



Corporate Social Responsibility Report 2021



Create Connection. Value Conversation.

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Scope of this Report

This annual Sitel Group® Corporate Social Responsibility (CSR) Report serves as Communication on Progress with regards to the United Nations (UN) Global Compact. The topics covered in this report represent our most significant environmental, social and economic impacts. This report highlights the strength of our people, our products and our position as a responsible corporate citizen.

For questions regarding this report, contact
hello@sitel.com.

Reporting Period:
January 1, 2021 - December 31, 2021

Most Recent Report:
March 4, 2022

Reporting Cycle:
Annual



Letter from the CEO

As you know, 2021 was a momentous year in our history at Sitel Group. Effective August 27, 2021, Sitel Group acquired Sykes Enterprises, Incorporated (SYKES), further solidifying ourselves as one of the largest BPO players in the market and one of only three CX services providers who has a truly global footprint on each continent. In 2021, our combined company reached over \$4 billion in revenue and we now have 160,000+ employees working in 40 countries across the globe.

We are proud to say that our newly combined organization enables us to deliver an unprecedented breadth of CX capabilities and solutions to keep transforming and enhancing our customers' CX delivery. Our revenue, scale, geographic footprint and diversified customers and verticals enable us to get closer to our customers and create better experiences for our people.

And as the world continues to feel the reverberations from the COVID-19 pandemic, we're focused on Work from Anywhere, our worldwide virtual solution without borders that delivers customer experience from anywhere. Our organization has substantial work at home expertise with 15+ years' experience and 65% of our workforce currently working at home. Our unique, hybrid MAXhub venue supports performance and engagement and is ready for the future of work.

Further, we have a renewed focus on the employee experience. Sitel Group believes the employee experience is the customer experience and with Sitel® MAX (My Associate Experience), the combined company — employees from both legacy Sitel Group and legacy SYKES — brings a passion for delivering best-in-class customer experiences and enhancing the employee experience by living their people-centric values.

Both organizations bring an entrepreneurial spirit and deeply rooted people-centric values, led by their respective founders. Now, as they have merged, the combined organization is led by the founders of Sitel Group: Olivier Camino and me. There are many other parallels and similarities between Sitel Group and legacy SYKES including a hybrid expansion strategy relying on acquisition and organic growth. Both organizations have rich heritages in the BPO industry (legacy SYKES was founded 40+ years ago and Sitel Group 35+ years ago). Further, both companies have long been committed to providing their customers with innovative, best-in-class products, support and service. This dedication drives the culture of Sitel Group with a two-pronged focus on their customers and their people.

I'm incredibly proud of how our teams around the globe came together for this integration of our two companies. As we look to the future, I'm excited to see what's next for our company and how it enables our people to Learn, Lead & Grow.

Corporate Social Responsibility (CSR) continues to inform our business philosophy and steer our decision-making process. We are deeply committed to the UN Global Compact of which we are part of and as an even larger company, we continue to always be mindful of how our operations can benefit the environment, our people and the communities in which we live and work. We hope you enjoy this report.

Thank you for being a part of this journey with us as we grow.

Sincerely,
Laurent Uberti
President, CEO & Co-Founder, Sitel Group

***I'm incredibly proud of
how our teams around the
globe came together for
this integration of our two
companies.***

Laurent

Uberti

President, CEO & Co-Founder, Sitel Group



About

Sitel Group®

| About Sitel Group®

As one of the largest global providers of customer experience (CX) products and solutions, Sitel Group® empowers brands to build stronger relationships with their customers by creating meaningful connections that boost brand value. Inspired by each brand's unique vision and goals, we ask "what if?" applying our expertise to create innovative solutions that reduce customer effort.

With 160,000 people around the globe — working from home or from one of our CX hubs — we securely connect best-loved brands with their customers over 8 million times every day in 50+ languages. Whether digital or voice-based, our solutions deliver a competitive edge across all customer touchpoints. Our award-winning culture is built on 40+ years of industry-leading experience and commitment to improving the employee experience.

EXP+™ from Sitel Group is a flexible solution with complete cloud capability, designed to simplify the delivery of end-to-end CX services, while boosting efficiency, effectiveness and customer satisfaction. EXP+ creates a robust ecosystem by harnessing the power of five connected product families.

Learn more at: ▶ www.sitel.com

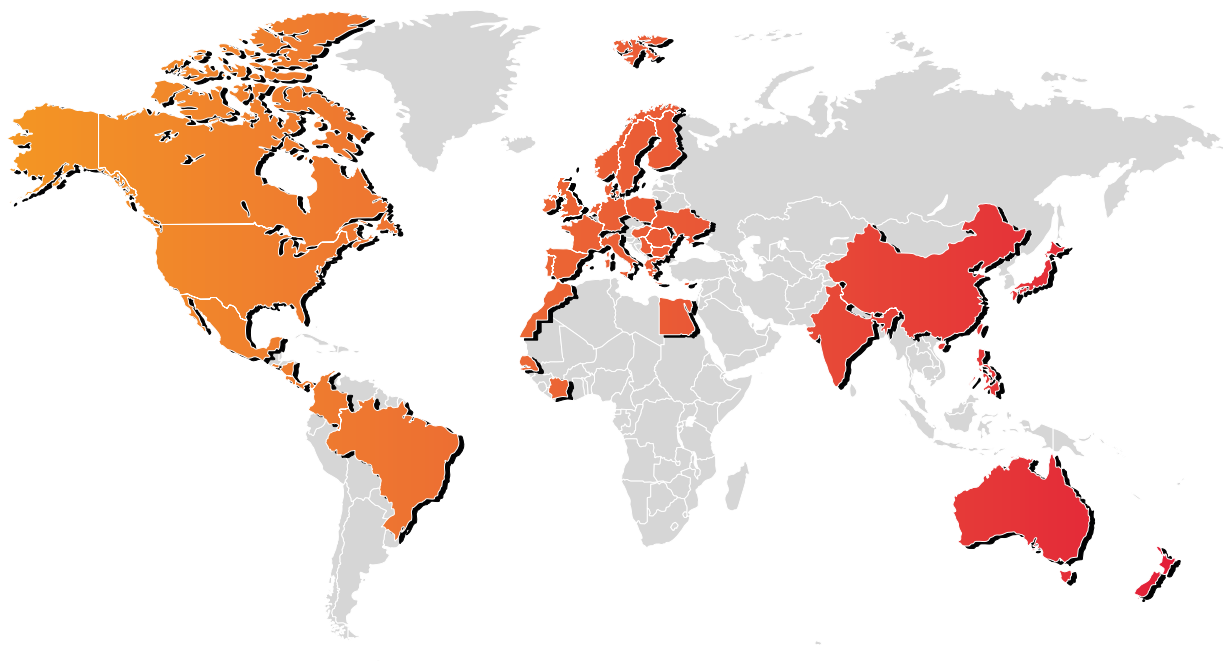
And connect with us on

▶ [Facebook](#), ▶ [LinkedIn](#) and ▶ [Twitter](#).



