



# New Link Marketing Limited



## COP (Communication on Progress)

Human Rights

Labour Standards

Environment

Anti - Corruption

# UN GLOBAL COMPACT 10 PRINCIPLES

## HUMAN RIGHTS

Principle 1 - Businesses should support and respect the protection of internationally proclaimed human rights

Principle 2 - Make sure Businesses are not complicit in human right abuses

## LABOUR STANDARDS

Principle 3 - Businesses should uphold freedom of association and effective recognition of the right to collective bargaining

Principle 4 - The elimination of all forms of forced and compulsory labour

Principle 5 - The effective abolition of child labour

Principle 6 - Eliminate discrimination in respect of employment and occupation

## ENVIRONMENT

Principle 7 - Businesses should support a precautionary approach to environmental challenges Principle 8 - Undertake initiatives to promote greater environmental responsibility

Principle 9 - Encourage the development and diffusion of environmentally friendly technologies

## ANTI-CORRUPTION

Principle 10 - Businesses should work against all forms of corruption, including extortion and bribery.

## HUMAN RIGHTS

**Principle 1 - Businesses should support and respect the protection of internationally proclaimed human rights.**

**Principle 2 - Make sure Businesses are not complicit in human right abuses.**

### Assessment, policy and goals

New Link Marketing Limited follows and respects proclaimed universal human right especially: equal opportunities for all staff and non-gender & non-race discrimination.

New Link Marketing Limited has our very own Employee Handbook that details our employee's rights and resources within the organization, written in accordance with the Universal Declaration of Human Rights.

The Employee Handbook is revised on a regular basis to ensure that we take into consideration the organization's growth and reflects any encountered experiences to help maintain timely and accurate provisions for the protection of stakeholders.

The Global Compact Self-Assessment Tool is used to assess situation of the New Link Marketing Limited in relation with the ten principles of the United Nations Global Compact in the areas of human rights, labor standards, the environment, and anti-corruption. Findings below are supported by both written and unwritten policies that need further improvement.

## Implementation

We provided safe and healthy working conditions through some health and safety procedures in place. Fire extinguishers are readily available; Workplace maintained to ensure clean and comfortable conditions including a suitable temperature, ventilation, lighting, and sanitation areas; and also safe drinking water provided.

Workers are entitled to pay sick leave. Female workers are entitled to no less than 12 weeks of paid maternity leave per child.

The company grants compassionate or parental leave to workers and also contribute some cash for cost of labor (maternity).The company protected workers from workplace harassment including physical, verbal, sexual or psychological harassment, abuse, or threats. Workers are made aware of all workplace monitoring, with cameras.

The company respected the privacy of its employees whenever it gathers private information.

According to Myanmar Labor Law, employees are allowed to retire after 60. In Myanmar, as a developing country, elderly people have desire to work on after their retirement because of finance, working environment and spirit of sharing experience. In this respect, New Link Marketing Limited has under its workforce, a number of staff aged over 60.

## Measurement of outcomes

The New Link management team makes a great effort to pay close attention to the measurement of outcomes on human rights issues.

During the reporting period, no cases of human rights violations or complaints were reported. Annual review are planned to monitor the progress of the company towards UNGC principles.

During the pandemic period of Covid-19, to reduce the mental stress of the employees, a professional psychologist is available to provide counselling sessions to individuals who need such counselling.

New Link also gave infection control training sessions during the pandemic period. In addition, New Link also provided space at our office building to use as the vaccination centre.

New Link Marketing Limited conducts Human Rights awareness program for the staff. The staff got awareness of HIV/AIDS, HUMAN TRAFFICKING, BIRTH SPACING AND SEXUAL HEALTHCARE, CHILD RIGHT and HUMAN RIGHT.

## **LABOUR STANDARDS**

**Principle 3 - Businesses should uphold freedom of association and effective recognition of the right to collective bargaining**

**Principle 4 - The elimination of all forms of forced and compulsory labour**

**Principle 5 - The effective abolition of child labour**

**Principle 6 - Eliminate discrimination in respect of employment and occupation**

### **Assessment, policy and goals**

In accordance with the Labor Law & Regulations, a proper Employment Agreement between an employee and New Link Marketing Limited is signed when a new employee is appointed.

Payments of Salary, Overtime Pay, and Obligations of employer and employees, and employees' rights are expressed in the Employment Agreement.

New Link Marketing Limited is a company established with employees' trust, reliance, transparent structure and good governance.

All employees in New Link marketing Limited are given equal opportunities;

Hiring and promotion of employees are based on criteria like academic qualifications, skills and track record.

## Implementation

New Link Marketing Limited stresses on the importance of equality at workplace and encourages freedom of speech and diversity in the workplace.

