

UNITED NATIONS GLOBAL COMPACT

FIELDSTONE HELMS

COMMUNICATION ON PROGRESS

March 2, 2022

Reporting Period - 2021-2022

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CEO's Statement of Support:

March 2, 2022

To our stakeholders:

I am pleased to confirm that FH reaffirms its support of the Ten Principles of the United Nations Global Compact in the areas of Human Rights, Labour, Environment, and Anti-Corruption. We are delighted to share our progress to date and our plans for the future. At Fieldstone Helms, we pride ourselves in being a strategy-led Creative Agency based in Nairobi, Kenya, that solves complex problems for ambitious clients solving local and global issues for the betterment of humankind.

In our annual Communication on Progress, we describe FH actions to continually improve the integration of the Global Compact principles into our business strategy, environment, culture, and day-to-day operations. Further, we will demonstrate the collaborative projects we have undertaken which advance the broader development goals of the United Nations. Key highlights in the report include:

- Angel Centre for Abandoned Children
- Unilever Elections Project
- Flip the Scrip HIV Project on Zimbabwe and Malawi
- Delivering innovation in Self Care – Nigeria and Uganda

At FH, we have aligned our business model to directly accelerate action to deliver the 2030 Agenda, the 17 Sustainable Development Goals, and the United Nations Global Compact Principles. Our work involves working with our clients to design and facilitate journeys that enable, engage, and evolve opportunities for businesses to empower people to innovate ways of working in our ever-changing world. We thrive on strategy, design, and innovation; therefore, creativity naturally sits at the core of everything we do, especially in the following services:

- Brand Strategy
- Branding and Identity Design
- Campaign Development
- Visual Design and Packaging
- Advertising and storytelling

Our report will describe the company's practical actions to implement the UN Global Compact principles and measure outcomes in the four issues (human rights, labor, environment, anti-corruption). As part of FH's commitment to the UN Global Compact, we will share this information with our stakeholders transparently and engagingly.

Sincerely yours,



Thomas Omanga
CEO

Summary of our collaborative projects

The case studies below demonstrate our commitments to address the broader UN Agenda.

a. Angel Centre for Abandoned Children

Background

Angel Centre is a children's home situated in Dagoretti, about 15km west of Nairobi. Angel Centre for Abandoned Children was founded in October 2009 by Wamaitha Mwangi, who serves as the Chair lady. She currently has 47 children, from newborns to 9 years old. These children are raised in a loving environment where Wamaitha and volunteer mothers spend all their time and money taking care of them. These mothers give everything they have for the kids, but that isn't enough in most cases.

The Challenge

They need USD 3,500 to keep the home running every month. The home relies wholly on well-wishers. But in a society where most Kenyans are skeptical about generous giving to children's homes, achieving that target is difficult. Often, targets are unmet, which means they barely have enough financial resources to pay salaries for volunteer mothers on payroll, pay rent, buy medicine, and pay school fees for the kids.

FH Response

We aimed to persuade extremely busy professionals to donate their time and money. These professionals think of themselves as good people even though there are occasions where they do not contribute to a cause. These professionals convince themselves that it's okay not to donate in those instances. After all, there are millions of kids who need a home and need to be adopted.

However, we noted that even the most hardened skeptic changed their point of view when you visited the Angel Centre. Immediacy and vividness become apparent when you hold the babies in your arms. So we invited audiences to visit the orphanage because the situation stops being abstract and remote when you have a baby in your arms.

b. Unilever Elections Project

Background

Elections in Kenya tend to be an agitated period for most people. The country's worst-ever ethnic violence was sparked by a presidential election held in 2008. At least 1,300 people died, and more than 300,000 fled their homes. The violence started with the murder of over 50 unarmed Kikuyu women and children, some as young as a month old. They were locked in a church on New Year's Day and burned alive in Kiambaa village near Eldoret.

The Challenge

And so, as we approached the elections in 2017, the memory of that dark period in our country's history resurfaced. On many people's minds, the question was, would we see a return to the kind of violence our country experienced in 2008.