Our Global Presence

With our global presence and local expertise, we are close to our clients and their customers wherever (and whenever) they need us.



Americas

- Brazil
- Canada
- Colombia
- Costa Rica
- El Salvador
- Mexico
- Nicaragua
- Panama
- United States

EMEA

- Belgium
- Bulgaria
- Cyprus
- Denmark
- Egypt
- Finland
- France
- Germany
- Greece
- Hungary
- Ireland
- Ivory Coast
- Italy
- Morocco
- Netherlands
- Norway
- Poland
- Portugal
- Romania
- Senegal
- Serbia
- Slovakia
- Spain
- Sweden
- United Kingdom

APAC

- Australia
- China
- India
- Japan
- New Zealand
- Philippines
- Taiwan

Services & Products



Experience More
with EXP+™

In 2020, we launched the Enterprise Experience Platform, or EXP+, from Sitel Group, a flexible solution with complete cloud capability, designed to simplify the delivery of end-to-end customer experience (CX) services, while boosting efficiency, effectiveness and customer satisfaction.

EXP+ creates a robust ecosystem around individual business needs by harnessing the power of five connected product families.

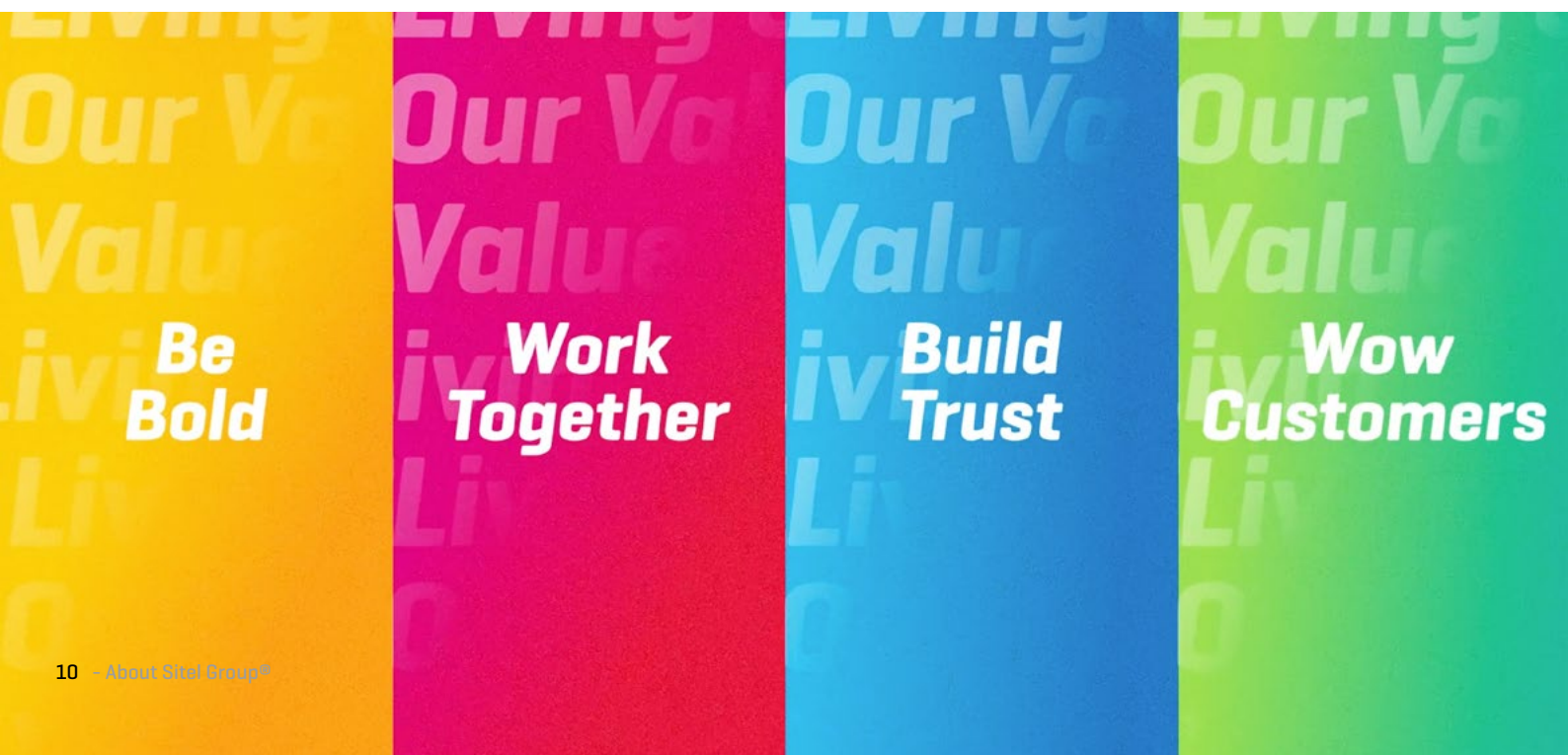


Our Values

As a global corporation with 160,000 people spread across 40 countries, the four core values of Sitel Group inform the way we work with our clients, our clients' customers and each other. These values make us who we are. They shape the way we do business; they are central to our culture; and they form the strong foundation that differentiates us within our industry. In an ever-evolving world, our values remain constant, anchoring us to our shared vision of the organization we are today

and guiding us towards the organization we want to be tomorrow. A part of our DNA, our values nurture our brand, articulate its message and give our people a sense of belonging. Through these values each of our employees know they are an integral part of an enterprise focused on innovation, creativity and an entrepreneurial approach.

These four core values are at the heart of every decision we make.



Employee Promise

The company's employee promise, or employee value proposition (EVP), was created to help give current and future employees a clearer picture of what the company prioritizes and the initiatives it is taking to improve the associate experience. Sitel Group is committed to strengthening its engagement, sense of belonging and learning and enrichment programs for employees.

Learn, Lead & Grow.

At Sitel Group, we believe experiences are everything, and that happy associates are successful ones. That's why we give our people the tools and freedom to learn, grow, have fun and be themselves.

We know the employee experience is the customer experience — and we are committed to transforming the customer experience industry. Our 160,000 people around the globe are redefining the way brands connect with their customers — 8 million times each day.

Sitel Group is committed to helping its people Learn, Lead & Grow throughout their journey with the company.



United Nations Global Compact



United Nations
Global Compact

We remain a proud participant of the United Nations Global Compact and its 10 principles that we use to guide our four corporate social responsibility pillars.

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

Principle 2: Make sure that they are not complicit in human rights abuses

Principle 3: Business should uphold the freedom of association and the effective recognition of the right to collective bargaining

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

Principle 5: The effective abolition of child labour

Principle 6: The elimination of discrimination in respect of employment and occupation

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

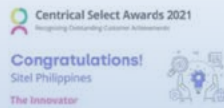
Principle 10: Businesses should work against corruption in all its forms including extortion and bribery

Sustainable Development Goals

Sitel Group continues to invest in our associates and the communities where we work. Our continued support of the UN Global Compact's Sustainable Development Goals allows us to collaborate with nonprofits and community partners. We strive to empower our associates and improve lives by

preparing our workforce and creating success pathways for further education and employment opportunities. As our business grows, we continue to invest in our operations practices to further reduce our environmental footprint.