New Link has written guidelines to ensure that Labor Rights are respected and in case of violation of Labor Rights, the relevant authorities within the organization resolve such cases with the best interest of the neglected party at heart.

New Link Marketing Limited has effective communication system in place for Complaints/Suggestions to allow for communication between the Top Management and the Staff.

A professional HR counselor has been appointed to reduce work and personal stress, and overall wellbeing of all staff.

During the Covid-19 pandemic outbreak, New Link reduced the working hours. For several months, our employees were required to attend the office for 5 to 10 days or a maximum of 15 days only per month. Likewise, office hours are from 9 am to 4 pm , and therefore, the total working hours for a week is only 35 hours.

Moreover, some of our employees, who were facing a difficult time during this pandemic period, received basic necessary things such as foods, as donations of company, which is the contribution by using a saving fund of the Human Resource team.

New Link has not reduced or laid off or retired employees during the periods of economic slowdown due to the effect of COVID-19 waves and political unrest in the country.

New Link realizes that having a job is important for the emotional security of their employees, so New Link does not allow any employees to retire or take unpaid leaves during their difficult times.

We have provided salaries that are convenient for basic needs of living conditions, and focused mainly on operational safety and employees' emotional security.

## Measurement of outcomes

The organization structure is flat and there is an effective line of communication between top management and staff who can directly submit ideas and suggestions without barriers.

Our staff feel encouraged to express their stress and feelings, and thereby allowing a healthier working environment.

No complaints were reported during this reporting period. It treats all its employees with dignity and respect, and not uses corporal punishment or threats of violence or other physical or mental abuse.

New Link provides trainings to the employees monthly for the employee development. Since it is observed that training itself is not completely sufficient, coaching is provided with real on-the-job examples.

The office trainings are provided not only by the resource person in the office but also by professionals from outside of the organization.



## ENVIRONMENT

**Principle 7 - Businesses should support a precautionary approach to environmental challenges**

**Principle 8 - Undertake initiatives to promote greater environmental responsibility**

**Principle 9 - Encourage the development and diffusion of environmentally friendly technologies**

### Assessment, policy and goals

New Link Marketing Limited respects and fully supports the principles underlying Environment. Our management team is fully aware of the importance of environmental risks as well as its threats to current and future environment.

New Link Marketing Limited is aware of the effects of environmental issues and it enforces the use of internet, emails and internal network among staff which reduces the wastage of paper.

### Implementation

New Link Marketing Limited is implementing the centralized electronic communication system through intranet, emails and shared network drives to reduce paper usage.

Our offices are installed with energy saving lights to promote clean energy in the environment.

New Link Marketing Limited uses water filtration system for drinking water to avoid the usage of disposable plastic bottles at our office.

## Measurement of outcomes

Monitoring the environmental footprint of company is done through the monthly electricity bill, water bill and purchase of papers, warehousing and usage of resources.

Our Development team monitors expenditures on paper usage, petro usage and electric usage.

New Link Marketing Limited is therefore saving energy in office rooms and promotion clean energy in the environment.

Since wastage of natural water resources is also a concern for the company, we use rainwater harvesting for the majority portion of our water usage.

## **Anti-Corruption**

**Principle 10: Businesses should work against all forms of corruption, including extortion and bribery.**

### **Assessment, policy and goals**

New Link promotes peaceful and inclusive societies for sustainable development. We have a policy of zero tolerance towards any forms of corruption, bribery or collusion therewith or any failure to report cases thereof.

New Link is fully committed to integrity, fair dealing and adopts good corporate governance practices. New Link Marketing Limited considers transparency among customers, employees and other companies and organizations as essential in having genuine relationship and clean dealings.

Staff integrity is a must in the way New Link Marketing Limited approaches every issue. The company is against all forms of bribery: not only among staff but also with outside companies and organizations.

## Implementation

New Link Marketing Limited creates a corporate culture based on honesty and openness. Policies are communicated to employees via standard internal communication tools.

New Link Marketing Limited is against all forms of corruption and will work actively to ensure that this does not occur in the group's business activities. Over the past years, internal and external check and balance system over transactions were audited by internal audits, external audits, Finance, Administration and HR department. Staff training on company rules and policies includes policies related to gift acceptance and overall upgrading of moral.

## Measurement of outcomes

Every employee is fully aware of all forms of corruption and anti-corruption / anti-corruption measures. Corruption is kept to the minimum at New Link Marketing Limited. Each and every employee is fully aware of all forms of corruption and practices of anti-corruption/ anti-bribery measures. We assess and evaluate the incidents reported and record the severity of the situation.