholder partnerships that mobilize and share knowledge, expertise, technology and financial resources, to support the achievement of the Sustainable Development Goals in all countries, in particular developing countries.

In March 2021, Phoenix Design Aid and Aarhus Vand, a Danish public limited company owned by Aarhus Municipality, compiled a series of tips for organizations that are looking to become SDG certified. The seven tips are included in this report to inspire others on their journey towards sustainability.

These tips were originally shared in a Danish article by Ms. Lane Markholt-Hansen published by Dansk Forening for Kvalitet, a non-profit member association that helps companies and educational institutions put quality first via conferences, network meetings and its magazine, Quality. The article was written in cooperation with DNV Business Assurance Denmark, which provides certification in the United Nations SDGs. In 2020, Phoenix Design Aid and Aarhus Vand were among the

first two companies in Denmark to receive this certification. Based on each company's experience of the process of achieving SDG certification, Mr. Dennis Lundoe Nielsen, CEO of Phoenix Design Aid, and Mr. Per Bach, SDG manager at Aarhus Vand, compiled these seven tips in response to demand for information about the SDGs, in particular from small and medium enterprises (SMEs) that Phoenix Design Aid has worked with for many years – even more closely in 2021.

As part of Phoenix Design Aid's commitment to sharing knowledge in areas related to sustainability and the SDGs, it hopes the seven tips detailed on the following pages will inspire others by demonstrating how the company is working with the SDGs and in particular meeting target 17.16.



Lars Jørgensen (left), head of production, and Azra Mujacic (right), internal communication and quality coordinator. Photo: Groovy Graphic.

THE SEVEN TIPS



1.

MAKE IT SPECIFIC

There may be several reasons why a company chooses to become SDG certified. For Phoenix Design Aid, it was the need for a tool that could make its work with the SDGs specific:

“Unfortunately, the work with the SDGs quickly becomes very theoretical. For many people, it can be difficult to grasp. In that regard, we thought that certification was a good tool to open up and make the work with the SDGs specific – because it is necessary if it is to succeed,” said Dennis Lundoe Nielsen.

At Aarhus Vand, it was the desire for the company to have an increased focus on the SDGs along with greater structure and specificity that lay behind the decision to become SDG certified:

“We increasingly experienced that the surroundings on a global scale tapped into that agenda – and we had done that ourselves for three years before we were certified. We have previously worked with sustainability certification, so it was natural for us when the opportunity arose,” said Per Bach.



2.

USE THE HEART AND THE BRAIN

And where should one start and end when embarking on a certification project? Per Bach from Aarhus Vand has no doubt: use the heart and the brain.

“You should not start with the certification process if you are not passionate about it. You must have your heart with you. And then you have to use your brain in relation to your business case and use what you are good at as a starting point,” said Per Bach, who encourages companies to take a closer look at the areas they cover and what the closest “zone” is.

“Whether you are an SME or a larger company, it makes good sense to work within the core you already have. It is about seeing where you can connect the SDGs to your business conditions and competencies – you do not necessarily have to invent something new to get started,” said Per Bach.



3.

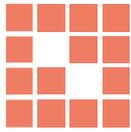
PRIORITIZE

You cannot do it all, so it is important to prioritize your efforts from the beginning, according to Per Bach. Aarhus Vand works with 13 SDGs out of the total 17 SDGs and focuses on the four in which they are certified.

“I think the most important thing is priority. You have to decide which SDGs should be covered by the certificate, what actions and targets should be initiated for each SDG in the certificate and what it takes to continuously improve your efforts,” said Per Bach.

Phoenix Design Aid is certified in 11 targets.

“All 17 SDGs are important, but if you want to succeed, you have to prioritize. We have selected 11 targets within four SDGs where we believe that we can make the biggest difference in relation to our business,” said Dennis Lundoe Nielsen.



4.

LET THE SYSTEM BE THE CORE OF THE COMPANY

The fourth piece of advice from the certified companies is related to the role of the management system in the company. If the SDG certification is to be a success, the management system must not be something that a company occasionally pulls out. It should be the core of the company.

"The SDGs are the top management system we have today. This is where we have our entire core. That is the way we communicate, and everything has to be covered here otherwise people cannot figure it out," said Dennis Lundoe Nielsen. He does not believe that the management system creates value if the company has a separate adjacent management system or project management system.



5.

CREATE TRANSPARENCY

Without credibility, the intensive efforts that are put into achieving the SDGs will have no value – and that places demands on corporate transparency:

"It is necessary to be transparent if you want to succeed. Before, I never talked about our way of working. Now, I have turned the tables and spoken far and wide about how we work and produce in a sustainable way," said Dennis Lundoe Nielsen, who in 2020 was honoured with a diploma from the Global Compact Network Denmark and FSR – Danish Auditors for Phoenix Design Aid's reporting on its work on sustainability.

"We are open and honest – both with the good and the less good things. It is necessary to create credibility. We want to show that we are doing something to ensure even the smallest we can. For example, it is our plan to buy land in Kenya and plant trees which will make us CO₂-neutral over time," said Dennis Lundoe Nielsen.



6.

KEEP IT SIMPLE

There is also, of course, the absolutely essential advice that applies to most projects – and definitely also to SDG certification: "Keep it simple".

"The SDGs are more political statements and slogans than they are specific. And one of the most important things to do is to make it specific and keep it simple," said Per Bach.

At Aarhus Vand, they did this by diving into the individual targets, examining the content, discussing it and finally deciding what to do. "Keep it simple" is a mantra Dennis Lundoe Nielsen also supports:

"It is so important that it is kept simple, otherwise it dies. It does not have to be difficult at all. And if you are already certified according to another standard, you are already far, because then you are used to working with policies, changes and goals. It is extremely important that politicians and theorists do not make it too difficult," said Dennis Lundoe Nielsen.



7.

SEIZE THE BENEFITS – INTERNALLY AND EXTERNALLY

It takes some effort to get certified, so it is important not to forget the benefits it brings. It is the benefits that makes it all worthwhile.

"For us, it is related to the fact that we have now ensured that the SDGs are not just a declaration of intent at Aarhus Vand. It is a tool that has made it possible to find a common language – both nationally among the Danish water clusters and globally among other international networks," said Per Bach, who also feels that the certificate has pushed something on internal lines:

"We have increased our focus on sustainability. It has given a renewed strength to our sustainability journey and made it clearer and more specific which way we want to go," said Per Bach, who believes that having an approach to the SDGs becomes more of a business necessity:

"Today, you have to have an approach to the SDGs – I hear about companies that are not considered for certain work if they do not have an approach to the SDGs. That is just the way it is," said Per Bach. Dennis Lundoe Nielsen agrees:

"It is without doubt a huge competitive advantage because we show that we want to create a sustainable future and take care of people with the SDG certificate. It is a fantastic set-up that everyone can relate to," said Dennis Lundoe Nielsen.



Photo: Timothy Challen.

List of activities supported in the reporting period

To support, promote and raise awareness of commendable initiatives and projects is a matter of great importance to Phoenix Design Aid. We strive to select causes that are a natural extension of our core competencies and values.

We provide support in the form of know-how, 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 allows Phoenix Design Aid to offer its support most effectively, whilst allowing organizations, projects and initiatives the opportunity to benefit from this support in the best possible way.

Selected CSR and SDG activities

SDGs

PDAid Foundation	1 / 4 / 5 / 17
Sauti Kuu Foundation	1 / 4 / 10 / 17
Kilimanjaro Initiative	1 / 3 / 5 / 10 / 11
UNFCU Africa Golf Project	3 / 17
Foundation for the Global Compact	17
Nelson Mandela Library Project	4 / 10
European People's Forum	10 / 16
School Aid (Skolehjælpen)	4 / 10
Rotary	9 / 16 / 17
Christmas help	1 / 10
Telling the story of Phoenix Design Aid's pioneer Phønix-Printing House	9 / 12
The Family House (Familiehuset)	3 / 4 / 10
Tradium	4 / 17
Farm Mountain	5 / 12 / 17
The People's Meeting Randers 2020 (Folkemødet Randers 2020)	11 / 16
Randers FC	3 / 8 / 12 / 17

Future activities

Tree planting

In last year's sustainability report, Phoenix Design Aid reported that the global COVID-19 crisis had unfortunately delayed progress on its tree planting project. During the reporting period, the company continued to invest time and effort in assessing the project, and calculations indicate that 4 hectares are needed in total in order to neutralize its CO₂ emissions. This equates to approximately 14,000 to 16,000 trees to be planted.

The aim of the project is twofold: to offset Phoenix Design Aid's CO₂ emissions while also giving back to the community in which the trees will be planted. The plan is to plant fruit trees that will create jobs and provide fresh, locally grown produce.

"360 degrees" survey

In last year's sustainability report, it was noted that Phoenix Design Aid intended to conduct a "360 degrees" qualitative survey with journalist Sofie Rud, who has previously conducted a similar survey for Phoenix Design Aid. The "360 degrees" survey will be undertaken through interviews with Phoenix Design Aid's many stakeholders, including employees, suppliers and clients.

The plan was to conduct the survey at the beginning of 2021, but it was decided to move it to the last quarter of 2021 due to the company's attention being given to the migration from OHSAS 18001 to ISO 45001 in the early part of the year (read more on page 60).

The goal of the "360 degrees" survey is to look closely at the SDGs with a view to further enhancing the work Phoenix Design Aid is doing in actively engaging with the 2030 Agenda for Sustainable Development, both internally and in relation to projects that Phoenix Design Aid's partners are currently implementing. The suggestions and ideas that are captured by the survey results will be shared in next year's sustainability report.

Goals

Our continuous improvement goals include:

- Support of the PDAid Foundation
- Support of the Kilimanjaro Initiative
- Support of the Sauti Kuu Foundation
- Collaboration with the Talent Scouts and the Kilimanjaro Initiative to keep developing the mentoring programme
- Annual contribution to the United Nations Global Compact
- Membership of the Confederation of Danish Industry (DI) – a business and employers' organization
- Membership of Transparency International



Photo: L. Munch.

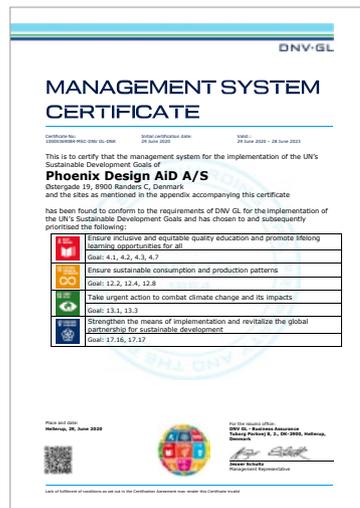
Phoenix Design Aid's approach to certification and management system

At Phoenix Design Aid, 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.

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 April 2021, Phoenix Design Aid had its annual re-certification audit and a migration audit as the OHSAS 18001 standard was withdrawn in March 2018. Phoenix Design Aid therefore migrated to the replacement, ISO 45001 (occupational health and safety certification). Read more about this year's audit on page 54.