FH response

FH helped Unilever find a role during this tense period. Our work on this brief started by first seeking what we call the truth that will transform. Our search for this truth leads us to identify the cautious guardian archetype here in Kenya. These parents are entirely focused on safeguarding what's important today to continue building a better life for themselves and family. And so, we developed this communication aimed at motivating cautious guardians towards promoting peaceful elections in the country.

c. Voluntary Medical Male Circumcision (VMMC) Zimbabwe project

Background

In 2021, we worked on advocacy and social mobilization campaign using health care professionals as crucial influencers in Zimbabwe's Voluntary Medical Male Circumcision program (VMMC). VMMC was adapted as part of a comprehensive HIV prevention program in 2009. The country has circumcised 1.3 million men; however, the program still lags in achieving the epidemiological impact in the 15 to 29 age group that HIV primarily impacts.

The Challenge

FH was tasked to help create an enabling marketing environment that would use Health Care Professionals as crucial influencers in communicating the benefits of VMMC to men in Zimbabwe. It was clear that men in Zimbabwe don't care about circumcision and its benefits. A challenge the program called lack of benefit relevance.

We aimed at informing them that circumcision could help them last longer in bed, protect their partner from cervical cancer and that it's more hygienic for them, and with circumcision, men had a lower risk of getting HIV. The notion that uncircumcised men were in greater danger than circumcised men was a great challenge to overcome.

We found out that the most significant barrier to circumcision was the fear of the painful procedure. We also realized that these men had gone through far more painful emotional and physical experiences in their lives. That led us to an important discovery. If Zimbabwean men found a greater purpose for circumcision, they would endure the pain. The need to believe in a greater goal than any pain you could inflict on them physically or mentally was all it took.

FH Response

So we saw an opportunity to reboot what being a man is for the modern era. The term being a man can operate as shorthand for a purpose and set of values that a generation of men lacks in Zimbabwe, so we coined the creative proposition, VMMC is the **Good in Men**. FH deployed a communication strategy that used Health Care Professionals to mobilize the uptake of VMMC and communicate its benefits to men. The Good in Men became a platform promise that we used as an umbrella to encompass all things related to men's health; their complete physical, mental, and social wellbeing as experienced by men, and not merely the absence of disease or infirmity.

d. Flip the Script HIV Project on Zimbabwe and Malawi

PSI, together with Fieldstone Helms, Ipsos Mori, and Su Balasubramanian and in collaboration with the Bill & Melinda Gates Foundation (BMGF), The President's Emergency Plan For AIDS Relief through the Office of the U.S Global AIDS Coordinator (PEPFAR/OGAC), and Johnson & Johnson (J&J), developed a model campaign on the benefits of treatment to Flip the Script on HIV treatment in Zimbabwe and Malawi.

Background

Many people living with HIV do not start, stay on or get back on antiretroviral treatment (ART). This lifesaving once-daily medication keeps the virus level so low in their bodies that it becomes undetectable. This treatment keeps them alive and allows them to live virtually "normal" lives. Awareness of ART is high in Zimbabwe and Malawi, but there has been a long-held association with HIV and death – the death of life, the end of their past lives as they once knew them, and death of the freedoms they used to have. The benefits of ART are not fully understood or accepted, including an understanding of U=U, which health care workers are reluctant to share with PLHIV.

The Challenge

Flip the Script aimed to rebrand HIV treatment - reframing it from being about death and dying to be aspirational - all about life and reclaiming all of the freedoms of which they thought their HIV diagnosis had robbed them. The team built on rich insights from work conducted in South Africa and new insights from Malawi and Zimbabwe. The branded campaign we developed employed a marketing and brand strategy, including a core set of messages that powerfully convey the benefits of antiretroviral therapy (ART) to people living with HIV (PLHIV), the healthcare system, and the broader community.

The solution

The team adapted approaches from human-centered design (HCD) to find both the correct language and the right messenger for this message, leveraging the power of everyday people to guide solutions. We recognized that for the campaign to be successful, we needed national stakeholders to be engaged in the public health campaign. Further, as HIV stigma is a sensitive issue, the team took a "co-design" approach, putting host country governments in a leadership role and engaging members of the target audiences, key stakeholders, and influencers into the process from the outset in the two countries.

e. Delivering Innovation In Selfcare (DISC)- Increasing Access To, Uptake, and Advocacy for Self Injection In Nigeria and Uganda project

For the past 45 years, Population Services International (PSI) has worked in over 60 countries as a leading non-profit social marketing organization. PSI's mission is to reimagine healthcare by putting the consumer at the center, and wherever possible - bringing care to the front door.