Sitel Group®

Awards

| Sitel Group® Awards

Military Friendly Employer

Sitel Group Wins 2021 Most Admired Employer Brand Award

Sitel Group Wins 2021 Fortress Cyber Security Award

Sitel Group Named as Finalists in ECCCSAs 2021

Sitel Group Wins Comparably Award for Best CEOs for Diversity

Comparably Best Company Culture

Comparably Best Company for Women

Comparably Best Company for Diversity

Comparably Best CEO

Sitel Brazil Recognized with Great Place to Work Certification

Leader in Everest Group CXM Services PEAK Matrix Assessment

Financial Times Names Sitel Group Leader in Diversity

Sitel Group Named Leader in 2021 ISG Provider Lens Contact Center

Sitel Group Named as a 'Company of the Year' in BIG Awards for Business

SDS Named Finalist for Blue Prism Client Business Impact Partner Award

ALOIC Awards Company a Gold Trophy in Outsourcing Operations

Colombia Wins Best Workplace in Telemarketing & BPO Industry

Company Wins Silver Award for Most Exemplary Employer

Company Awarded Silver Certificate for 2020 COVID-19 Survey Report





Social

Social

Social Impact

At Sitel Group, our commitment to CSR is rooted in transparency, integrity and ethics throughout our operations and every aspect of our business. CSR continues to inform our business philosophy and steer our decision-making process.

We are driven by making a difference. We support our people through focusing on their health and wellbeing and providing access to lifelong learning. We encourage our people to take an active role in supporting the communities in which we are located. As a global business, we have a unique

opportunity to make a significant social impact by making small changes.

In 2021, our focus was on education and health and wellbeing, rooted in our commitment to improving the employee experience for both current and future associates. We ensure our people and, oftentimes, their families have access to tools and resources for career advancement, training and a healthy lifestyle.

Education

The United Nations recognizes education as a human right, and we encourage inclusive and equal development at Sitel Group as we promote lifelong learning. We empower and inspire our diverse global team as they Learn, Lead & Grow. We have a deep focus on education to provide opportunities for our people as well as those in the

communities in which we live and work. We aim to provide educational and training opportunities to prepare others for the future of work and enable career readiness. Our commitment to education in 2021 led us to focus on programs and platforms for learning and development, including talent development and impact sourcing.

Talent Development

We inspire and support our people's growth through continuous mentorship and talent development. Through a variety of language proficiency programs, we offer candidates English-language upskilling alongside courses focused on improving linguistic skills in support of a potential role within the customer experience industry. With a focus on the personal and professional development of our employees, we offer mentorship opportunities that make work meaningful for each person, bringing out best efforts and long-term growth with the company.



Talent Development
1,128 associates

Mentorship Participants
158 associates

Internal Promotions
7,305 associates

Learning Management Systems

Our learning platforms, MyAcademy and LEARN, are deployed globally throughout the organization and can be accessed by each employee. Our digital internal learning platform, MyAcademy, supports continued professional development and growth for our associates. It supports onboarding and on-the-job training through micro e-learning courses that target information for specific objectives that enhance growth and readiness for future promotions. We continue to invest in our online learning platforms to support new skills and development in the industry.



Total users:

167,563

Total courses:

1,592

Training hours:

68,957

Empower Center

The Empower Center launched in May 2019 to support our associates with free learning for diversification, skills training and knowledge for our associates that stretches beyond their roles within our organization. Empower Center allows associates to concentrate on personal and professional development and offers external resources including videos, articles and courses. Through self-paced modules, users can complete courses and earn certifications.

The Empower Center supports a new learning experience, growth and personal development. With access from any device, our associates can visit the Empower Center anywhere and anytime. Learners can engage in content based on preference where they can Keep Learning, Keep Growing and Keep Moving. In 2021, we used our e-learning platform, Empower Center, to support training around a host of topics and subjects — beyond the sphere of the business process outsourcing industry — in French, English, Spanish, German and Portuguese.

Summer Camp

Our teams attend a Summer Camp of learning. This eight-week camp offered eight weeks of content to engage our learners. Content included 49 different sources of videos, books, articles, courses and podcasts.

- Week 1:** Sport benefits
- Week 2:** Fresh recipes to enjoy your summer
- Week 3:** Emotional balance
- Week 4:** Improve your language skills
- Week 5:** Improve your memory
- Week 6:** General knowledge
- Week 7:** Positive psychology
- Week 8:** Awareness and reflexes to adopt for the ecology in companies



Average of active users/month: 17,423

Total new users: 34,271

Average new users/month: 2,856

Total hours of learning: 607,803

Total viewed resources: 933,945

Total users: 72,993



Impact Sourcing

At Sitel Group we are committed to providing equitable and inclusive opportunities for our associates and in the communities where we live and operate. With an expansive global footprint, we recognize our opportunities for a positive social impact creating sustainability. By targeting recruitment activities in less advantaged or remote areas, or actively seeking potential associates who might be excluded from the job market, our efforts add a social and ethical dimension that can reap huge benefits for individuals and communities. We support impact sourcing through various initiatives and programs such as talent development programs for our associates and work experience programs. We also prioritize suppliers that intentionally hire and provide career development opportunities to people who might otherwise have limited opportunities for formal employment.

Our collaborative partnerships in both the public and private sectors work to provide opportunities that might not otherwise be available. These efforts — partnering with education and labor ministries, state universities and national technical institutions — not only provide access to educational, financial and social resources but also create opportunities to join our teams in full-time careers.

- Sitel Group has been a member of the Tent Partnership for Refugees since 2021 to help integrate refugees in their host country. Additionally, Sitel Group was a founding coalition member of the first impact sourcing initiative with Tent, IAOP and BPro, working together to advance the integration of Venezuelan refugees and support in the host country of Colombia. Since 2017, Sitel Brazil and Colombia have hired more than 1,500 Venezuelans and have made a public three-year commitment to hire an additional 600 Venezuelans from 2021 to 2023. In 2021 alone, we hired over 500 Venezuelans in both countries.
- In Costa Rica and Brazil, our teams have partnered with the United Nations High Commissioner for Refugees. This partnership

supports displaced refugees and helps connect refugees to employers. Costa Rica has partnered with UNHCR since 2013 and Brazil partnered this year to support. Both teams have joined the “Vivir la Integración” Program, which seeks to create awareness and sensitization of refugees and asylum seekers. Both of our teams are looking to support inclusion, diversity, development, training and recruitment to help refugees build a better future.