Phoenix Design Aid 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 promoting values of sustainability, environment, community development, human rights, etc. In the appendix to this report, information is included on how we work with sustainability in our everyday work life, including on due diligence and the basic structure of the integrated management system.



Over the years, Phoenix Design Aid has achieved certifications in the following areas:

2007–
ISO 14001
Environmental management

2007–2021
OHSAS 18001
Health and safety management

2007–
ISO 9001
Quality management

2010–
CEMAys Climate Certificate™
Purchase of United Nations-issued emission credits and neutralizing all CO₂ footprints.

2021–
ISO 45001
Occupational health and safety management



Photo: Groovy Graphic.

// 2011–2020

DS49001 – CSR – following the ISO 26000 guidelines (Phoenix Design Aid was the first graphics agency to receive formal approval of corporate social responsibility according to the Danish standard).*

// 2016–2020

FSC-C130488
Trademark licence for printed material – following FSC Standard COC™ **

// 2020–

DNV's certificate in the Sustainable Development Goals

Specifically; 11 targets within SDG 4: Quality Education, SDG 12: Responsible Consumption and Production, SDG 13: Climate Action and SDG 17: Partnership for the Goals.

*Phoenix Design Aid is no longer certified within corporate social responsibility (DS 49001/ISO 26000) as it became redundant after we received our SDG certification, but we have kept all our demands for our supply chain.

**In June 2020, Phoenix Design Aid decided to give up its 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.



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

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

Working Conditions

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

Good Business Practices

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

Organisational Management

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

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



Photo: Swarnavo Chakrabarti

In close collaboration with employees and partners,
Phoenix Design Aid seeks to:



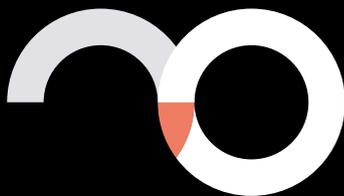
Demonstrate respect for people,
animals and nature in any
actions undertaken.



Set ambitious goals for social
responsibility, environmental
impact, quality and safety.



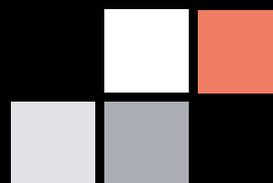
Respect human rights and
recognize labour standards
wherever business is conducted
(Universal Declaration of Human
Rights, Guiding Principles on
Human Rights and International
Labor Organization (ILO)
Convention).



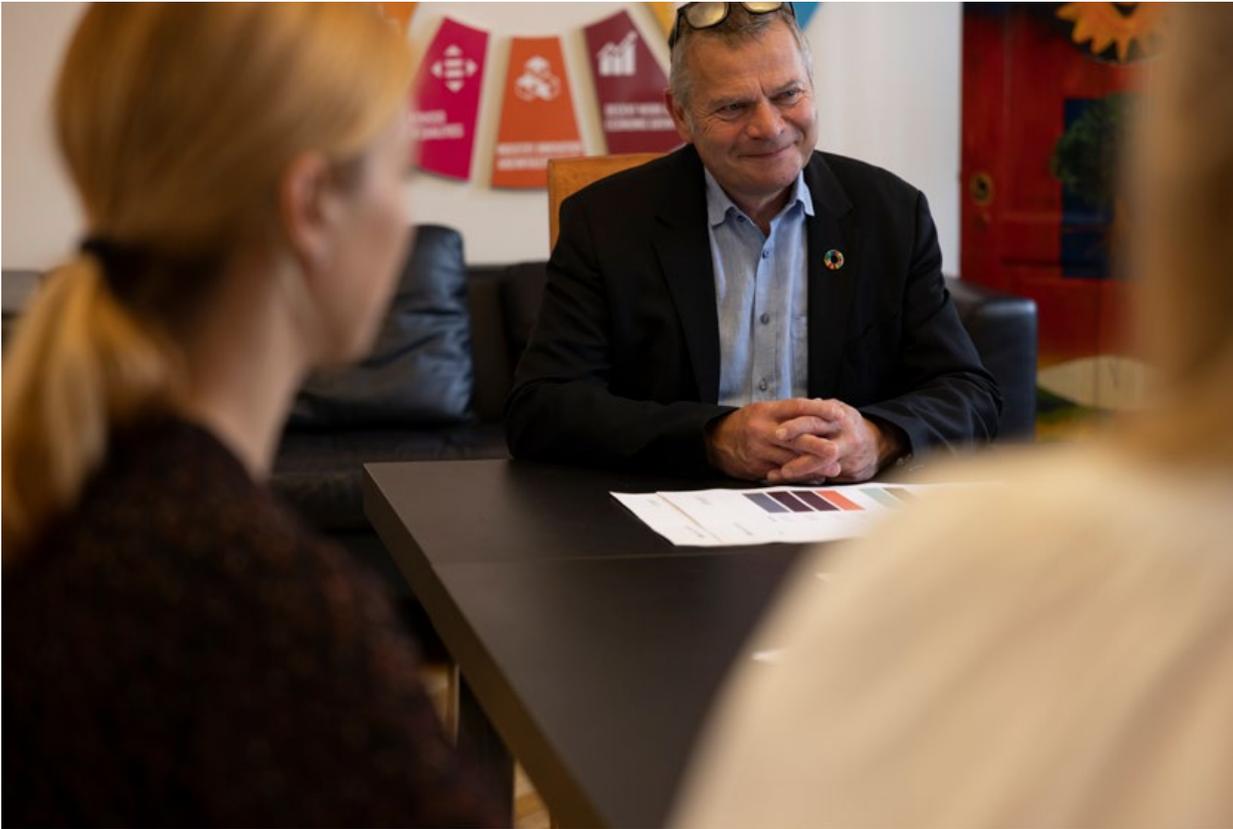
Inform, involve, engage and provide ownership for the company's policy.



Comply with laws and regulations in all countries in which business is conducted.



Support the fulfillment of the SDGs.



Dennis Lundoe Nielsen, CEO. Photo: Groovy Graphic.

Responsible leadership and audits



With this figure, DNV (the certification provider) evaluated the management of risks and opportunities within every area of business. DNV placed Phoenix Design Aid 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.

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

This year's re-certification and migration audit resulted zero deviations in the system. The column "observations" in the table on page 55 refers to areas in which DNV suggests further improvement. Phoenix Design Aid has implemented one of the observations and we have gradually started to implement the rest, although the company is not obligated to do so.

On 6-7 April 2021, DNV also noted the following commendable initiatives:

- Weekly meetings between the COO and staff that ensures ongoing follow-up on projects, tasks and other relevant topics, such as workload and physical work environment
- The practical use of project management tools, such as Trello and Jira
- New business areas in the light of COVID-19
- The establishment of a professional board of directors
- Great focus on IT – both in relation to hard- and software
- Acquisition of new customers in new countries without physical meetings
- A great and comprehensive Communication on Progress 2019–2020
- PDAid Foundation's participation in the Big Climb

Phoenix Design Aid's ten audits:

Date	Audit type	Deviations	Observations
6–7 April 2021	Migration and re-certification audit	0	3
22–23 June 2020	SDG certification and re-certification audit	1	6
6–7 March 2019	Re-certification audit	1	5
15 June 2018	Periodic audit	0	3
16 June 2017	Periodic audit	0	4
14 April 2016	Re-certification audit	0	2
27 August 2015	Periodic audit	0	2
18 September 2014	Periodic audit	0	4
6 March 2013	Re-certification audit	0	3
17 September 2012	Periodic audit	0	1

Involvement from the CEO and Board of Directors

Since the establishment of Phoenix Design Aid, 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 United Nations 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, CSR and the SDGs.

During the reporting period, Phoenix Design Aid has established a professional board of directors whose purpose is to guide and support the development of the company both internally and externally (read more on page 62). This action has been acknowledged positively by DNV. The management group, now consisting of four people, is going to work closely with the board of directors to secure greater achievements for Phoenix Design Aid.

Phoenix Design Aid 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 Phoenix Design Aid's long-term corporate sustainability strategy and performance.

Stakeholder involvement

At Phoenix Design Aid, we encourage trade among Danish businesses and the United Nations 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/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.

WE SUPPORT



Profit and loss account

	2015 DKK'000	2016 DKK'000	2017 DKK'000	2018 DKK'000	2019 DKK'000	2020 DKK'000
Net turnover	32,025	26,154	21,208	19.794	27.678	22.939
Gross profit	7,055	6,498	3,658	5.561	6.823	6.842
Staff expense	-5,888	-5,826	-5,546	-4.454	-5.678	-5.837
Depreciation	-149	-132	-142	-213	-319	-284
Net financial items	-156	-9	-229	-296	-815	-836
	862	531	-2,259	598	11	-115
Corporate tax	-198	-140	477	-150	-27	24
	664	391	-1,782*	448	-16	-91

* Due to hacker attack.

Illustrated above is the summary of the financial statement for Phoenix Design Aid's total company structure for the years 2015-2020.

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 (97 %) and Malaj LLC (3 %). The company enjoys the support from a professional and experienced advisory board, serving Phoenix Design Aid's interests by offering their opinion on legal, strategic and financial matters.

"The management of Phoenix Design Aid A/S believes that payment of taxes is a significant part of being a responsible member of the local community. Phoenix Design Aid contributes to the Danish society with payment of corporate tax, payroll tax and VAT. All of which is based on a compliant approach to the Danish ethical and regulatory standards." – Anders Hübertz Mortensen, state-authorized accountant.