Background

The object of DISC is to demonstrate the attractiveness and feasibility of self-care (initially) through a focus on self-injection – (DMPA-SC). Self-care is an ample opportunity for increasing access to family planning. Contraceptive self-injection is more effective and lasts longer to prevent unintended pregnancy than other woman-controlled options. Therefore, self-injection – and different self-care approaches — are game-changing, enabling women to take greater control over their ability to plan for and prevent pregnancy from achieving their life goals.

In collaboration with PSI, Fieldstone Helms worked to develop and launch a consumer engagement program geared at equipping our target consumers with the user knowledge, motivation, and agency necessary to take up and sustain the use of self-injection. Our goal was to increase their fertility ability while encouraging their advocacy to advance self-care and self-inject in Nigeria and Uganda. DISC utilizes PSI's Keystone approach to project design. The Four Keystone Phases are Diagnose, Decide, Design, and Deliver; DISC's priorities by phase included:

- Diagnose: Gain insight into consumer behavior and market performance based on research findings from early adopters, SRH providers, and target consumer segments.
- Decide: Set strategic priorities to achieve sustainability and determine who is best positioned to deliver on the intervention objectives.
- Design: Develop intervention through bringing user insights into the design process and leveraging best practices.

- Deliver: Implement activities and gather further insights through a systematized learning approach.

The challenge

Self-inject is an innovative method of contraceptive that offers discretion and convenience, along with the confidence of 3 months of protection against unintended pregnancy. Awareness and uptake, and continuation are currently low because of limited promotion, inconsistent access to supply/ training, and other social norm barriers that prevent women from choosing contraceptives. Currently, self-injection is new to many markets, and effective demand generation lags behind efforts to train and supervise providers. In addition, many pharmacy staff at the time were wary of stocking the product as they did not have clients coming in and asking for it.

FH Response

FH aimed to stimulate greater interest in self-inject contraception by combining traditional media channels and innovative digital tools to increase awareness and provide relevant information. Other tools to help users successfully self-inject were provided, and support for continued use of the product was available. Lastly, we aimed at empowering the targeted users to advocate for self-injection to others.

From a creative standpoint, the concept of Self Care as a gateway to introduce Self-Inject encapsulated a big challenge because in the African context, "you can't have a self." That's the tension. From everything, we know about our African sisters, wives, and mothers. "You can't have a self."

Today, this woman, the focus of our attention, is focused on many things. Regardless of how old she is, she is so busy taking care of everything and everyone around her that her SELF is often neglected. Often, she can't have a self because she is a "woman in the middle" sitting on a two-legged stool that consists of work and home responsibilities; she is constantly trying to strike a balance to keep from falling. But this tension also provided us with an opportunity for Self-Inject to play a meaningful role in our audience's life by making the concept of self-care emotionally and rationally acceptable.

Therefore, our communication task was a combination of perceptual and behavioral goals: -

1. Help her care about self-care - Increasing preference for self-care and drive consideration as part of her priorities (perceptual shift)
2. Help her decide - help her conclude that contraception helps her in achieving her priorities (behavioral shift)
3. Help her share - she becomes an advocate for SI (behavioral shift) - increases loyalty and advocacy (behavioral shift).

Insights generated from the research phase revealed that Self-Inject gave women a sense of power. As you know, power is the ability to do something in a particular way. And so, we used the concept of power and positioned it as a woman's capacity to make her own choices. And so she says yes to the things she wants and no to the things she doesn't like. It means no to unwanted pregnancy and yes to self-inject for family planning.

Robust Human Rights Management Policies and Procedures

Assessment, Policy, and Goals

FH believes that hiring and retaining the right human resources is a critical success factor for growth. When we manage our human resource element effectively, we are more likely to take advantage of new and emerging market opportunities and develop more effective response strategies. The more developed the team's technical skills are, the better the ability of the company to respond to environmental forces to grow and sustain its business activities. Excellence in human resource management implies a deeper understanding of the characteristics of human rights.

- A. Human rights are universal regardless of political, economic, or cultural systems.
- B. Human rights are inherent in all persons and cannot be alienated from an individual or group except due process and specific situations.
- C. Human rights are interrelated. i.e., improvement in realizing one human right is a function of completing the other human rights.
- D. Human rights are interdependent, as the level of enjoyment of any of the rights is dependent on the realization levels of the other privileges.
- E. Human rights are indivisible. i.e., all civil, cultural, economic, political, and social rights are equally important. Improving the enjoyment of any right cannot be at the expense of realizing any other right.