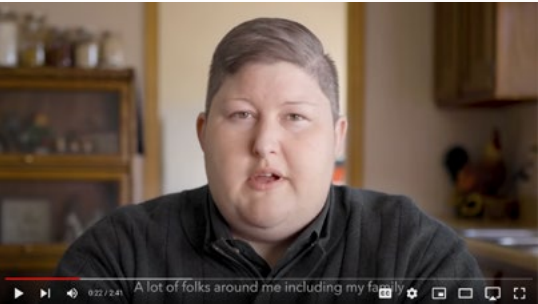
- In partnership with Servicio Nacional de Aprendizaje (SENA), Sitel Colombia has implemented English Dot Works, a free program designed to support English proficiency. The program has been created to support internal growth opportunities for associates who speak little to no English. With the help from SENA, we are able to provide free English-proficiency training and coordinate to support internal growth opportunities at Sitel Group and implement a career growth roadmap. This program was established in 2021 and has supported talent development for 52 Sitel Colombia associates.
- In Costa Rica, we partnered with the Ministry of Labor to train and hire 2,500 people through an enterprising English-learning program. Additionally, our partnership with the country’s Ministry of Public Education and the Omar Dengo Foundation exports our internal Women in Technology program to professional-technical high schools. This strategy seeks to motivate eighth-grade girls to choose a technology specialization (as opposed to secretarial or handicraft specialties) when they enter ninth grade.
- In the Philippines, we are directly engaged with over 100 universities and further education establishments in the delivery of education and vocational training. We also have a strong working relationship with the national and regional government including the Department of Labor and Employment.

The Prosperity Hub Program

Sitel Group is an Intuit Prosperity Hub partner. What makes the Prosperity Hub program special is the opportunity to provide full-time jobs, vocational training and educational resources to communities in need. At Sitel Group, we’re on a mission to make an impact, drive change and nurture growth beyond our associates’ homes.

We leverage our local networks, made up of nonprofits, schools, organizations and small businesses to help those at home and in the community to Learn, Lead & Grow. This partnership provides over 1,700 employment opportunities in five communities throughout North America: Corner Brook, Newfoundland, Canada; Lawton, Oklahoma; Morristown, Tennessee; Hazard, Kentucky; and Wise, Virginia. Through the Prosperity Hub Program,

associates have the flexibility to work from home or in one of our brick-and-mortar locations while still providing the level of care Intuit’s customers expect.



Language Proficiency Programs

Our local teams identified language skill gaps present in the local talent and developed programs to support skills for the future. To meet demand and develop talent to generate sustainability and social mobility, the Language Academy was born. The skillsets gained through the Language Academy include upskilling and reskilling in soft skills and technical skills. The value provided through completion of these programs ensures higher employability for candidates. The successful completion of the program provides the candidate an opportunity to apply with Sitel Group and ensures success after the applicant onboarding process. This training provides benefits to the candidate in terms of confidence, performance, employee engagement and productivity. With an opportunity to become multilingual, a higher wage is offered.



LATAM Region	APAC Region
10,680 participants	6,187 participants
3,299 hired	2,575 hired



Community Training & Development

As a good corporate citizen and neighbor, we recognize the social responsibility with investing in programs and activities that develop and uplift the communities around the world in which our people live and work, such as access to e-learning platforms, charitable donations, technical engineering training, English-language training for teachers in local communities and further community outreach donations of computer equipment and school supplies. Sitel Colombia was recognized for Best Contribution in Social Responsibility by the Colombian BPO Association at the CX Interaction Awards 2021 for its SEED program in the Social Responsibility category (Silver award). This achievement is a sign of our effort and positive impact on the community, in favor of bilingualism and job opportunities.



Empower Center
in Morocco

Tech Academy
in Costa Rica & Colombia

SEED
in Costa Rica & Colombia

314 learners
302 hours of training

1,767 learners
456 scholarships provided

230 students impacted
72 employee volunteers

Recognized: Social Responsibility Category [Silver]

Scholarships & Tuition

We offer assistance with education through scholarships and tuition reimbursements in various locales for our full-time associates. One of our many success stories is Tatiana, a Russian refugee in Costa Rica. She wanted to use her interest in technology to help her build another career. Through a refugee livelihoods program with the United Nations High Commissioner of Costa Rica, she took a course to earn certification as a Cisco Certified Network Associate. Soon after, she attended a job fair where she met our recruiters who offered her a job in technical support. She's honored to be part of the team and grateful for the difference that we made in her life by providing a quality job, technical development and a second opportunity in life.



Tuition Reimbursement
in Americas

Scholarships
in Americas

189 participants

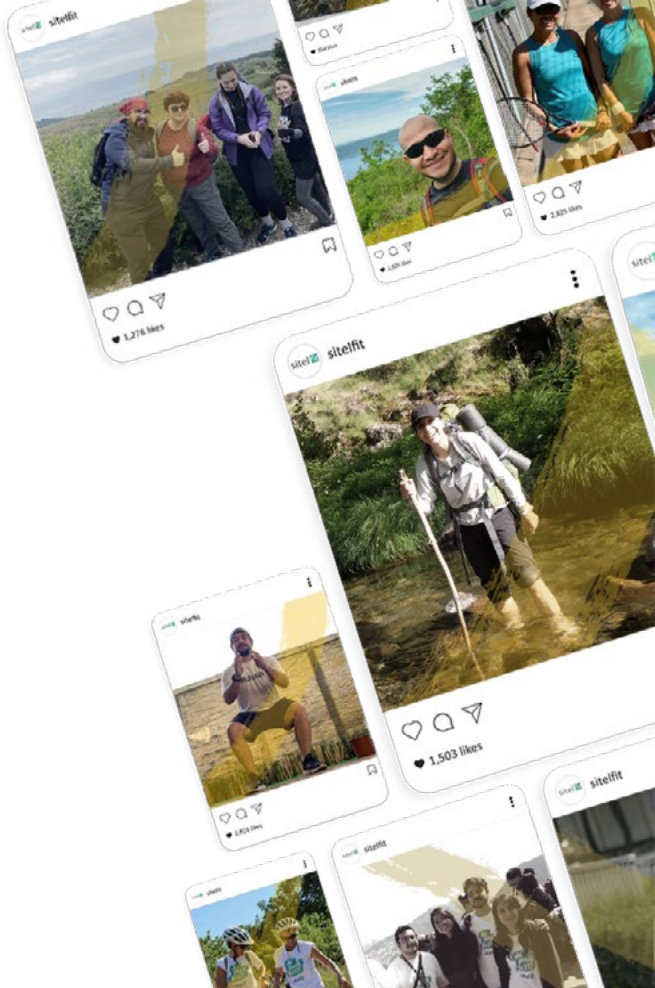
\$717,309.40 [YTD]

489 scholarships

\$334,000.00 [YTD]

Health & Wellbeing

Our aim is to encourage our people to make healthier choices for a healthier body and happier mind by making #OneSmallChange. We encourage our associates to have a lasting impact on their own wellbeing through simple, achievable change. Our global wellness program gives associates opportunities to live the Sitel Group value Work Together by engaging in exercise challenges and by attending mental health and nutrition webinars and cooking classes. Through the program, we also provide our people with valuable educational resources that encourage them to take small steps towards better health and wellbeing.