POLICY FOR ENVIRONMENT, QUALITY AND WORKING ENVIRONMENT

In cooperation with our employees, collaborators and business partners, Phoenix Design Aid will always:

- show respect for humans, animals and nature in all our actions
- respect human rights and recognized workers' rights wherever we do business (Universal Declaration of Human Rights, the Guiding Principles on Human Rights and the Danish ILO Convention)
- aim at the highest standards regarding quality and working environment and at reducing the environmental impact caused by production
- set ambitious goals for social responsibility, environmental impact, quality and working environment
- comply with legislation and regulatory requirements in every country in which we operate
- inform, involve, engage and assume co-responsibility for our policy

In support of the Sustainable Development Goals (SDGs), we:

- have chosen to focus particularly on SDG number 17 (Partnership for the Goals), 4 (Quality Education), 12 (Responsible Consumption and Production) and 13 (Climate Action), but acknowledge the importance of all SDGs, and we will still try to contribute to all of them – in our SDG profile, the targets for each goal is described including indications and results
- have integrated the SDGs as a part of the leading elements in our work with sustainability
- have created an SDG animation film that explains each SDG to help viewers get a better understanding of the goals and is free for everyone to download and use
- are a "partner company" in the sense that our approach to business is based on SDG number 17 (including subgoal number 17.16 and 17.17) – partnerships are highly valued, and they are a crucial part of how we do business as well as support other SDGs
- seek to promote and communicate about the SDGs whenever possible as well as inspire others by sharing knowledge about the SDGs (SDG number 4.7)
- run (since 2015), the PDAid Foundation that supports talented, young individuals from disadvantaged communities through financial means, personal communication and mentorships – the aim is to help them become positive change agents (SDG number 1.1, 4.3, 10.1 and 17.17)
- support Sauti Kuu Foundation, an NGO works with disadvantaged young people, particularly rural youth, to help them and their families utilize locally available resources to improve their living conditions and teaches them recognize, appreciate and use the locally available resources, in particular land, as an asset to elevate themselves out of poverty, through publicity, networking and promotion (SDG number 1.2, 4.1, 10.1, 12.8 and 17.17)
- have supported a local project in Randers, Denmark called "The Family House" (Familiehuset) – support via sponsorship of SDG merchandise and a short discussion on the SDGs related to the project that provides healthcare and offers advice to Danish and immigrant families with young kids (SDG number 4.2)
- support sustainable paper-based choices (SDG number 12.2 and 12.4)
- have developed a paper guide to help and guide customers in selecting environmentally-friendly paper-choices (SDG number 12.2, 12.4 and 13.3)
- seek to minimize our energy and carbon footprint by buying UN-issued emission credits and neutralizing all our CO₂ emissions – in the future, we want to plant trees instead (SDG number 13.1)
- help to organize two events "Golf Fore Education COVID-19" and "The Big Climb", both aiming to raise money for education and equitable distribution of the COVID-19 vaccine (SDG number 3.3)

In the environmental area, we will:

- set goals for the environmental improvements we wish to achieve and check that we do in fact achieve them
- keep up to date with the development of improved and cleaner technological solutions in our industry
- continually carry out environmental improvements and measurements aimed at reducing the company's impact on the external environment and limit the consumption of natural resources
- inform our customers of Phoenix Design Aid's environmental work and motivate them to choose them to choose less environmentally damaging products and services – preferably eco-labelled
- communicate openly about our environmental policy and objectives
- create a sustainable development that complies with the ten principles of UN Global Compact
- be a carbon-neutral company is certified in accordance with the standard of CEMAsys.com
- stay in the Association of CO₂ neutral websites in Denmark
- strive to protect the environment, including pollution prevention

In the quality area, we will:

- always deliver the agreed quality - on time
- set goals for the quality improvements we wish to achieve and check that we do in fact achieve them
- continually assess new quality opportunities for products and processes
- improve the quality of cooperation with employees, customers and suppliers
- enhance employee competences

In the working environmental area, we will:

- identify and highlight all the working environmental nuisances and burdens, and continuously care to prevent and minimize them
- set goals for improvements in safety, health and well-being as well as verify the achieved
- focus on a healthy and nutritious diet and ensure daily access to fruits and vegetables for all employees in the offices
- encourage employees to actively evaluate their working environment, report nuisances and contribute to finding solutions
- give priority to the ISO work and include safety and health conditions when deciding on investments
- always consult and involve the employees about topics and any concerns in relation to the working environment

Denmark, 21 July 2021

Dennis Lundoe Nielsen, Managing Director



Azra Mujacic, internal communication and quality coordinator. Photo: Groovy Graphic.

Corporate news

The corporate news reflects Phoenix Design Aid's 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.

For this reporting period, Phoenix Design Aid has two corporate stories and one update.

STORIES

Phoenix Design Aid migrates to new occupational health and safety certification.

p. 66

Phoenix Design Aid establishes new board of directors.

p. 68

UPDATE

Global office update

p. 70

**Target 8.8**

Protect labour rights and promote safe working environments.

Phoenix Design Aid migrates to new occupational health and safety certification

On 7 April 2021, Phoenix Design Aid migrated to ISO 45001, an occupational health and safety certification that promotes the involvement and engagement of its employees in securing a safe working environment while at the same time strengthening the company's support of SDG 8, target 8.8.

From 2007 to 2021, Phoenix Design Aid was certified under OHSAS 18001, an internationally recognized standard for occupational health and safety (OH&S). In March 2018, this standard was withdrawn, meaning that all certified companies were required to migrate to the replacement standard, ISO 45001.

Phoenix Design Aid underwent a substantial audit by certification provider DNV in April 2021, which culminated in the company receiving ISO 45001 certification as well as recertification under quality (ISO 9001), environment (ISO 14001) and the Sustainable Development Goals (SDGs). These certifications apply to all Phoenix Design Aid offices, including its subsidiaries in Panama and Nairobi.



Phoenix Design Aid headquarters in Denmark. Photo: Groovy Graphic.

Key differences between OHSAS 18001 and ISO 45001

Both the former OHSAS 18001 and the current ISO 45001 focus on the OH&S management system of an organization as well as its overall working environment. Some of the key differences between the two standards are:

- Consultation with and involvement of employees are emphasized under ISO 45001, resulting in broader employee participation and engagement.
- ISO 45001 requires a greater commitment from management, whereas under OHSAS 18001 OH&S was primarily the remit of safety management personnel.
- Under ISO 45001, the obligation to secure a safe working environment is a collective responsibility that applies to everyone in an organization – both management and employees.
- While OHSAS 18001 focused on the control of hazards, ISO 45001 prioritizes the evaluation, reduction and prevention of hazards through assessment of risks and opportunities.
- The structure of ISO 45001 is based on a “high-level structure” (HLS), as with any other ISO standard, making its implementation and integration easier for organizations that already have accreditation under, for example, ISO 9001 and ISO 14001.

Migration process

To achieve ISO 45001 certification, Phoenix Design Aid undertook a gap analysis in order to make sure it complied with all clauses of the new standard. In addition, the company mapped all internal and external requirements to ensure it has an effective working environmental management system. The goals for Phoenix Design Aid’s working environment are based not only on ISO 14001 requirements but also on stakeholder expectations, with a focus on assessing risks and opportunities.

Consulting with and involving employees was a crucial element for Phoenix Design Aid during the migration process, particularly in terms of cultivating and securing a workplace culture that focuses on continuous improvement of the working environment and ongoing identification of environmental risks. Phoenix Design Aid is committed to continuing this approach of actively involving

and consulting with its employees to ensure their overall well-being and to empower them to make improvements to their environment and address risks wherever possible.

ISO 45001 in the context of SDG 8, target 8.8

At Phoenix Design Aid, the health of all employees has always been a top priority. The company works to ensure that all employees are able to lead an active, healthy life, and it promotes physical and emotional well-being for its employees around the world. Phoenix Design Aid’s work on OH&S management has strengthened the company’s support of SDG 8: Decent work and economic growth – and in particular it addresses target 8.8, which concerns the protection of labour rights and the promotion of safe working environments.

Phoenix Design Aid recognizes the important role of its employees in creating a positive and productive working environment, and by complying with ISO 45001 the company is striving to involve its employees more holistically in minimizing the risk of injuries, accidents and work-related illnesses.

During the audit, DNV held numerous interviews with employees, and their efforts were noted:

“Phoenix Design Aid employees are always open in the audit situation which, I might add, has also always previously been the case. They demonstrated a professional approach with a high degree of competence in the use of tools, the handling of tasks and in communication with customers,” said Uffe Pilgaard, principal lead auditor and technical officer at DNV Business Assurance Denmark.

Jan Erik Simonsen, principal auditor/lead auditor at DNV Business Assurance Denmark, agreed that all employees demonstrated an open-minded approach during the audit and stated that their daily use of various tools showed a high degree of competence and confidence.

Phoenix Design Aid’s refreshed OH&S management system is critical to engendering a positive working culture that allows its employees to provide high quality services to its clients while also knowing that their health and well-being are treated as a priority. The company looks forward to seizing new opportunities to further improve its working environment in the years to come.

ISO 45001

“For organizations that are serious about improving employee safety, reducing workplace risks and creating better, safer working conditions.” www.iso.org

Phoenix Design Aid establishes new board of directors

During the reporting period, which was dominated by the impact of COVID-19 around the world, Phoenix Design Aid sharpened its focus on strengthening internal capacities. The establishment of a board of directors was one such initiative that will support the company through the recent changes to the business environment in which it operates.



CEO, Dennis Lundoe Nielsen (left), and chairperson, Lars Johansson (right), sign the contract to establish the board of directors. Photo: Kim Tange.

The COVID-19 pandemic has forced many companies to reconsider their business strategies, take their work in different directions and turn to new markets, clients and suppliers. The global crisis has also affected the purchasing structure of many of Phoenix Design Aid's clients, and demand is now more focused on communication and digitalization.

Noting these changes, Phoenix Design Aid has invested in its internal capacities to meet these challenges by developing its communication and digitalization services, which are the sectors where the company is experiencing growth. Looking at the bigger picture, Phoenix Design Aid has also established a new board of directors to provide high-level guidance, with a particular focus on strategy and finance.

On 1 July 2021, Phoenix Design Aid officially welcomed its new board of directors, consisting of four members, three of whom are external and one internal.

Phoenix Design Aid board of directors:

- Lars Johansson, chairperson
- Bjarne Lyngsø, board member
- Søren M. Christoffersen, board member
- Dennis Lundoe Nielsen, CEO of Phoenix Design Aid and board member

Board member profiles

Each board member brings different competencies to the role, and together they constitute an accomplished group of people who will professionally guide Phoenix Design Aid towards greater achievements both internally and externally.

The chairperson, Mr. Lars Johansson, has several years' experience as a chairperson and board member for both national and international companies across a range of sectors. He contributes strong competencies in management, digitalization, strategy and organizational efficiency. Mr. Bjarne Lyngsø also brings strategic competencies to the board, with many years' experience in corporate strategy, including execution, management consulting, strategic decision-making and international business and sales development. Lastly, Mr. Søren M. Christoffersen adds strong financial expertise to the board. He has held a number of chief financial officer positions in international companies and has several years' experience as a board member – in total, more than 30 years' experience in finance, strategy, IT, tax, legal and management.

“The new board of directors, the Phoenix Design Aid management team and employees will work together on various initiatives in connection to the change in our clients’ purchasing structure but also the changes that we have implemented due to the shift we have experienced in client demands for services, which have been gradually transformed from offline products into the digital and communication universe over the past few years,”

Dennis Lundoe Nielsen, CEO

In addition to the board members, Mr. Kim Tange will serve as secretary and adviser to the board, while the chief operating officer of Phoenix Design Aid, Ms. Louise Lund Harpoth, will provide input on political considerations in relation to sales efforts. Phoenix Design Aid’s head of production, Mr. Lars Jørgensen, will also furnish the board with detailed information on Phoenix Design Aid’s production capabilities.

The onboarding process

All members of Phoenix Design Aid’s new board of directors undertook three 3-hour onboarding sessions held from March to May 2021. The goal of these sessions was to familiarize the board members with all aspects of the company so they are able to appropriately support and enhance the development of Phoenix Design Aid in the future.

The board members were introduced to Phoenix Design Aid’s work with the SDGs and sustainability, its strategies, ISO certification and the management system, risk assessment, finance and budgets, sales processes, tender processes and project management. The sessions were intense and compact, but according to the chairperson, Lars Johansson, they gave the new board members great insight into Phoenix Design Aid’s business model.