FH commits, integrates, and measures human rights principles in the following ways:

FH is committed to ensuring that the recruitment and selection of staff processes are conducted systematically, efficiently, and effectively and promotes professionalism and equality opportunity. Through the recruitment policy, FH implements a flexible framework, which supports good human resource practices, while adopting a proactive approach to equality and diversity issues, that supports the company's mandate.

As a company, FH is committed to the Universal Declaration of Human Rights, The Convention on the Elimination of All Forms of Discrimination against Women or the Convention on the Rights of Persons with Disabilities, and other international standards relating to Human Rights. The principle of nondiscrimination is complemented by equality. Article 1 of the Universal Declaration on Human Rights states that all human beings are born free and equal in dignity and rights.

Our policy is to subscribe to a principles-based approach as outlined by the United Nations Global Compact and the Constitution of Kenya and its broader legislature. As a responsible private legal entity, we ensure that all our employees are protected against harm while complying with the human right to freedom and security. FH has been at the forefront in advocating for the prohibition of slavery, servitude, and forced labor by conducting extensive due diligence checks on partners, clients, and suppliers.

The company, in line with Kenya's Employment Act (Employment Act, 2007), prohibits discrimination against an employee or harassment of an employee or prospective employee on the grounds of language, race, color, sex, religion, political or other opinions, nationality, ethnic or social origin, disability, pregnancy, mental status or HIV status.

FH provides equal remuneration for work of equal value in line with Article 27 (3) of Kenya's constitution, which safeguards the right to equal treatment for both women and men, including the rights to equal opportunities in cultural, political, economic and social spheres.

FH's Human Resource policy applies to all aspects of the employment relationship, including recruitment, hiring, compensation, promotion, transfer, disciplinary action, and terminations. All information relating to recruitment, selection, and appointment of employees remains confidential to those involved in the formal process. At FH, we are committed to:

- Improving employee co-determination within FH
- Improving our processes for protecting labor rights
- Improving alignment of our core business to the 2030 UN Agenda
- Improving the quality of our company governance
- Improving selection of suppliers, working only with ethical organizations
- Addressing inequality by providing equal opportunities to all
- Aligning our business model to honest, high caliber leadership
- Campaigning against corruption, which degrades fundamental human rights
- To seek to work with the clients that are leading on action to deliver the 2030 agenda

Implementation

Over the last reporting period, we have improved Human Resource policy in line with the Kenyan laws. In practice, Fieldstone Helms implements the principles of transparency and fairness in hiring and selection by following the following procedure.

- a. **Recruitment Process:** The Human Resource Manager facilitates the recruitment process and develops a suitable interview template to ensure consistency during the interview sessions.
- b. **Opportunity for growth:** FH advertises internally for open vacancies in the growing company. Junior staff can pursue personal development within the company.
- c. **Equal Employment Opportunities:** FH advertises widely to attract candidates for consideration where a position remains available.
- d. **Transparent and Accountable process:** During interviews, the human resource manager documents the screening process for each candidate to ensure a consistent approach.
- e. **Training:** All new employees follow an induction-training program that introduces the FH code of ethics, human resource policies, and procedures. The program provides employees with the necessary information that informs company expectations, helps them learn about the company, and helps them settle better at FH.
 - i. Firstly – the HR department takes the employee through personnel details and other related human resource matters.
 - ii. Secondly, the HR manager continues with the program by explaining the exact nature of the job and familiarizing the employee with their workplace. At this stage, a supervisor attached to an employee shows them their duties and work rules while at FH.
 - iii. Thirdly, the HR manager takes the employee through company operational, health, and safety requirements and relevant training to ensure that the employee is knowledgeable about FH's work routine and standards.

- f. **Code of Ethics:** Upon onboarding, the employee receives a code of ethics manual to enhance their understanding of ethical and cultural standards. Ethical and cultural standards are vital to maintaining our company's reputation.

Further, we have undertaken the following employee development training:

We offer mindscapes training which offers creative thinking training programs that help agencies and brands create innovative brand communications ideas more efficiently and effectively.

We also do account management training in:

1. Integrated Marketing Communications- concept/ process
2. The briefing process
3. Communication strategy development
4. Creative Process Impact
5. Measurement

Lastly, Project Management.