#OneSmallChange

Description

In 2021, we held the SitelFit #OneSmallChange challenge, a year-long campaign in which we worked together to achieve 69,987,407 million points. This challenge was about taking SitelFit beyond wellness and expanding its remit to encourage our people to make #OneSmallChange to better their lives.

Metrics

A total of 22,077 members enrolled in SitelFit with 14,529 new users added in 2021. In total, the users covered 47,900,000 km (29,700.00 miles) throughout the year. A total of 22,229,450 SitelFit challenges were completed and we earned 69,987,407 points.

Step Forward, Give Back Challenge for Charity

Description

As part of the year-long #OneSmallChange Challenge, in August, we launched a challenge for charity: Step Forward, Give Back.

Metrics

We garnered 3 million points by the end of the month and onboarded 3,000 new community members over the course of the challenge. The Step Forward, Give Back Challenge raised \$15,000 for World Learning.

Virtual Races

Description

We launched virtual races from October 29 to November 1.

Metrics

4,090 participants with 997 finishers completing a 5k, 10k and 15k marathon with a total of 73,049 points.

We value our associates' wellbeing and understand the importance of establishing healthy habits. Empowering our associates to be their best is at the core of our global health and wellness program.

Designed to educate and motivate our associates, our global wellness program not only promotes but actively encourages and supports both physical and mental health through activity tracking apps and the gamification of exercise and healthy living. Using sport — a universal language that all our associates around the globe understand — as a starting block for change, the program links individual and collective achievements to charitable donations. All these aspects come under the three main focuses of the program:

Move Well: Under this theme, we organize initiatives and provide our associates with resources on physical fitness, workout routines and practical advice on how to include more movement into their daily life.

Eat Well: Here, we focus on nutrition, weight management, salt reduction, recipes for healthy cooking and cooking classes, as well as practical advice on how to eat more healthily during the day.

Live Well: This theme puts the focus on mental health and wellbeing, mindfulness and meditation, sleep and stress management, financial wellness and burnout prevention.

Program

**Move
Well**

Activities

- SitelFit Fitness Challenges: Virtual Races; Step Forward, Give Back; #OneSmallChange
- Plogging Challenges in Bulgaria and Germany
- Daily Workouts Posted through MAXConnect
- Music Playlist on Spotify
- SitelFit for MAX Week: Dancing, Pilates, Nutrition, Yoga and Musclebuilding

**Eat
Well**

- Webinars: Mindful Eating and How to Protect the Water
- Nutrition Guide Available through MAXConnect
- Nutrition Programs in Panama
- Food Pantries in the Philippines
- Music Playlist on Spotify

**Live
Well**

- Mindfulness and Meditation
- Financial Wellbeing Webinars (Philippines and Colombia)
- Improve Sleep
- International Yoga Day
- Breast Awareness Month
- Global & Local Awareness Days Celebrated: Domestic Violence, Leukemia, Diabetes, Movember, Global Wellness Day, World No Tobacco Day
- UK Participation in Mental Health at Work Initiative
- Webinars: Suicide Prevention, Anxiety and Emotions Identification
- Global Wellness Survey
- Music Playlist on Spotify

There was a
**66% increase in
participation for
2021.**

Diversity, Equity & Inclusion

Empowering the Associate Experience.

Diversity is not solely measured through data. We understand that diversity is much more. It encompasses diversity of thought, various skillsets and wide-ranging personal experiences. It is our commitment to diversity that supports innovation, creativity and inclusion. Our diversity, equity and inclusion (D, E & I) champions a sense of belonging at every level of our business.

Driven by our core values, we encourage diversity and inclusivity across our sites and within our teams — from the application process to new employee onboarding and beyond. Investing in our people is a top priority for continued employee satisfaction and vital in preparing our employees for the future of work. We introduced our MyAcademy digital learning platform to support continued professional development and grow our talent.



146,138 associates
54.24% female
45.76% male



New Hires by Gender

	APAC	EMEA	LATAM	NA
Male	52.30%	53.99%	41.96%	73.94%
Female	47.70%	46.01%	56.30%	26.06%

New Hires by Age

Less than 30	62.32%
Between 30 and 50	33.08%
More than 50	4.60%



Minorities in the U.S.

American Indian or Alaskan native	3.96%
Asian	5.90%
Black or African American	96.11%
Hawaiian native or other pacific island	26.63%
Two or more races	11.99%



El Salvador

In El Salvador, diversity, equity and inclusion are managed through the Equal Opportunity Employment policy. The policy is evaluated by an external certifying company under the Inclusion and Equality Business Index (IEBI), allowing organizations to know and measure the levels of diversity, equity and inclusion in their practices and their business policies in five categories.

In 2017, El Salvador became the first company in the contact center industry to be certified, standing out as a leader in this area, both in the country and the region. In 2020, El Salvador received the IEBI recertification and was qualified as a company that “complies in an outstanding manner”.

Category	Jun. 2017	Nov. 2017	Dec. 2020
Gender Equality	82%	93%	94%
People with Disabilities	73%	91%	91%
HIV & Other Chronic Medical Conditions	40%	90%	100%
LGBTQ+ Population	44%	100%	91%
Other Minorities	100%	100%	100%



Training

Our Inclusive program raises awareness among employees with direct reports so they can provide a discrimination-free environment through leadership and team management. Diversity fosters creativity, innovation, loyalty, productivity, talent, experiences and leadership.

The Inclusive program supports four areas through awareness training: 1) Gender Equality, 2) LGBTQ+, 3) Refugees and 4) individuals who are differently-abled and breaks the myths, stereotypes and misconceptions about diverse groups. Enrollees are provided with a three-hour training that includes a virtual course and workshop led by our HR Teams.

Year

Number of Associates Trained

2018	324
2019	250
2020	574
2021	580
Total	1,728



Employee Resource Groups

To foster a sense of community and inclusion within our culture, our employee resource groups reflect our diverse and dynamic employees who support each other across a variety of interests and goals for LGBTQ+, women in leadership and military veterans.

Program

LGBTQ+ Support
[Global]

What is it?

BE Proud brings together members and allies of the Sitel Group® LGBTQ+ community to foster an inclusive workplace culture, promote and support the development of LGBTQ+ associates and raise awareness of social issues affecting the community.

Activities

Beyond the Parade:
Celebrating Pride Month at Sitel Group

Blog

Women's Empowerment
[Global]

Supports women in leadership roles to become mentors and to inspire and engage women across our company.

344 Participants
30 Workshops

WeLead Philippines
Video

Veterans Community Support
[U.S.]

We continue to support our military veterans and their families and are committed to providing an inclusive culture.

112 Veterans hired / 157 employed (2021)
51 Veterans spouses hired / 82 employed (2021)

Donation of \$500 to SHEROES United supporting Women Warriors in the armed forces or first responders.