“The onboarding process was conducted extremely professionally and gave us a great insight into Phoenix Design Aid’s business model, including clients, finances, partners, employees, tasks and projects. In addition to this, we also had the opportunity to work with our legal basis and formal documents, such as articles of association, rules of procedure, executive instructions, etc. Moreover, we also had an opportunity to get better acquainted and are now well prepared for the work of the board and our focus on creating value-add for the company,” said Lars Johansson.

During the three onboarding sessions, the board members met employees at Phoenix Design Aid and learned about what they do on a day-to-day basis. The IT consultant introduced Phoenix Design Aid’s overall IT system along with the team’s work to address cyber risks, while the digital strategist outlined the company’s digitalization journey. The board members also met with the finance director to gain an appreciation of the financial situation of the company.

Importantly, the board members were briefed on Phoenix Design Aid’s work as it relates to the SDGs by the SDG consultant, who explained his role as well as touching on the relevant ISO certifications. Following on from this, the internal communication and quality coordinator introduced the company’s handbook as well as explaining the management system and risk assessment implemented as part of Phoenix Design Aid’s ISO certifications.

Looking to the future

The board of directors will support and further develop Phoenix Design Aid by ensuring that all employees’ skills and competencies are best utilized in the work they do. Another important task of the board will be to help Phoenix Design Aid create efficiencies and reduce costs, and the board will dedicate its early work to focusing on the structure of capital in the company.

“We are very glad to have established a professional board of directors with a lot of competent people, and we are very excited to see what the guidance of the board will bring for Phoenix Design Aid,” said CEO, Dennis Lundoe Nielsen.

Phoenix Design Aid employees have been kept apprised of the establishment of the new board through the company’s internal communication and staff meetings.

“The new board of directors, the Phoenix Design Aid management team and employees will work together on various initiatives in connection to the change in our clients’ purchasing structure but also the changes that we have implemented due to the shift we have experienced in client demands for services, which have been gradually transformed from offline products into the digital and communication universe over the past few years,” said CEO, Dennis Lundoe Nielsen. He added:

“COVID-19 has also influenced our physical presence with customers, which now requires a much greater focus on our new and more complex business strategy.”

Global office update

Following on from updates provided in last year's sustainability report, Phoenix Design Aid has selected a variety of noteworthy stories to highlight some changes and achievements at its offices in Denmark, Panama and Kenya. While COVID-19 continues to make its mark on the business, there are still many positive stories to share.



Corporate meeting with Victoria Karlinska, finance director. Photo: Groovy Graphic.



Sando Imer, Phoenix Design Aid's new digital project manager. Photo: Groovy Graphic.



Charlotte MacDonald, communication assistant intern. Photo: Will Andrews.

HEADQUARTERS

Randers, Denmark

Ongoing internal capacity-building

In a reporting year dominated by the ripple effects of the global COVID-19 pandemic, Phoenix Design Aid turned its focus towards internal communication and capacity-building at its headquarters. Along with the appointment of an inaugural board of directors, whose purpose is to guide and support the development of Phoenix Design Aid (read more on page 62), the company has placed particular emphasis on its internal competencies by increasing its work with projects related to communication strategies and campaigns as well as expanding the company's service offerings to include virtual events.

In order to foster positive internal communication, Phoenix Design Aid has re-established its regular global staff meetings. The aim of these meetings is to share internal updates and other information while also prioritizing team-building for those employees who are located around the world and do not often meet in person. These regular online meetings are a valued channel for internal communication as they create an open platform for all staff to have meaningful input into discussions on company-wide issues.

Staff update

Continuing the theme of internal capacity-building, in January 2021 Phoenix Design Aid appointed Mr. Sando Imer as digital project manager. Sando brings skills and competencies in IT architecture, including application, information and technology architecture. He supplements the rest of digital team, and together they comprise a high-quality group of professionals who use their combined experience to collaborate and solve production issues together. As well as taking on the project management of digital projects, Sando is heading up project management of Phoenix Design Aid's new service area, virtual events.

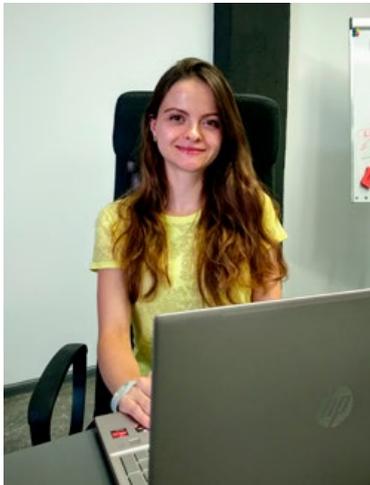
Phoenix Design Aid is very grateful to have Sando on board and keen to see how this new service area will evolve in the future.

During the reporting period, the staff in Australia increased by one: Ms. Charlotte MacDonald, a politics and international relations student at the University of Sydney,

joined the company in January 2021 as a part-time intern in the role of communication assistant. Charlotte's work involves research, outreach to various organizations, helping to manage and post content on the company's social media platforms and drafting company documents. Charlotte has really enjoyed joining the team in 2021 and looks forward to her future work with Phoenix Design Aid.



Victoriya Karlinska, finance director.
Photo: Anastasiia Karlinska.



Veronika Bosko, procurement specialist.
Photo: Anastasiia Karlinska.



Yuliana Pereverzieva, bookkeeper.
Photo: Veronika Bosko.

At headquarters, Ms. Azra Mujacic's title was updated to internal communication and quality coordinator in January 2021, and the role became full-time from July 2021. Azra will continue to work on internal communication as well as other communication materials, such as the sustainability report, company documents, articles and press releases, and she is involved in the management of Phoenix Design Aid's ISO certificates and ensuring the company complies with general data protection regulation (GDPR). Azra's role is also expanding as she takes on coordination of the global staff meetings along with some tasks related to human resources management.

Ms. Vasiliki Ntokopoulou's title was also updated to project manager. Vasiliki works with projects related to languages which includes translation, interpretation, editing, copy-editing, copywriting, voice-over and subtitling. In addition, she continues with her tasks related to research, sales outreach and Navision.

During autumn 2020, a number of changes in the finance team has been made. In November 2020, Ms. Victoriya Karlinska was appointed as the new financial director located in Ukraine. Victoriya's tasks include, among other things, the conduction of a month-end and year-end close process, development and preparation of management reports, various types of economic forecasts and analysis, liquidity management and the support of day-to-day accounting. In addition to Victoriya, the finance team welcomed a part-time bookkeeper, Ms. Yulia Pereverzieva, in February 2021. Yulia works with Victoriya and the bookkeeper in Denmark on various tasks related to Navision postings, reconciliations and payments.

The staff in Ukraine increased further in August 2021: Ms. Veronika Bosko started as the new procurement specialist. Veronika's main tasks include, among other things, searching for new tenders, suppliers and cases, management of procurement portals and the internal Trello board and support the project managers throughout the tender process. Phoenix Design Aid is keen to strengthen its procurement process with Veronika's position.

SUBSIDIARY

Nairobi, Kenya

Reopening the Kenya office

With the impact of COVID-19 still being felt in Kenya, the activity level in Phoenix Design Aid's subsidiary in Nairobi has been lower than usual in this reporting period. The COVID-19 operational adjustments put in place in 2020 have carried through to 2021, and the office is currently managed from headquarters in Denmark with the use of local suppliers.

Dennis Lundoe Nielsen, the CEO of Phoenix Design Aid, usually travels to Kenya multiple times each year, but this has not been possible during the pandemic. With international border restrictions easing, Dennis will travel to Kenya in autumn 2021 to begin the process of reopening the Nairobi office, including recruiting a local country manager. The aim is to hire a country manager to run the office directly from Kenya, thereby supporting Phoenix Design Aid's goal of local development and its subsidiaries creating roots in the local community.

Local ownership of Africa-related projects

With the hiring of a local country manager, all operational tasks will again be managed from Kenya rather than by headquarters, enabling Phoenix Design Aid to be closer to its clients, suppliers and partners. In addition to this, the company intends to place all Africa-related projects with the office in Kenya. At the time of writing, most of these projects are centered around photography, filming and communication in Kenya, with a particular focus on agriculture.



From left to right: Michelle Martinez, Diana Patricia Ortiz, Montserrat Valeiras Taboada and Nelly Ann Arauz.
Photo: Julissa Guevara.

SUBSIDIARY

Panama City, Panama

Hybrid working post COVID

In 2020, the COVID-19 pandemic hit the capital of Panama hard, and the Panama City office was forced to close down as all staff were working from home. Thankfully, the situation has improved in 2021. At the time of writing, the lockdown in Panama is over and people are gradually returning to their workplaces. Vaccination rates are good, but there is still a long way to go to full recovery.

Phoenix Design Aid's staff in Panama have adopted a hybrid model for return to work, coming to the office three days a week and working from home two days a week, in order to lower the risk of contracting the virus. They value the social and collaborative aspects of working alongside their colleagues and getting back to more "normal" – or COVID-normal – working days.

Staff update

Being social and coming together as a team has been especially important during the reporting period, as there have been a number of changes in the Panama staff. Ms. Montserrat Valeiras Taboada, the regional director for Latin America and the Caribbean, has welcomed six new employees, with the team now seven in total.

Ms. Diana Patricia Ortiz started in September 2021 as the new assistant project manager, and her position is divided in two streams. She supports project management by monitoring and preparing tenders, making proposal presentations and editing and preparing documents related to tenders and projects. She also undertakes administrative tasks such as organizing client meetings, coordinating with suppliers and providing client updates.

Ms. Gina Franceschi, Ms. Liz Michelle Martinez and Ms. Nelly Ann Arauz commenced as communication project managers with Phoenix Design Aid's Panama office in January 2021, April 2021 and July 2021 respectively. They are responsible for the project management of communication and digital projects, including strategic planning, development and coordination of communication services.



The Panama team. Gina Franceschi and Montserrat Valeiras Taboada. Below left to right: Michelle Martinez, Nelly Ann Arauz, Susi Marcos and Diana Patricia Ortiz. Photo: Faika Martinez.



Isabella Peña, graphic designer, located in Colombia. Photo: Álvaro Ortega.



Montserrat Valeiras Taboada, regional director for Latin America and the Caribbean. Photo: Nelly Ann Arauz.

In addition, the Panama team welcomed Ms. Susi Marcos, a part-time communication project manager, who works with different projects for a client in New York.

The Panama team also welcomed to their region an employee located in Colombia. Ms. Isabella Peña started in January 2021 as a graphic designer. She produces creative visual communication solutions for projects in the areas of editorial design, illustration and branding for both print and digital media.

Phoenix Design Aid is very glad to have all six new employees on board and looks forward to working together on further developing the company's communication services in the region.