Measurement Of Outcomes

FH recognizes the impact that measures have on performance. We believe performance-based measurements are an essential part of our strategy. FH management occasionally introduces new techniques and innovative operating approaches towards breakthrough performance. We update our short-term indicators to monitor new goals and processes and compare them against older measures for relevance in our growth plan. We believe that effective measurement is an integral part of the management process. We use the following tools to measure our success:

- a. **Annual Balanced Score Card Matrix** – The balanced scorecard provides a comprehensive framework that translates FH's strategic objectives into a comprehensible set of performance measures that motivate breakthrough improvements in critical areas as product, process, customer, and market development. FH's balanced scorecard, based on the company's strategic objectives and competing demands, reveals the trade-offs that employees have already made among performance measures and encourages them to achieve their goals in the future without making trade-offs among crucial success factors. The balanced scorecard serves as a focal point for FH's efforts, defining and communicating priorities to managers, employees, investors, even customers.
- b. **Qualitative surveys** – We seek to measure indicators based on individuals' perceptions, opinions, assessments, or judgments. We categorize them as subjective indicators. We seek a factual description of an event involving any human rights issues that may have occurred while at FH. Reports may include objective narration of physical violence against employees, clients, or other stakeholders, discrimination cases reported by staff members, etc.
- c. **Stakeholder Feedback Forms** - FH is a transparent organization keen on encouraging feedback from its people. An assessment form at the office reception allows suppliers, clients, and employees to review whether our processes are independent and fair.
- d. **Peer to peer reviews** – FH operates as an independent company. However, it benefits from external reviews from peers within the media industry on human rights areas.

Robust Labour Management Policies and Procedures

Assessment, Policy, and Goals

FH is deeply committed to upholding freedom of association, eliminating forced and compulsory labor, abolishing child labor, and eliminating all forms of discrimination. Throughout the year, we have continued to develop our labor-management policies and to engage with clients, employees, and consultants on health, wellbeing, and good labor practices.

We have mapped potential risks related to labor and working conditions, such as work-related discrimination, gender-based violence (GBV), sexual exploitation, and abuse. The FH Labour Management Policy assesses and addresses these risks by developing recruitment guidelines procedures and applying appropriate provisions of the Employment Act 2007, public service regulations, HR manual, and other relevant legislature.

FH is in the process of refreshing and upgrading our labor relations policies in the form of an unified Quality Management System (QMS) in alignment with the Employment Act and Labor Relations Acts of 2007. This document will refresh our labor policies enabling us to integrate our Labor policies and procedures with our core business activities. Our goals are:

- a. Promote safety and health at work;
- b. Promote the fair treatment, nondiscrimination, and equal opportunity of project workers and other stakeholders;
- c. Protect project staff, including consultants;
- d. Sound practices to enhance excellence in gender equality;
- e. Improving measurement by effectively logging in best practices.

Implementation

FH is committed to integrating robust labor-management practices under the ten principles of Un Global Compact. In context, FH is keen to ensure the following:

- 1. Under the terms and conditions of employment**, the Employment Act 2007 stipulates that remuneration must be proportionate with the quality and quantity of the work delivered. It must be nondiscriminatory regarding race, sex, pregnancy, marital status, health status, ethnic or social origin, color, age, disability, religion, conscience, belief, culture, dress, language, or birth.

As a risk mitigation measure, our labor policy stipulates that all workers be provided with information and clear and understandable documentation regarding their terms and conditions of employment. The information and documentation set out their rights under national labor and employment law (including any relevant collective agreements), including their rights related to hours of work, wages, overtime, compensation, and benefits, as well as those arising from the law requirements.

Where material changes to the terms or conditions of employment occur, all workers have a right to be informed and consent to changes to the terms and conditions. To mitigate the risk of employees or consultants forcefully working overtime, FH provides accessible means to raise workplace concerns.

- 2. Under Occupational health and safety**, FH recognizes that workers may be subjected to poor working conditions, including lack of appropriate personal protective equipment (PPE) where needed and proper toilet facilities separate for males and females. As a risk mitigation measure, FH employs Occupational Health and Safety measures that are designed to address the following:
 - a. training of staff and better maintenance of training records;
 - b. documentation and reporting of occupational accidents, diseases, and incidents;