Employment Opportunities for

Veterans and their Families

News

Employee Engagement

Sitel® MAX

In 2019, Sitel Group launched MAX — My Associate Experience. Based on the core belief that the associate experience is the customer experience, Sitel® MAX is a business-wide mindset for transforming the associate experience, together. Leveraging a global community of more than 2,600 MAX Insiders and local ambassadors, Sitel MAX taps into the collective genius of our people to develop initiatives focused on making their journey at Sitel Group more enjoyable and productive. From providing better tools and technology to fostering inclusion and diversity, Sitel MAX initiatives are focused on providing our employees with an environment in which they can thrive.

Watch what we have accomplished

Read about our Award

- **MAX Insiders**
3,953
- **MAXperts**
299
- **MAX Training**
17,038 participants
8,519 hours

Sit & Tell Results

Employee Satisfaction Survey

62,888
Invitations

55,607
Responses

88%
Response rate



MAXhubs

As spaces where our associates can engage with each other, develop their skills and foster stronger links with the local community, our MAXhubs provide flexibility with working on-site, at home or a blend of both. Our employees engage via MAXhubs as a place to work — to connect with colleagues, access training and improve performance.

MAXhubs maximize the benefits, from work-life balance and flexibility to better wellbeing and greater job satisfaction, that come from working from home, without eliminating the most enjoyable aspects of working on-site, such as social interaction and collaboration.

MAXhub Athens


[Watch](#)

MAXhub Barranquilla


[Watch](#)


Empowered Voices

Through our Empowered Voices platform, our associates around the world continued sharing their personal stories in 2021. Empowered Voices featured encouraging and motivational stories of our associates all around the world.

In 2018, we launched our Empowered Voices campaign and platform during Customer Service Week as an opportunity for our associates to share their personal #SitelLife story. Empowered Voices features real stories from real people and the positive impact our associates experience as part of the Sitel Group family. This online community fosters a sense of belonging amongst peers with inspirational testimonials recognizing individual accomplishments, overcoming adversity and thriving in an inclusive workplace.

From its initial success, we have continued to use this platform to celebrate our associates around the globe and engage them during Pride Month, MAX Week, International Women's Day, Veterans Day and more.



Posts Since Launch

2018	2019	2020	2021
24	394	357	329

[Visit our Empowered Voices](#)



Giving Back

Purpose drives change and creates action. With a strong vision and common goals, we can reach new peaks. We believe we can make a lasting impact in the diverse communities we work in to build better experiences tomorrow.



28

**Environmental
Actions**



85

**Organizations
Supported**



204

**Social
Actions**



\$268K

**Contributions
Donated**



Brazil

Donated 3,000 pairs of socks to Grupo de Atitude Social supporting the homeless in Osasco region of Sao Paulo.



Canada

Donated 1,000 books to the Mental Health Initiative.



Colombia

Delivered 1,330 school supplies, from backpacks to notebooks, to 250 children.



Costa Rica

1,222 kg waste collected and planted 232 plant species.



El Salvador

Over the past 10 years, El Salvador and its employees have donated more than \$122,000 to the fight against cancer. Year after year, they organize activities to raise money for this cause. From t-shirt sales to NGO sponsorship to on-site screenings for employees, El Salvador is committed to making a difference in the local community.



El Salvador

We achieved a milestone with our solar plant in El Salvador. Our 2,000-square-meter solar plant produced 10% of the annual electricity consumption. Our operations have emitted less CO₂ into the environment. We celebrate your milestones on sustainable practices.



Germany

Raised funds for a new wheelchair with M.A.DE. for Kids.



Germany

Donated a total of 3,000.00 € to the Nature and Biodiversity Conservation Union Germany, as announced.



France

Teams shared eco-friendly ways to make laundry detergent and starting a community garden.



Morocco

45 volunteers who delivered 300 support bags with globes, hats, socks, boots and blankets for the Association of the Region of Chafchawen-Bab Bered.

Non-perishable food collection that supported 800 families during Ramadan.



Nicaragua

Translated 300 letters from Spanish to English for students participating in pen-pal program.



Panama

Donated three tablets, 12 chairs, and six tables to CEF Mujer for International Day of Education.



Portugal

Donated 500 gallons of caps to «Dom Maio» supporting individuals with cerebral palsy.



India

Partnered with Magic Bus India Foundation in order to provide education completion opportunities for underprivileged adolescents and to kick-start our virtual volunteering plan for employees. The program will support 1,000 students with 50% participation of girls. We have included 45 Sitel volunteers.



Philippines

Partnered with Caritas Manila, Inc. to help indigent Filipinos affected by the pandemic and recent calamities and donated P20,000 supporting 15,000 families.



U.S.

Our team at Wise joined them in their efforts to raise \$10,000 for their food scarcity program. Every team member who signed up for their on-site SaverLife Program earned \$5 towards their goal by donating lunchboxes for 276 provides meal options, school supplies and other resources to students in need. Morristown raise more than 45K for the ALPS 30th Annual Walk to Remember.





Environment

Environmental

Sustainable Development Strategy

When we look at how we engage our business and the impact it has on the environment and our communities, we understand the need to define a sustainable development strategy planned for 2022. This strategy will include a roadmap to track and report our global emissions, identify risks and

deploy climate actions. It is important that our key stakeholders understand that Sitel Group is focused on setting our sustainable development priorities, establishing goals and targets, and identifying actions to achieve them.

Climate Change

Our Environmental Policy addresses water, carbon footprint and our suppliers. We strive to be good stewards and protect our natural environment, supporting a circular economy. Operating in 40 countries, we work together to make a positive impact on our environment to reduce, reuse and recycle in our daily operations.

We encourage the following in each site to help lower our carbon footprint:

- **Energy-efficient commuting**
- **Teleconferencing**
- **Go paperless**
- **Responsible disposal of e-waste**
- **In-kind donations**

GHG Emissions

In 2021, we performed a greenhouse gas emissions assessment, shared to the CDP which included data from January 1, 2020 to December 31, 2020. Our total measured carbon emissions can be found below representing 107 sites and we are committed to reducing energy consumption, paper use, unnecessary business travel and water use.

Scope 1	Scope 2	Scope 3	Total* Location Based
1632.047	38713.69	20350.06	60695.79

Scope 1	Scope 2	Scope 3	Total* Market Based
1632.047	39034.56	20350.06	61016.66

*In tons of CO₂ equivalent



Green Commuting

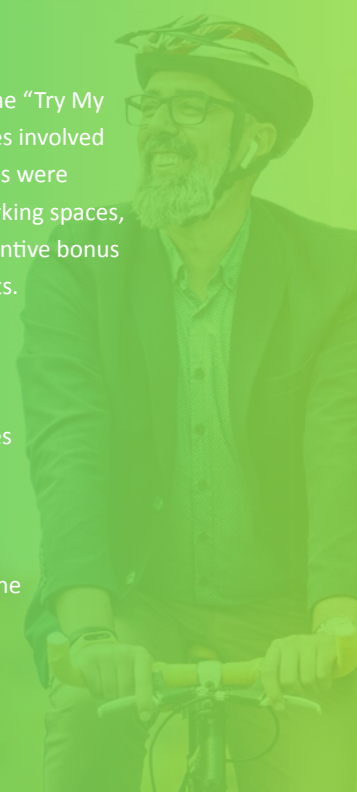
In 2021, our Barranquilla, Colombia, location launched a new Sustainable Mobility Program seeking to provide multiple mobility alternatives to the entire center population, improving their commute to and from work and guaranteeing a safe, healthy and sustainable mobility experience for all. The methodology was to facilitate the acquisition or free loan of bicycles for our Colombia employees and promote carpooling as sustainable mobility options. The goal was to offer employees a form of mobility that takes care of the environment and their health, avoids crowds and helps them generate monthly savings.