Educational fund programme

The last sustainability report shared the launch of a pilot educational fund programme for the local staff in Panama that allows them to identify and undertake relevant learning activities to develop their skills. The staff in Panama have started to take English classes at a professional level in order to improve their communication skills with English-speaking colleagues, clients, suppliers and partners.

Focus on communication services

During the reporting period, the Panama team's work ranged from the conceptualization and implementation of communication for development (C4D) strategies to virtual courses, virtual campaigns, virtual diploma programmes, concept design, graphic design, animation, translation and interpretation as well as communication for traditional media, such as video, radio and broadcasting advertisements. For example, the Panama team developed a range of materials for a communication campaign entitled "Conecta" for a United Nations agency in Mexico under the Migrant Protection Protocols (MPP). The aim of the campaign was to inform potential emigrants about changes to United States immigration policy and how to access support and assistance. To communicate effectively, a holistic and coordinated strategy was developed and implemented, including a web page and explanatory animations in Spanish and Portuguese.

With the expansion of the project management team in Panama, the team looks forward to taking on more communication projects, especially within the C4D sector – an area in which the Panama office has had some recent experience.

Performance in key focus areas



Respect for human rights

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

Phoenix Design Aid has zero tolerance for racism, discrimination, harassment or any other form of bullying.

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 United Nations 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.



Photo: Elyssa Fahndrich.



Beyond compliance

Over the years, we have successfully influenced our stakeholders to implement programmes of social responsibility. Furthermore, we have communicated about various United Nations-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
- Phoenix Design Aid employed new staff at the headquarters in Denmark and in its offices in Australia and Panama.
- As ambassador for 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.
- Phoenix Design Aid 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 Tradium story on page 34).
- Phoenix Design Aid 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.
- Phoenix Design Aid continues to support the Kilimanjaro Initiative.

Goals

Further developing the PDAid Foundation:

- Take in a number of new mentees following the Big Climb (read more on page 30)
- 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 ongoing evaluations, ensuring we do not infringe on human rights.

In last year's sustainability report, we reported a goal about educating more mentors, but this has been postponed due to COVID-19. At the time of writing, we are planning to host briefing sessions for seven new mentors, and these are scheduled to take place in September 2021. Last year's goal about taking in a new mentee in autumn was accomplished with a slight delay. Read more about all PDAid Foundation activities that took place during the reporting period on page 25.

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. Phoenix Design Aid fully meets the requirements of the United Nations Global Compact and the description of this process is found in the appendix.



Improving the environment and climate

Phoenix Design Aid 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 at www.cemasys.com

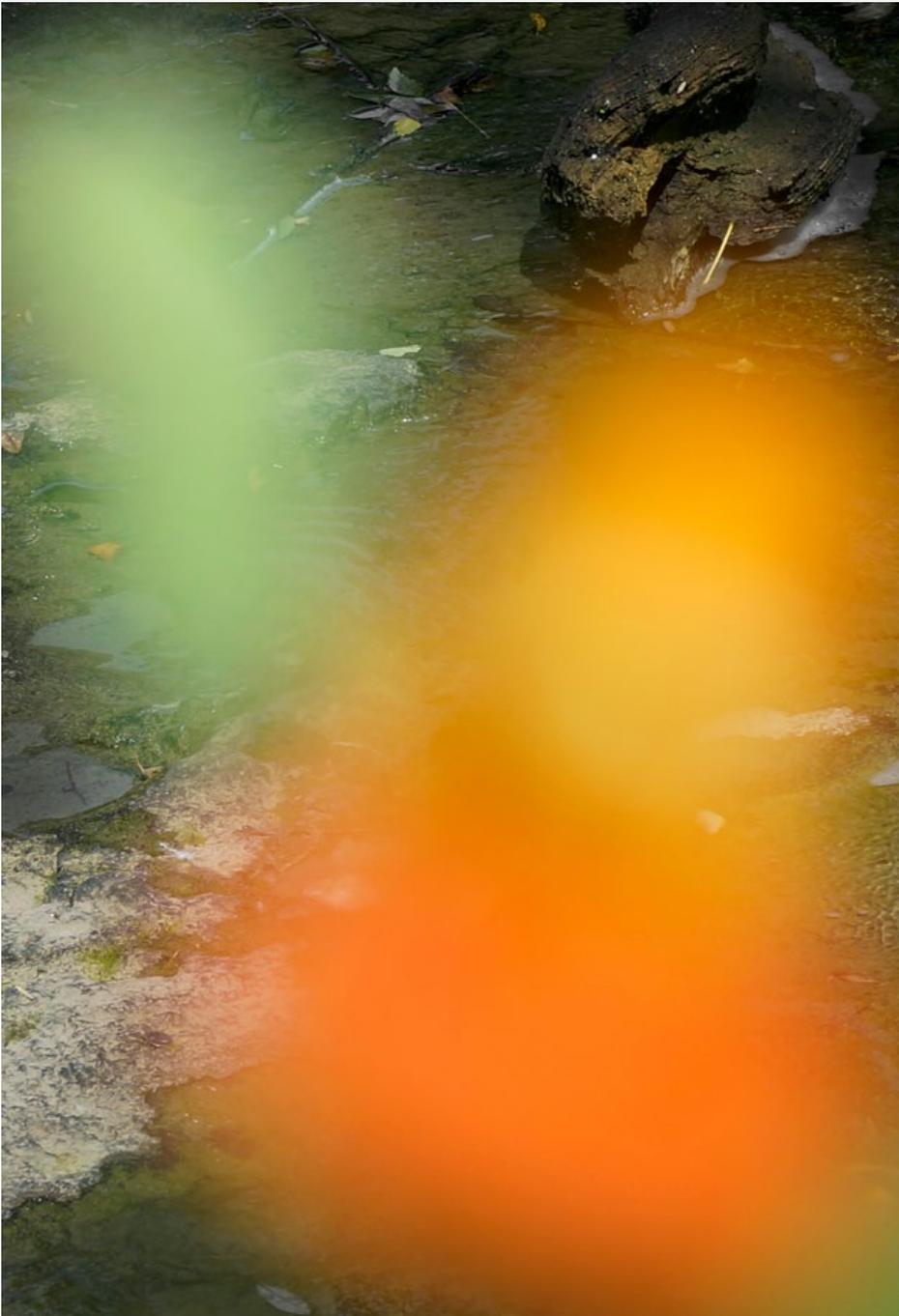


Photo: L. Munch.

Focus areas and compliance

Phoenix Design Aid focuses strongly on environmental and climatic conditions. We take responsibility for our own impact and 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 CO₂ emissions, primarily from travelling, while office electricity and heat consumption play a minor role together with waste treatment.

The energy and climate accounting for Phoenix Design Aid shows a significant emission decrease of 13,2-ton CO₂ from 2019 to 2020. The positive development mainly happened due to a decrease in travel, particularly intercontinental flight trips. The decrease in travel is influenced by the global COVID-19 crisis as the most of 2020 has been affected by travel restrictions, quarantine and lockdowns. This year's climate accounting reflects and highlights Phoenix Design Aid's aim to reduce CO₂ emissions by replacing international face-to-face business meetings with digital conference meetings whenever possible. We will continue to work on increasing the digital meetings in the company and have up to 50 per cent of our meetings online. Naturally, this goal has been achieved during 2020 due to the global crisis, but we will use this year's experiences in our future work with digital meetings.

Being a low-carbon company is of key importance to our environmental positioning. Therefore, we purchase United Nations-issued emission credits. By neutralizing all our CO₂ emissions, we have achieved a Climate Certificate by CEMAsys. The company website is also CO₂-neutral.

When it comes to reducing our CO₂ footprint, Phoenix Design Aid presented tree planting as a new way of thinking. While the global crisis has prolonged the research phase, Phoenix Design Aid now knows how many hectares and trees it needs to plant in order to neutralize its CO₂ emissions, while also giving back to the community where the trees will be planted. Read more on page 47.



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 in energy consumption and risk of pollution when compared to 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 is therefore freely distributed at our many external meetings.

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, Phoenix Design Aid decided to no longer hold a trademark licence (FSC-C130488) due to a lack of demand, but we fully support and promote sustainable paper choices including FSC paper products. Phoenix Design Aid supports printing houses and suppliers who hold a trademark licence, following the international FSC Standard for Chain of Custody Certification. Phoenix Design Aid'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:

- Phoenix Design Aid has increased its use of video-conferencing equipment as an alternative to physical internal and external meetings and travelling.
- Phoenix Design Aid 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 continue to advise our customer about paper consumption and suggest digital solutions.
- To continue to distribute the paper guide.

Our CO ₂ accounts	2017	2018	2019	2020
Heating	0.4 tons CO ₂	0.4 tons CO ₂	0.3 tons CO ₂	0.4 tons CO ₂
Electricity	4.6 tons CO ₂	3.3 tons CO ₂	2.8 tons CO ₂	2.1 tons CO ₂
Travel	32 tons CO ₂	23.6 tons CO ₂	16.9 tons CO ₂	4.3 tons CO ₂
Waste	0.9 tons CO ₂	2.4 tons CO ₂	2.2 tons CO ₂	2.2 tons CO ₂
Total tons CO₂	38.0 tons CO₂	29.7 tons CO₂	22.2 tons CO₂	9 tons CO₂



Improving the working environment

Phoenix Design Aid's highly skilled staff members are our greatest asset, and we want to take good care of them.



Louise Lund Harpoth, COO. Photo: Groovy Graphic.



Lene Søjberg, senior project manager, Sando Imer, digital project manager and Louise Lund Harpoth, COO. Photo: Groovy Graphic.

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 occupational health and safety standard ISO 45001 in our integrated management system. These requirements are regularly complemented by a risk assessment regarding, for instance, workload. Our focus on employee well-being and health is reflected in several company initiatives.

Beyond compliance

All staff members at Phoenix Design Aid 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, Phoenix Design Aid applies PureClean.eu surface treatment to improve indoor climate conditions in its offices at headquarters as was seen in the article on page 36.

Activities and achievements during the reporting period:

- Low absenteeism.
- No work-related accidents.

Goals

- Implementation of no chemicals in all cleaning articles.
- Filtering of the drinking water through electrolysis which is said to clean and boost the antioxidants in the water.
- Continued cleaning of the 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.



Anti-corruption and ethical business practice

Promoting transparency and fighting corruption is an integral part of Phoenix Design Aid's CSR efforts



Photo: L. Munch.

Focus areas and compliance

Phoenix Design Aid works globally and encounters different approaches to ethical business operations. Therefore, we focus on ensuring that our values on anti-corruption, anti-money laundering and 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, Phoenix Design Aid 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 SDG and CSR efforts, and we actively endorse the fight against corruption by supporting the United Nations Global Compact and from our previous promotion of the United Nations 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.

Phoenix Design Aid 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 and the United Nations 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.

Long-Term Agreements and Contracts 2020–2021

During the reporting period, Phoenix Design Aid established several new partnerships with United Nations agencies and other organizations.