- c. the requirement to safeguard the interests of women, including gender parity at the workspace, provide appropriate sanitation facilities at the workplace, and proper PPE for women and persons with disability, as needed.
- 3. **On discrimination concerning recruitment and employment**, FH acknowledges that the risk of discriminating based on gender, disability, ethnicity, sexual orientation/identity, or any other personal characteristic unrelated to inherent job requirements exists at all levels of business strategy implementation. As such, FH has amended its labor policy to include the following commitments:
 - a. FH will not make decisions relating to the employment or treatment of workers based on personal characteristics unrelated to inherent job requirements.
 - b. FH will ensure that staff employment is on the principle of equal opportunity and fair treatment.
 - c. There will be no discrimination regarding any aspects of the employee-employer relationship, such as recruitment and hiring, compensation (including wages and benefits), access to training, job assignment, promotion, working conditions and terms of employment, termination of employment or retirement, or disciplinary practices.
 - d. FH's code of conduct is critical in preventing and addressing harassment, intimidation, and exploitation.
- 4. **On gender-based violence**, FH is aware that there is a risk of GBV, including sexual exploitation and abuse, and sexual harassment among its employees. As such, the company has made it mandatory for the following actions:
 - a. All FH workers are required to sign a Code of Conduct policy
 - b. FH has set up a separate reporting structure different from the ordinary general management structure to address Gender-Based Violence, Sexual Exploitation, and Sexual Harassment issues at the company.
 - c. FH has taken measures to promptly manage GBV/SEA issues using a separate structure for reporting GBV/SEA cases.
- 5. **On the spread of Diseases in communities**, FH understands the risks that pertain to the spread of HIV and other infectious diseases, including COVID-19 infections within communities. As a result, the company has put in place the following actions:
 - a. FH provides sensitization forums on preventing infectious diseases to all its employees.
 - b. FH communicates on risks of infection with HIV and COVID-19 throughout the year.
 - c. FH utilizes its creative assets to develop posters/flyers on HIV/AIDS, and Covid-19
 - d. FH measures the implementation of the code of conduct during annual review meetings.

Measurement Of Outcomes

FH reports on implementing the above policies and procedures quarterly. The company closely monitors labor and occupational health and safety performance and reports to external review teams, peers, and stakeholders through an annual publication. FH will provide a copy of its compliance report to its auditors throughout the next reporting period.

Robust Environmental Management Policies and Procedures

Assessment, Policy, and Goals

We operate from the Springette Office Park, a serene contemporary design comprising several Office Blocks along the Lower Kabete Road in a lush, green and tranquil setting, with easy access to Nairobi Central Business District (CBD) Westlands and UN Headquarters through the New Northern Bypass Link. The office blocks face a landscaped courtyard with excellent views. This naturally beautiful space relies on rainwater, municipal water, and a backup reservoir. Naturally occurring wall plants drape the concrete walls, progressively making our area sustainable and an excellent habitation for flora and fauna. Our culture is inherently environmentally orientated. Our policy is to improve our sustainability continuously.

FH is a professional and environmentally conscious organization that acknowledges our operations' impact on the environment. The goal of our company is to minimize any impact on the environment by:

- FH is active in preventing pollution, reducing waste, and implementing practical measures to protect and preserve natural habitats, flora, and fauna.
- FH considers the effects that our operations may have on the local community and takes action to eliminate adverse environmental impacts.
- FH promotes environmental awareness amongst our suppliers, contractors, and partners by implementing operational procedures to the best of our abilities.
- FH seeks to work in partnership with the community by behaving in a considerate and socially responsible manner while ensuring effective and expedient incident control, investigation, and reporting.
- FH Management and supervisory staff have responsibilities for implementing the environmental management policy and must ensure that environmental issues are given suitable consideration in the planning and day-to-day supervision of all work.
- FH ensures that all its employees and sub-contractors cooperate and assist in implementing the environmental policy while ensuring that their works, so far as is reasonably practicable, are carried out without risk to themselves, others, or the environment.
- FH takes all practical steps to ensure that effective preventative and control measures are implemented upon identifying potential environmental hazards and risks. All FH employees are equipped with the necessary resources, equipment, information, instruction, and training to fulfill the requirements of the environmental management policy.

Over the next reporting period, our goals are to:

- Continuously become more self-sustainable and efficient (water, electricity, waste) by championing affordable, reliable, sustainable, and modern energy in our workplaces.
 - a. Energy Efficiency - We will achieve this by turning off lights and equipment when not in use—using available sunlight to illuminate our workspaces. We will also replace incandescent light bulbs with compact fluorescent lamps and Install LED (light-emitting diode) "EXIT" signs. Where possible, we will use natural ventilation and fans.
 - b. Water Efficiency – We will constantly check for leaks and fix what's broken. We will also talk to staff members about water savings initiatives. Include water savings policies and procedures in staff inductions. FH will provide employees with

reusable water bottles to encourage reduced pollution due to plastic water bottles and promote wellness.