As a part of this new program, the team needed a way to track progress. Along with the

implementation of this new initiative, the “Try My Ride” app was deployed to all employees involved with the program. The following benefits were provided to all employees: exclusive parking spaces, monthly prizes, CO₂ reductions and incentive bonus for bicycle purchase and payment credits.

Program Impact

- 373 users
- 8.573,54 kg CO₂ reduced = 296 trees
- 44,8 km and 739,2 hours saved
- 50 new bicycles
- 40 new bicycle parking spaces
- 2 new showers for employee hygiene



E-Waste

We have focused on opportunities to protect our planet and reduce our impact on the global environment.

Total Electronic Waste In Kilograms

	2019	2020	2021
Alkaline Battery	182.00	65.00	77.37
UPS	0	0	2,222.40
E-Waste Destruction	9,976.92	6,235.00	33,356.27
E-Waste Donation	7,884.00	23,359.50	550.96
E-Waste Sale	262.00	34.00	0
Total E-Waste	18,304.92	29,693.50	36,207.00



Recycling Program Highlight

In partnership with a technology customer and their return and recycling program for printing supplies, which is available in more than 50 countries and territories worldwide, we were able to recycle nearly 1,243 of the company's empty toners from 2018 to 2021 in our Philippines operations.

Carbon Neutrality

Our Costa Rica operations have been carbon neutral since 2014. The following are the key highlights and our eight-year journey.

The Carbon Neutral Country Program is a Costa Rican government initiative led by the Climate Change Department of the Ministry of the Environment and Energy to formalize the procedures related to the reporting of inventories of greenhouse gases, through the application of the voluntary national regulation.

- We have reduced 1,069 tons of CO₂ since 2014.
- We have purchased 6,851 carbon offset credits for a total of \$34,523 to the National Fund for Forest Financing of Costa Rica.
- Costa Rica has been awarded the Ecological Blue Flag Award in the Climate Change category by the Foundation for Environmental Education every year since 2012.

Costa Rica Environmental Recognitions

The Carbon Neutral Country Program is a Costa Rican government initiative led by the Climate Change Department of the Ministry of the Environment and Energy to formalize the procedures related to the reporting of inventories of greenhouse gases, through the application of the voluntary national regulation.



2012

Bandera Azul

Local recognition of companies that promote development with environmental sustainability.



2014

Greenhouses Gases

A carbon neutral company, or activity does not cause an increase in the overall amount of carbon dioxide in the atmosphere.



2019

Environmental Management

The management of the interaction and impact of human activities on the natural environment.



2019

Energy Management

The process of tracking and optimizing energy consumption to conserve usage in a building.



2021

278 Credits

to support carbon neutrality in our Costa Rica operations for 2021.

Awareness Days

Earth Day

As part of our 2021 Earth Day celebrations, we are highlighting some of the environmental impact programs led by the teams around the world.

Video Philippines recycling initiative

Video Edinburgh's Green Team

Video Turtles Conservation in el Salvador

World Soil Day

To celebrate World Soil Day 2021, Sitel Group partnered with one of our technology customers to focus attention on the importance of soil biodiversity and advocate for the sustainable management of soil resources.

As a result, we raised over \$5,300 together with this customer, which will allow us to plant 5,300 trees through the work of **One Tree Planted**, a 501c(3) environmental non-profit with a mission to help global reforestation efforts. All 12 Sitel Group locations currently supporting this customer around the world organized local activities in the buildup and over the weekend of the initiative such as plogging, recycling and tree planting to support the cause. Additionally, Sitel Group and our customer are working together on signing a pledge around sustainability and our commitment over the next few years to reduce carbon footprint.

World Environment Day

On June 5, 2021, we celebrated World Environment Day, established by the United Nations in 1974 to promote the importance of protecting the environment. On this day, we were reminded that we can all make a difference in creating a greener Earth. As we recognize this day, we reflect on the positive environmental impacts of our employees around the globe.

Video



A close-up, profile view of a man with short dark hair and a light beard, wearing glasses and a headset with a microphone. He is resting his chin on his hand, looking down and to the side with a thoughtful expression. The background is blurred, showing hints of a computer screen and office environment. The overall color palette is dominated by blues and purples, with a black rectangular box containing the word 'Ethics' in the lower-left corner.

Ethics

Ethics

Responsible Business

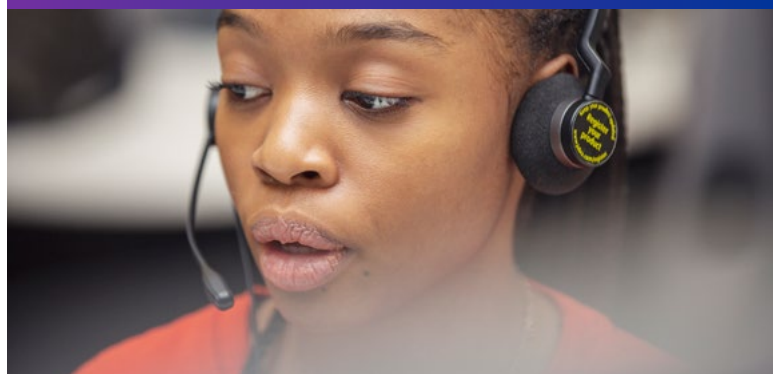
As a corporate citizen, we understand our responsibility to foster a safe workplace for all stakeholders. Our high level of compliance standards serves as the foundation of ethical leadership in our organization, reflecting our substantial commitment to upholding laws, regulations and industry standards. Serving in 40 countries, our global policies and procedures, set forth and sponsored by our global executive team, promote a culture of compliance and ethics to maintain trust through exceptional customer experiences upheld by our values: Be Bold. Build Trust. Work Together. Wow Customers.

Training on the use of EthicsPoint is mandatory on an annual basis through Global Security Awareness Training.

EthicsPoint contact information is included in employee handbooks, posted in visible locations at physical sites and accessible for all virtual associates.

Policies:

- Modern Slavery Statement
- UK Gender Gap Report
- Code of Conduct
- Anti-Modern Slavery and Child Labor Policy
- Environmental Policy
- CSR Policy
- CSR Statement
- Supplier Code of Conduct



Data Privacy & Protection

We work closely with our associates and clients, building trust by protecting the privacy and the security of data. Privacy and protection of information are globally embedded into our business operations as we train our associates annually on requirements to protect confidential, sensitive and personally identifiable information.