Phoenix Design Aid currently holds 29 Long-Term Agreements (LTAs) of which 25 with United Nations agencies, one European Union institution, one NGO and one intergovernmental organization. Existing LTAs cover the provision of creative communication services, web development, writing, copy-editing and translation services, graphic design for both digital and print, 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 Phoenix Design Aid over the long term. During the reporting period, several organizations have chosen Phoenix Design Aid as their preferred provider through "piggybacking" into LTA contracts.

In this reporting period, Phoenix Design Aid has won a broad range of LTAs and major contracts during the reporting period, including:

LTAs	Covering
UNCHR, Panama	Creative communication services, for example digital communication, websites and social media services, print design and brand development, exhibitions and booths and other visibility materials, prepress, printing and production.
UNIDO, Austria	Creative communication services, for example digital communication, websites and social media services, print design, exhibitions and booths and other visibility materials, prepress, printing and production.
UNCHR, Colombia	Creative communication services, for example digital communication, websites and social media services, print design and brand development, exhibitions and booths and other visibility materials, prepress, printing and production.
UNCHR, Mexico	Creative communication services, for example digital communication, websites and social media services, print design and brand development, exhibitions and booths and other visibility materials, prepress, printing and production.
UNAIDS, Switzerland	Translation, review and proofreading.
FAO, Cuba	Creative communication services, for example digital communication, websites and social media services, print design and brand development, exhibitions and booths and other visibility materials, prepress, printing and production.
UNFPA, Turkey	Creative communication services, for example digital communication, websites and social media services, print design and brand development, exhibitions and booths and other visibility materials, prepress, printing and production.



Vasiliki Ntokopoulou (left), project manager, and Azra Mujacic (right), internal communication and quality coordinator. Photo: Groovy Graphic.

UNDP NEW YORK

OHRRLLS LDC5

Visual Identity / Conference Branding



LDC5
5TH UNITED NATIONS
CONFERENCE ON THE
LEAST DEVELOPED COUNTRIES

In January 2022, world leaders will meet at the Fifth United Nations Conference on the Least Developed Countries (LDC5) in Doha, Qatar, to set a new and ambitious agenda for the world's most vulnerable and least developed countries and agree on a new and urgent programme of action.

Phoenix Design Aid helped brand the conference by creating a branded framework around the set-up with several elements, including a logo and a visual identity guide. The guidelines ensure a strong and consistent brand identity, illuminating the ambition and innovation of the conference.



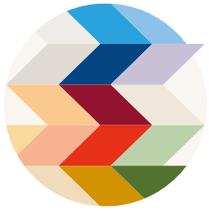
5TH UNITED NATIONS
CONFERENCE ON THE
LEAST DEVELOPED
COUNTRIES

LDC5

DOHA, QATAR, 23-27 JANUARY 2022

**Amplify Voices.
Accelerate Action.**





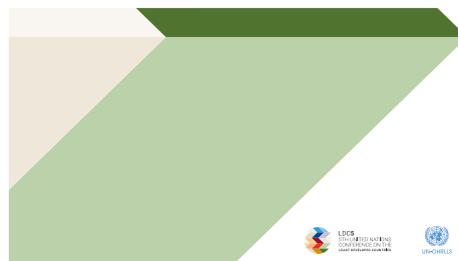
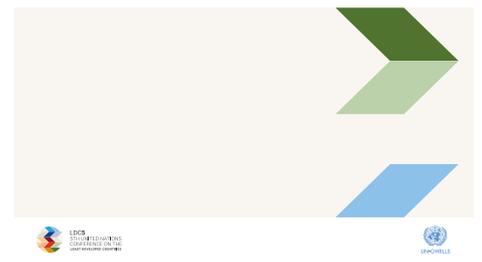
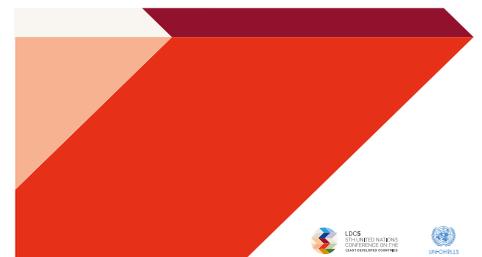
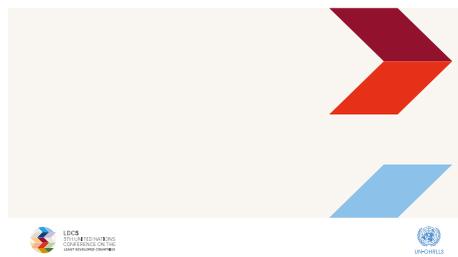
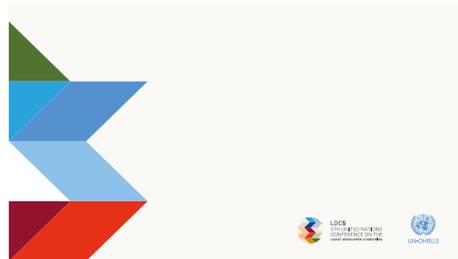
LDC5

5TH UNITED NATIONS CONFERENCE ON THE LEAST DEVELOPED COUNTRIES

The logo has a substantial importance and meaning for the overall brand identity of the conference as it consists of interlocking arrows that represent the interconnections between the countries of the world who travel in all different directions in a complex system while also reflecting the collaborative aspect of the conference. The logo thus supports one of the needs of the conference; to inspire greater international cooperation.

It was important to create a modern and clean logomark that can be used across multiple platforms and materials. The logo has an independent feel, but represents the United Nations via the blue color, while the maroon color presents the host country Qatar and the green the environmental agenda.

Phoenix Design Aid produced templates for social media graphics and promotional products for the conference, all of which is guided and supported by the visual identity guide to create coherence between each element and highlight their interrelation.



UNIDO PALESTINE

The MOUSTADAMA Programme

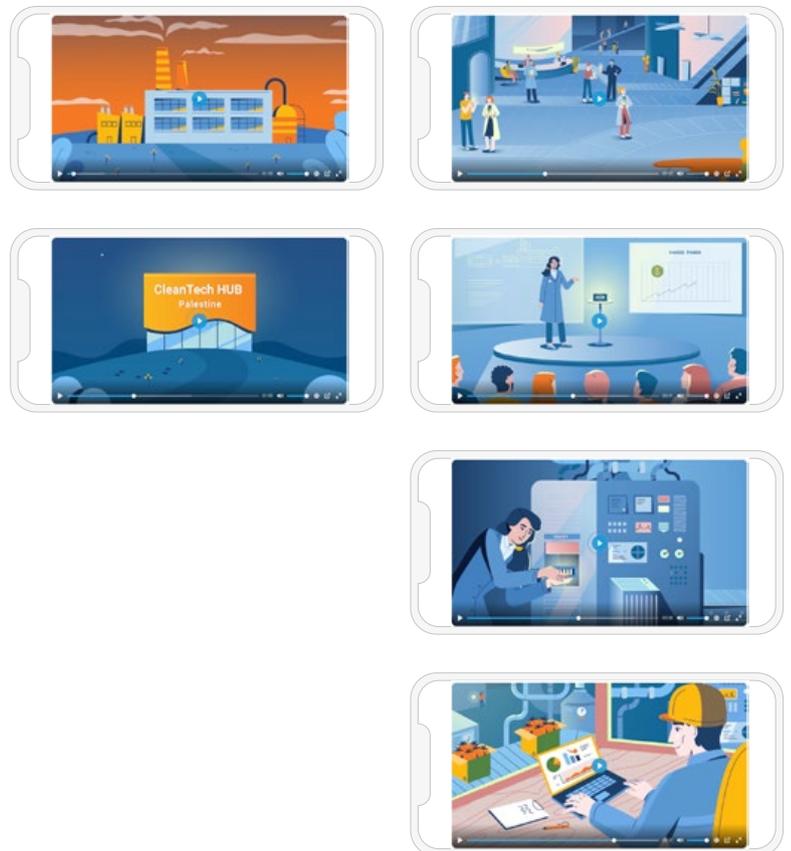
Communication Strategy and Products

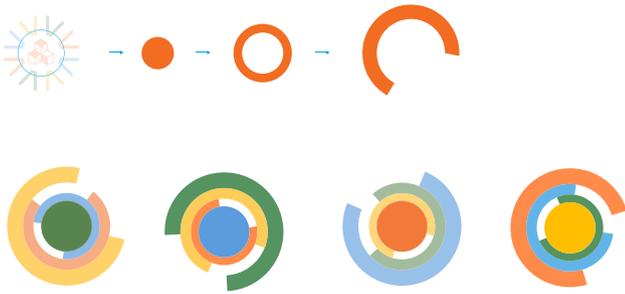
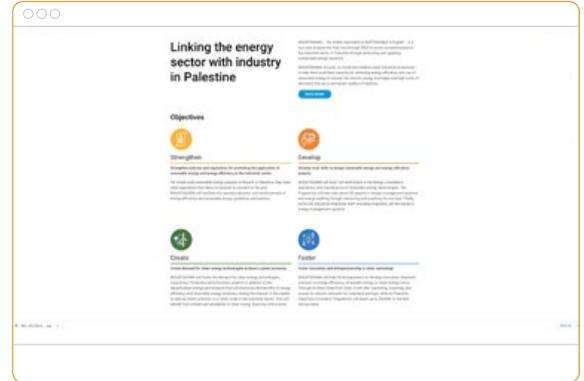
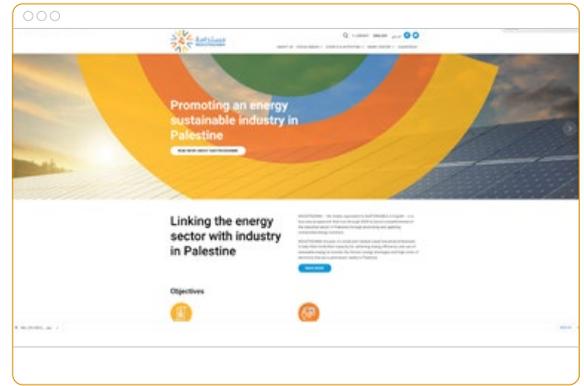


The MOUSTADAMA programme is a four-year program that runs until 2023, aiming to boost competitiveness in the industrial sector in Palestine by applying sustainable energy solutions and through promotion.

Phoenix Design Aid was assigned by UNIDO Palestine to create the program's communication strategy with key messaging, an action plan, a social media strategy as well as content in both English and Arabic.

In close collaboration with UNIDO, a team made up of communication and industrial development experts, project managers and creatives conducted extensive research of the MOUSTADAMA programme and its background, the region's industrial sector, key stakeholders, target audience and objectives. The research output was used in the development of a thorough long-term and short-term strategy with key messages and a visual identity which are applied across all media and communication materials both in print and online.





Upon the development of the visual identity, the Phoenix Design Aid and UNIDO teams collaborated closely to produce assets for social media and public relations activities, a website, two animated videos introducing the programme as well as many other designed materials. Some of these include a brochure, event materials, infographics, PowerPoint template, media and report templates, design and layout. This was complemented by the development of content that will be shared across media materials (press releases, an Op-Ed and a newsletter) with a strong emphasis on the information contained from the main website.