- c. Waste Management Efficiency - While recycling is helpful, the most significant impact comes from using less paper at work in the first place. At FH, where necessary, we will reduce our reliance on a printed form in favor of digital copies. Where unavoidable, we will set defaults to double-sided printing. For office supplies, we will purchase bulk items like sugar, snacks, cleaning supplies instead of individually packed to lower the cost per unit and reduce packaging materials that go to waste.
- To build an environment that enables a connection with nature for our workforce, clients, and neighbors
- To nurture a haven that is an environment that promotes biodiversity

Implementation

The best treatment for putting nature first is to be a part of it. Over the coming year, we seek to continue developing our work environment to build greater sustainability. FH will strive to create a conducive environment to foster employee productivity.

Whereas the overall responsibility for policy implementation vests with the Company Directors, the administration department is responsible for the day-to-day application of the policy.

Measurement Of Outcomes

For the coming reporting period, FH has planned the following strategic actions:

- Induction training
- Environmental impact assessments
- Workplace environmental audits
- Waste management audits
- Noise assessments
- Air emissions (smoke, fumes, dust)
- Energy use audits.

The Environmental Manager will review the company's environmental performance and the effective implementation of the environmental management policy.

The annual review shall cover:

- Environmental management monitoring results.
- Environmental management inspection results
- Comparison with the objectives stated in the previous review.
- Effects and requirements of new legislation or changes to best practice guidance

Irrespective of periods, FH shall evaluate the event of:

- Significant environmental incident.
- Incidence of Environment Agency enforcement action.
- A substantial shift in ecological management procedures or company activities.

FH shall display copies of all Environmental Alerts and other environmental-related information on the workplace notice board.

Robust Anti-Corruption Policies and Procedures

Assessment, Policy, And Goals

The deviation of resources or misuse of power compromises our values and accountability to our stakeholders and the communities we serve globally. Suggestions that FH is linked to corruption can damage our reputation, consequently undermining the morale of staff and the trust and support of customers, partners, investors, and the wider public. As a criminal offense, corruption poses legal risks for the organization and the individuals involved. Therefore, FH must act and be seen to work honestly and transparently.

Our anti-corruption policy supports existing partnership policies and standards (such as the Code of Conduct), reinforcing our commitment to foster an organizational culture where corruption is never acceptable. It further clarifies the standards of conduct to prevent corruption and provides a common foundation for developing procedures to manage FH's corruption risk across the board.

FH has emboldened its anti-corruption policy to include the following declarations in our current reporting period:

- a. In their engagement with FH, corruption is prohibited on any of its employees, board members, or third parties (consultant, vendor, partners, etc.)
- b. Payments otherwise prohibited should only be considered if there is an immediate threat to personal safety. The amount must be immediately reported to management and identified in the accounting records.
- c. FH will perform a corruption risk assessment to inform the development of a corruption-aware workforce and encourage an organizational culture in which corruption is never acceptable.
- d. FH will ensure employees, board members, volunteers, and third parties that engage with it are made aware of the Anticorruption Policy.
- e. FH will implement a "whistleblower" policy and procedures to provide employees, board members, volunteers, and third parties with a means and channel to report evidence of misconduct, including corruption, and to encourage such reporting.
- f. FH will develop a corruption response plan documenting how incidents will be investigated, reported, and closed.
- g. Employees working for FH, who commit a corrupt act, fail to report knowledge of corruption or fail to manage the risk of lawlessness will be subject to disciplinary action up to and including termination of employment.
- h. Members of the board of FH who fail to comply with the anti-corruption policy are subject to removal.
- i. Third parties who fail to comply with its anti-corruption policy will terminate their engagements. FH may also seek restitution or prosecution in a court of law.

Implementation

FH participates in regular training programs offered by bodies such as The Global Compact Network Kenya, Chamber of Commerce, the Kenya Association of Manufacturers, and others geared at instilling ethics and integrity in day-to-day business activities for our business. The Anti-corruption training targets top and middle-level managers working in procurement, finance, compliance and legal, internal audit, risk management, sales and marketing, supply chain, human resources, and Corporate Social Responsibility (CSR) functions of private companies. It seeks to develop systems on a range of anti-corruption issues such as risk assessment, reporting, and ethical supply chain management.