We have maintained a strong framework of protection and security through our internal policies, including our Security and Ethics Incident Management, Risk Management, Global Privacy Policy and Fraud Management and adhere to global compliance requirements including:

- **European Union General Data Protection Regulation (GDPR)**
- **Health Insurance Portability and Accountability Act (HIPAA)**
- **ISO 27001:2013**
- **ISO 9001:2008**
- **Client Specific Privacy Requirements**
- **Country and EU Member State Country Privacy Laws**
- **Payment Card Industry Data Security Standard (PCI DSS)**

Training & Awareness

Sitel Group ensures compliance-related training and awareness in order to provide adequate information for our associates. Compliance policies are accessible to all levels of personnel through various internal communication channels and methods such as the Sitel Group global intranet, MAXConnect.

Mandatory training includes:

- **Global Security Awareness Training**
- **Code of Conduct Training**
- **Global Privacy Awareness Training**
- **Sitel at Home™ PCI Associate Cardholder Data Declaration Training**
- **Security Training:**
 - Data Phishing Threats
 - Data Physical Security
 - Data Social Engineering
 - Data Passphrase Protection

As a company committed to security, we maintain international industry standards and perform regular reviews to determine that the listed controls are achievable, quantifiable and reflective of business requirements.



Anti-Bribery & Anti-Corruption

We are committed to maintaining comprehensive policies, procedures and training. These systems are reviewed annually to ensure they are up-to-date with applicable laws, regulations, industry standards and best practices. Our organization's Compliance Program provides guidelines on the prevention and management of bribery and corruption-related risks.

Our Global Anti-Bribery and Anti-Corruption Policy requires adherence to all relevant anti-bribery and anti-corruption laws, including the U.S. Foreign Corrupt Practices Act, the United Kingdom Bribery Act 2010 and all laws of countries where we operate. Our Compliance Program ensures a proactive approach through the following areas of prevention and management:

- **Fostering a culture of compliance**
- **Continuous monitoring through assessments and audits**
- **Risk management**
- **Due diligence**
- **Whistleblowing hotline and procedure**
- **Compliance training**



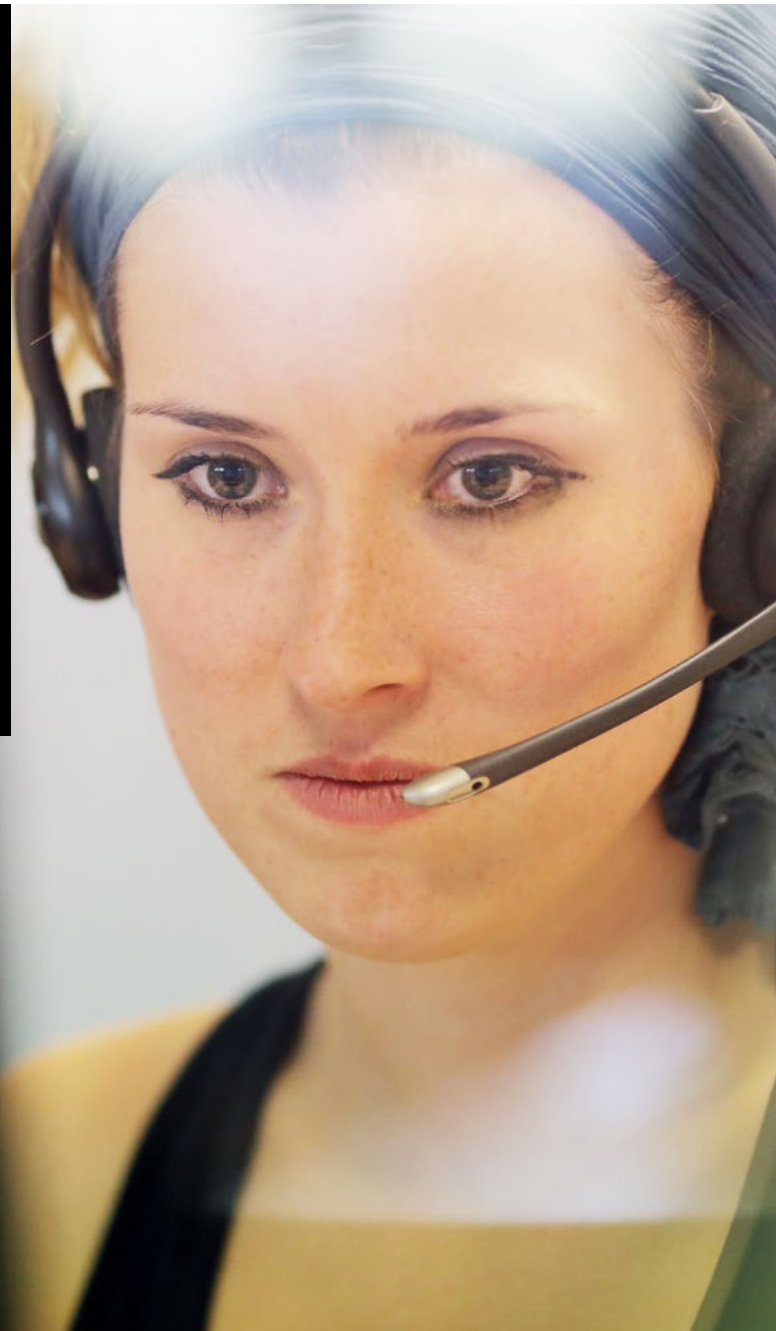
Code of Conduct Awareness & Prevention

With 160,000 associates around the world, we prioritize ethical awareness in the workplace. Our strategy supports an understanding of ethical implications and encourages moral actions. Standards of behavior, values and principles can be found in our Global Code of Conduct and Ethics.

Consistency in training supports our equitable culture and encourages trust with peers and management. Associates are required to participate in the annual Global Security and Awareness training through MyAcademy, promoting ethical competence and clarity of our industry standards.

Grievance & Transparency

We have a zero-tolerance for unethical behavior and corruption in any form. Any possible conduct violations viewed as unethical, illegal, in violation of professional standards or otherwise inconsistent with Sitel Group policies and procedures, which may affect the moral or physical integrity of its employees, can be reported using EthicsPoint for further investigation. This third-party, 24-hour hotline is available to report ethical violations anonymously.



Global Reporting Matrix

CDP Scores:

C

EcoVadis:

Sitel Group [Bronze] Sitel France [Gold], SYKES U.S. [Silver]

ISO 14001:2015 Certified

Galashiels, U.K. and Costa Rica

ISO 14064-1:2018

Costa Rica

ISO 5001:2018 Certified

Costa Rica and El Salvador

ISO 27001:2013 Certified

INTE 635:2012

Costa Rica

U.K. Energy Savings Opportunity Scheme

[ESOS] Phase 1 [2018]

U.K. Energy Savings Opportunity Scheme

[ESOS] Phase 2 [2019]

TIA Assessor:

Silver

SEDEX Member



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