Phoenix Design Aid was also responsible for establishing UNIDO's social media presence and content. Phoenix Design Aid established all social media management platforms and processes, provided the client with an editorial calendar and visual assets and trained the client to move forward independently. All visual assets are tied to the project objectives and reflect the communication strategy to ensure the catalyzation of a new UNIDO initiative that would lead to real sustainable energy solutions for Palestine.

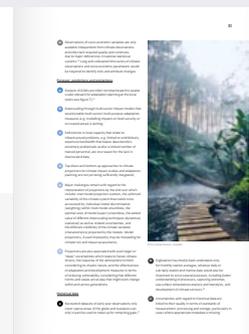
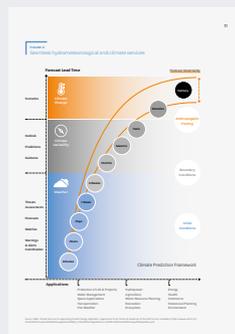
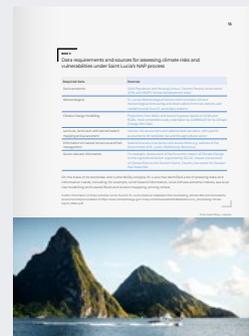
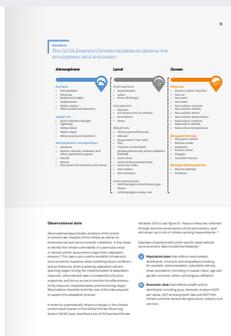
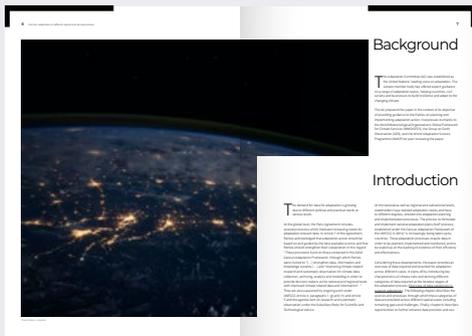
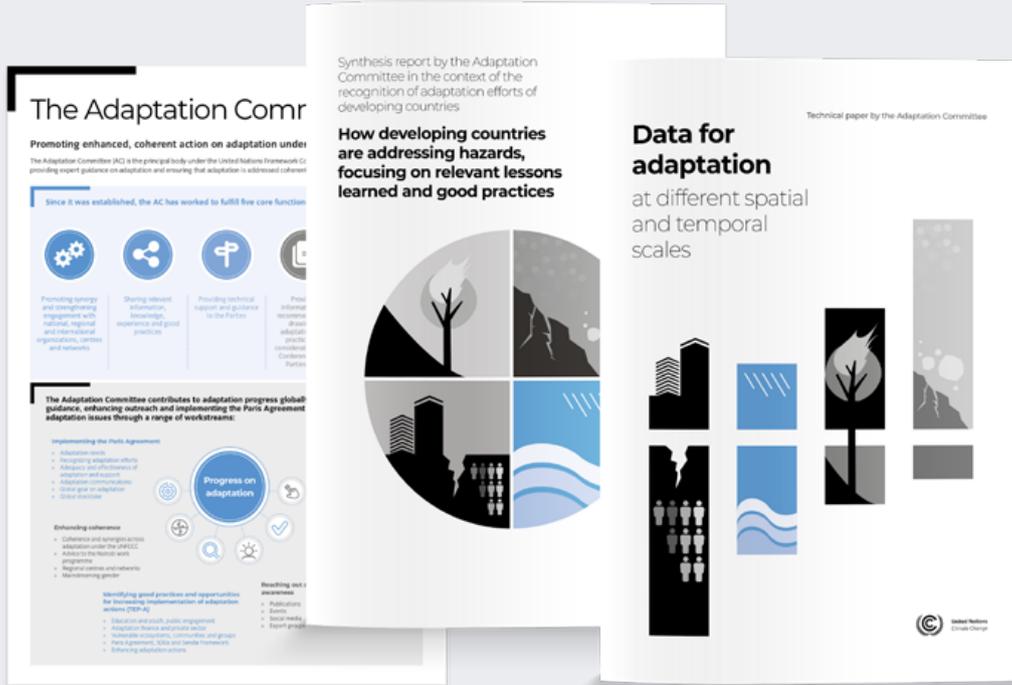


UNFCCC Bonn

The Adaptation Committee

Product: Reports and brochures.

Services: Concept design, cover illustration, photo research, design of infographics, publication layout, artwork and typesetting.



UNAIDS Geneva

Global AIDS Update 2021

Product: Global report in English.

Services: Concept design, graphic design, photo research, illustration, design of infographics and data graphics, publication layout and typesetting.



UN Women Colombia

Mujeres y hombres: brechas de género en Colombia

Product: A flagship publication and an executive summary in Spanish and English.

Services: Concept design, cover illustration, design of infographics and tables, publication layout, artwork and typesetting.



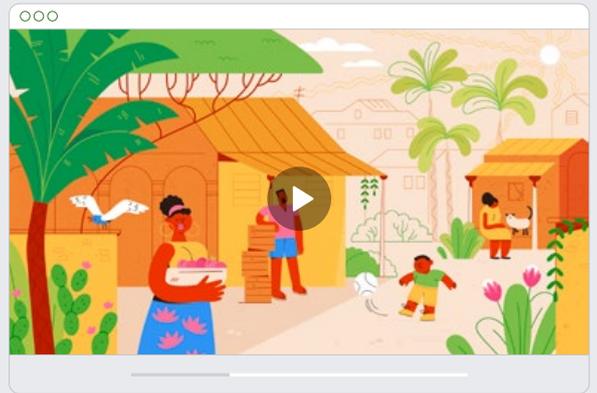
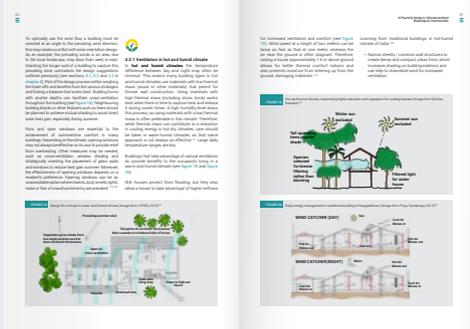
UN Environment Nairobi

Adaptation-Buildings sector

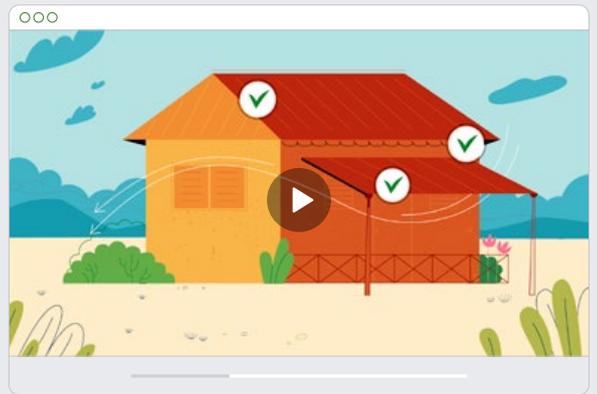
Product: Report and animated video.

Services: Graphic design, concept design and development, design of infographics, layout, artwork, illustration, animation and art direction.

Heatwaves



Storms and cyclones



Flooding



UNFCCC Bonn

—
Compilation and Synthesis

Product: Brochure and animated video.

Services: Visual identity, concept design and development, design of infographics, animation, layout, photo and footage research, artwork, illustration and art direction.



UN Environment

—
Mediterranean Action Plan

Product: Video.

Services: Concept development, storyboard, footage research, illustration, instruction, narration, sound design, sound production, subtitling and editing.



WHO Geneva

EIOS visual identity

Product: A flagship publication, an executive summary in Spanish and English.

Services: Concept design, cover illustration, design of infographics and tables, publication layout, artwork and typesetting.

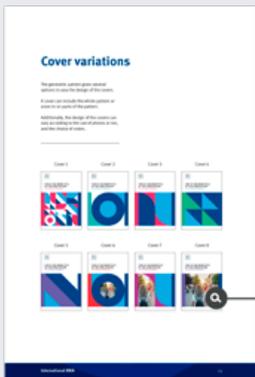


International IDEA

—
Template design

Product: Templates for publication design.

Services: Concept design, brand/visual identity and graphic design.



UNOPS Belgium

Cities Alliance Branding Guidelines

Product: Visual identity guide and templates.

Services: Concept development, brand/visual identity, illustration and graphic design.

Style Guide May 2021



5.0 Tagline

The Cities Alliance tagline, "Cities Without Slums", is treated as a graphic element and all materials to create momentum, pace and visual breathing space.

CITIES WITHOUT SLUMS

The tagline uses primary colours only. The word "CITIES" should always appear in Space Blue and "WITHOUT SLUMS" in either Brand colour Red or White.

- Space Blue**
CMYK: 100, 0, 0, 25
RGB: 58, 88, 117
HEX: #3D5A6D
- Brand colour Red**
CMYK: 100, 0, 0, 0
RGB: 211, 28, 42
HEX: #D31C2A
- White**
CMYK: 0, 0, 0, 0
RGB: 255, 255, 255
HEX: #FFFFFF

Tagline always on vibrant background



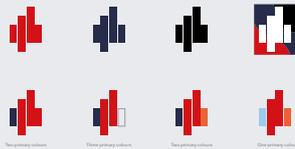
6.0 Brand element

6.1 Variations

Single color: The primary palette should be used where the element appears as a single color. The white-out element is reserved for use in a primary or black and white primary.

Black and white: The black and white version of the element should be used only when reproduction between the use of the colored version, or where application of the colored version is problematic.

Color combinations: The color of the element should be used in combination with the primary or secondary colors. The color of the element should be used only when reproduction between the use of the colored version, or where application of the colored version is problematic.



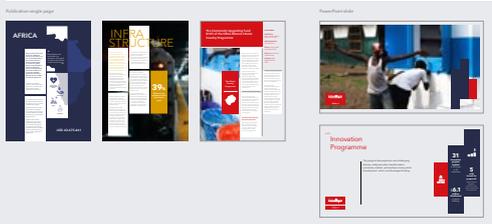
6.2 Crop

The element can be split into three separate graphics that can be used independently for digital purposes. Each comprises the same - an island above or in combination with a supporting left or right block.



6.0 Brand element

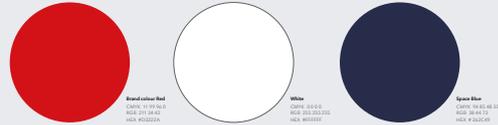
Examples of brand element usage



Full colored blocks should be used for illustrations, facts, pull-quotes and the like. As an alternative to solid black elements, use horizontal and vertical lines to outline the colour structure of the brand element.