Over the next reporting period, we intend to use our creative storytelling to produce anti-corruption materials to communicate our commitment to ethical business practice to stakeholders. Our success has been innovative in the corporate world.

Measurement Of Outcomes

While measuring corruption is critical, it is also a challenging task. FH has developed an anti-corruption and ethics handbook that guides its stakeholders in maintaining ethical standards and encourages reporting corruption cases within and around the company. The manual prescribes a service delivery survey that provides detailed information on our anti-corruption efforts and protections against intimidation or retaliation.

We have also emphasized our leadership program and anti-corruption campaign within our internal team development plan. We intend to leverage our creative staff to develop graphics that can be shared across personal social media pages with anti-corruption hashtags, quotes, tales, and scripts as part of their responsibility to champion ethical business actions. We intend to reach their communities and influence a larger community of followers.

Through the whistleblower platform, FH will give their employees the freedom to report corruption cases, tell the facts, and stop unethical, immoral, or illegal work. The whistleblower reports provide an excerpt of reported cases without revealing the identities of those who came forward.

Conclusion

As demonstrated above, FH is committed to driving the ten principles of the UN Global Compact below:

On Human rights,

- a. FH has demonstrated that it supports and respects the protection of internationally proclaimed human rights and;
- b. That FH is not complicit in human rights abuses.

On Labour,

- c. FH has shown that it upholds the freedom of association and the effective recognition of the right to collective bargaining; and
- d. That FH supports the elimination of all forms of forced and compulsory labor; and
- e. That FH supports the effective abolition of child labor; and
- f. That FH endorses the elimination of discrimination in respect to employment and occupation

On environment,

- g. That FH supports a precautionary approach to environmental challenges;
- h. That FH undertakes initiatives to promote greater environmental responsibility; and
- i. That FH encourages the development and diffusion of environmentally friendly technologies.

On anti-corruption,

- j. FH works against corruption in all its forms, including extortion and bribery.

Further, FH broadly supports the following Sustainable Development Goals, i.e.

- Goal 1: End poverty in all its forms everywhere
- Goal 2: End hunger, achieve food security and improve nutrition and promote sustainable agriculture
- ✓ Goal 3: Ensure healthy lives and promote wellbeing for all at all ages
- ✓ Goal 4: Ensure inclusive and equitable quality education and promote lifelong learning opportunities
- ✓ Goal 5: Achieve gender equality and empower all women and girls
 - Goal 6: Ensure availability and sustainable management of water and sanitation for all
 - Goal 7: Ensure access to affordable, reliable, sustainable, and modern energy for all
- ✓ Goal 8: Promote sustained, inclusive, and sustainable economic growth, full and productive employment, and decent work for all
 - Goal 9: Build resilient infrastructure, promote inclusive and sustainable industrialization, and foster innovation
- ✓ Goal 10: Reduce inequality within and among countries
 - Goal 11: Make cities and human settlements inclusive, safe, resilient, and sustainable
 - Goal 12: Ensure sustainable consumption and production patterns
 - Goal 13: Take urgent action to combat climate change and its impacts
 - Goal 14: Conserve and sustainably use the oceans, seas, and marine resources
 - Goal 15: Protect, restore and promote sustainable use of terrestrial ecosystems, sustainably manage forests, combat desertification, halt and reverse land degradation and halt biodiversity loss
- ✓ Goal 16: Promote peaceful and inclusive societies for sustainable development, provide access to justice for all, and build effective, accountable, and inclusive institutions at all levels
 - Goal 17: Strengthen the means of implementation and revitalize the global partnership for sustainable development.

Concerning our actions to advance the Sustainable Development Goals (SDGs), our Communication on Progress report describes:

- ✓ Opportunities and responsibilities that SDGs represent to FH
- ✓ Where FH's priorities lie concerning one or more SDGs
- ✓ Goals and indicators set by FH concerning one or more SDGs
- ✓ How one or more SDGs are integrated into FH's business model
- ✓ The (expected) outcomes and impact of FH's activities related to the SDGs
- ✓ If FH's activities associated with SDGs are undertaken in collaboration with other stakeholders
- ✓ Other established or emerging best practices

[Approach to Stakeholder Engagement:](#)

We will distribute this report to our employees, partners, key clients, and primary service providers through our usual business channels and host it on our internet and intranet sites.

[APPENDIX 1: Initial letter of commitment to join the Global Compact](#)

[APPENDIX 2: FH Company Profile and Context of Operation](#)