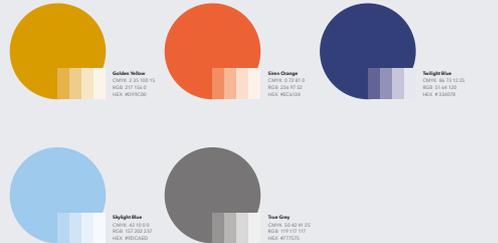
4.0 Colour

Primary palette: Tints 100%



4.0 Colour

Secondary palette: Tints 100%, 75%, 50%, 25%, 10%



4.0 Colour

Colour pairing

In combination with the primary palette is generally recommended to select just one supporting color from the secondary palette to sign identity and pace. A variety of secondary colours can be used for e.g. labels and charts, or to help distinguish the brand's different areas of activity.

The secondary colour should not overpower or compete with the primary color.



Examples of colour combinations usage



8.0 Imagery

Imagery is an integral and vital part of Cities Alliance communication products. Please ensure that high quality and high resolution images are used. Images should be in focus, colourful and bright.

8.1 Preparing and selecting images

When preparing or selecting images, keep the following aspects in mind:

- Images are prepared and/or taken individually, who have consented to having their image used.
- Unless strictly necessary, all images should avoid the depiction of extreme hardship, especially on children or women.

8.2 Communicating gender equality

The Cities Alliance commitment to gender equality is also communicated through the use of imagery. Whenever possible, and particularly when focusing on programmatic results, Cities Alliance images should not depict women and men in stereotypical gender roles.

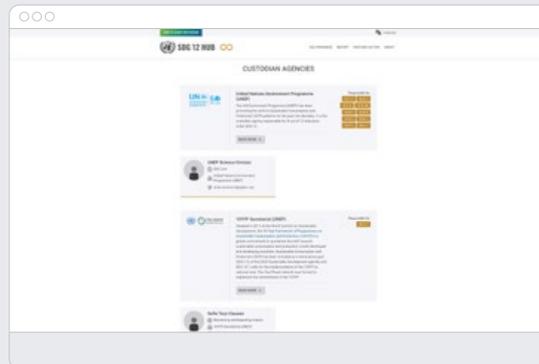
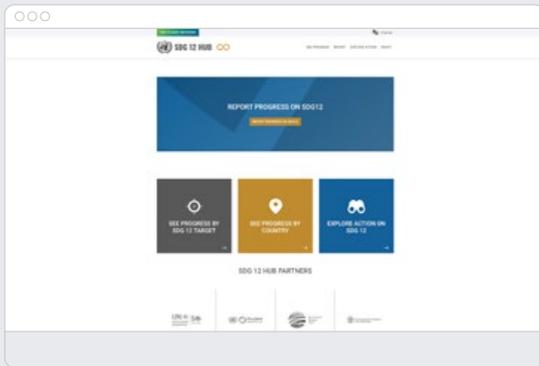
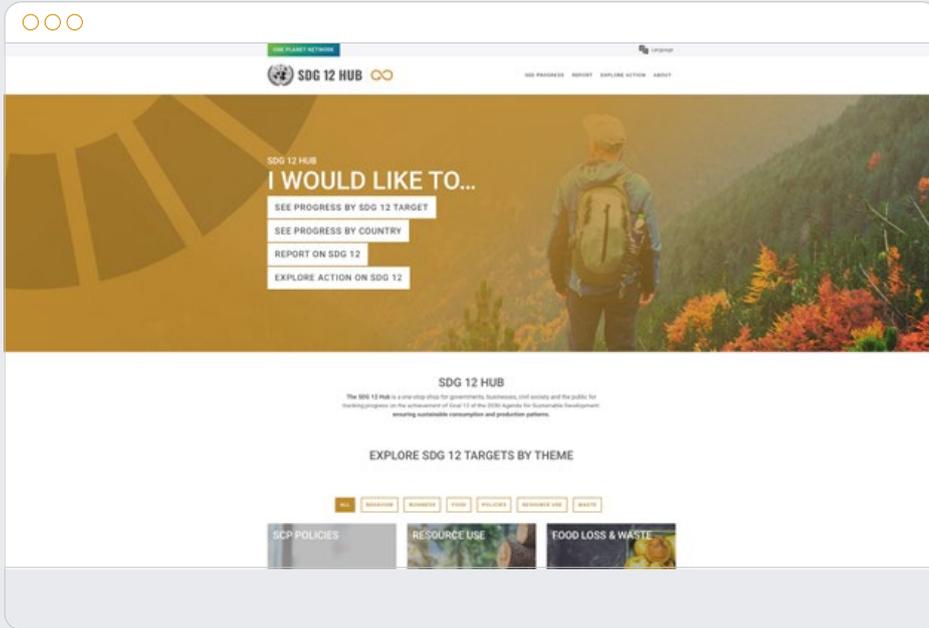


UN Environment Paris — One Planet Network

Product: SDG12 Hub <https://sdg12hub.org>

Services: CMS system upgrade, re-design and configuration of the One Planet Network website including the SDG12 Hub.

Digital design
Front-end development
Configuration and development of website and SDG12 Hub in Drupal 8
Hosting, system and server support
Software patching and support



UNDP Honduras

Campaign development

Product: Communication campaign.

Services: Concept design, graphic design, video production and artwork.

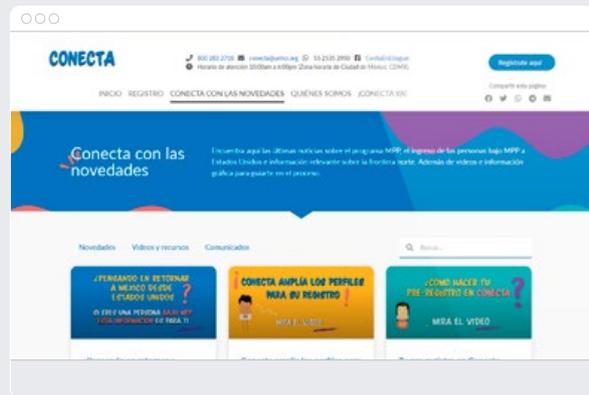
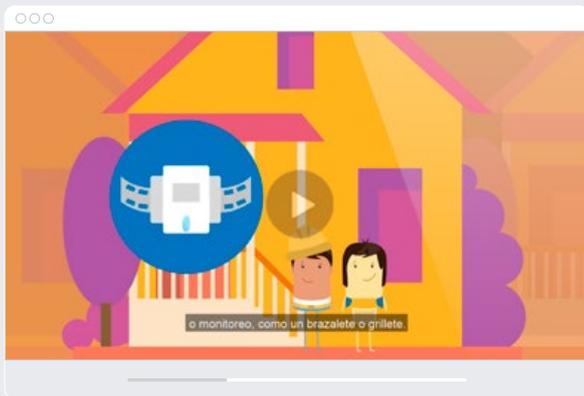


UNHCR Mexico

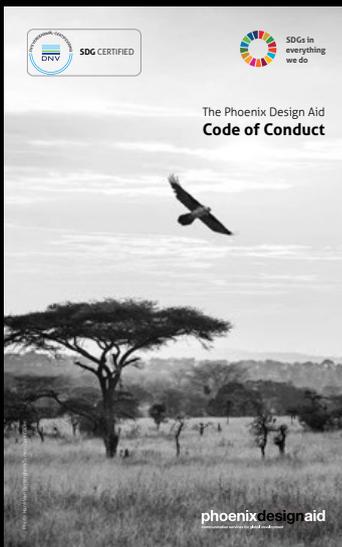
Product: Communication campaign.

Services: Graphic design, website development and animated video.

Migrant Protection Protocols (MPP)



Appendix



All major suppliers and contractors must comply with Phoenix Design Aid's Code of Conduct, which is fundamental to all our work regarding processes of due diligence.

Available for download at <https://phoenixdesignaid.com/sdg>

HOW PHOENIX DESIGN AID WORKS WITH THE SDGS AND SUSTAINABILITY EVERY DAY

We have achieved certification in the field of environment according to ISO 14001 since 2007, health and safety management according to ISO 45001 since 2021 (migrated from OHSAS 18001 that the company has been certified in since 2007), quality according to ISO 9001 since 2007 and hold a certificate within CO₂ neutrality since 2010. In 2020, Phoenix Design Aid was the first graphic and communication agency to receive a certification in the SDGs.

Basic structure of the integrated management system

Phoenix Design Aid'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 Plan Do Check Act (PDCA) methodology is adopted to ensure effective management and continuous improvement.

Risk assessment

Our SDG and CSR group, represented by the system 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 Phoenix Design Aid Management Handbook.

All major suppliers and contractors must comply with our Code of Conduct, which is fundamental to all our work regarding processes of due diligence. The Phoenix Design Aid Code of Conduct is available for download at <https://phoenixdesignaid.com/sdg>.

Similarly, Phoenix Design Aid 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 handbook and reporting on adverse incidents.
- Establishment of a well-run system for the treatment of deviations from the handbook.
- We follow up on deviations, action plans and incidents that may give rise to risk reassessment.
- Incidents are reported directly to the CEO and COO.
- 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" 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 reported to the relevant authorities and resolved immediately.

DUE DILIGENCE AND BASIC STRUCTURE OF THE INTEGRATED MANAGEMENT SYSTEM

Phoenix Design Aid'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, the well-established PDCA methodology is adopted to ensure effective management and continuous improvement.

Value chain

Phoenix Design Aid 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 the Phoenix Design Aid 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
- Specific improvements in the CSR area
- Environmental labeling of products or services, for example FSC Chain of Custody (CoC), Nordic or European eco-labels

Subcontractors' performances within the SDGs and CSR are assessed on an ongoing 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.

Control and development

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 ongoing process that has been underway since mid-2012. Phoenix Design Aid 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 internal and external 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. Phoenix Design Aid'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.

4. Supplier assessment

As a part of Phoenix Design Aid'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 United Nations 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 Ecolabel
- Absence of bad publicity or reputation in key CSR issues that could harm Phoenix Design Aid's reputation as a socially responsible company

Steps in evaluation process

The system coordinator is responsible for the assessment of major suppliers through, for example, research, 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. The 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, for example, 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.

Phoenix Design Aid 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, that is 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.

The process of facilitating redress has been simplified to the benefit of clients. Phoenix Design Aid 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



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



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 <https://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



School Aid (Skolehjælpen)

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 the 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 <https://sautikuufoundation.org>

Randers FC

We support Randers FC, a football club, who has been working with CSR since its beginning in 2016. The club works with different CSR-related projects and the four SDGs, namely SDG 3, 8, 12 and 17. An example of the latter SDGs is related to the club's membership of The European Football for Development Network (EFDN), an European network for football clubs working dedicated with CSR, through which the football clubs works with other CSR-related projects such as EU Erasmus+. Another project called "Talents of Tomorrow" illustrates the club's support of SDG 8 as the aim of the project is to give approx. 75 teenagers from socially challenged families a part-time job, thus paving the way for the young people's educational and professional future while also breaking a family pattern.



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