

Represent Communications

UN Global Compact

Communication on Progress

Year: 2021

ABOUT THE COMPANY

Represent Communications is an integrated communications agency in Serbia and the Balkans region. For the past 20 years, Represent Communications has gained experience in working with prestigious clients who run business in different areas including multinational companies, state owned companies but also government representatives and international donors. We are a team of 65 dedicated and talented professionals who provide services for 80 clients across four markets – Serbia, Montenegro, Macedonia and Bosnia and Herzegovina. We are a Weber Shandwick global network affiliate and part of Interpublic Group.

COMPANY'S CORE VALUES:

1. QUALITY AND EXPERIENCE
2. TALENT HUB
3. COURAGE
4. TEAM DEDICATION
5. OPTIMISM

As of September 1st 2019, Represent Communications is regulating its business through Code of Conduct, Represent Communications guidelines for company ethics that apply to members of the board of directors, managers and other employees, as well as others acting on behalf of Represent Communications. Each employee is introduced and has signed Code of Conduct.

COMMITMENT STATEMENT BY MANAGING DIRECTOR

Dear all

At the moment of sending this CoP, world is in its 3rd year of fighting COVID 19 pandemic. By this day, all of us have experienced challenges, hardships and what affects us most, sadly, losses. Business and everyday life are affected, but being in the line of communications practice, enabled us to provide support and help our partners, clients, employees, families and friends. From the very beginning we remained committed to securing stable and safe working environment for our employees and partners.

In spite of all challenges, the Agency has managed to stay strong, build additional capacities, and remain focused on the principles we've agreed to respect.

In the past period, we have additionally contributed to fulfilling these principles and joined many additional activities which promote mainly environmental and labour principles, reflecting our

everyday work. Since 2019, we have been practising our Codes of Conduct covering following areas: human rights, working environment, occupational health, safety and employee security, freedom of association and the right to collective bargaining, loyalty, impartiality, conflict of interests and related party transactions, confidentiality, private interests and actions, duty, positions and ownership of external business, political activity and relations to clients, suppliers, competitors and public authorities including competition, corruption and bribery as well as environment property and assets, protection of personal data, internal control, accounting and reporting.

With this document, we remain committed to successfully move forward in promoting responsible, transparent and ethical business environment in years to come.

We are pleased to be part of this project and we will continue to respect and promote the principles we've adopted, bearing in mind their exceptional importance.

Sincerely,

Tamara Jokanović, Managing Director

OUR APPROACH TO THE TEN PRINCIPLES

Human Rights

Assessment, policy and goals

Represent Communications supports the internationally proclaimed human rights including the UN Declaration and conventions on human rights. We respect the personal dignity, privacy and rights of each individual you interact with during the course of work and shall not in any way cause or contribute to the violation or circumvention of human rights. Our Company's goal is to motivate our employees, partners, suppliers and clients to participate and actively respond to human rights related concerns aiming to secure dignity and equality for all.

Implementation

Represent Communications shall be a professional workplace with an inclusive working environment and shall comply with recognized international conventions, including the International Labour Organisation's core conventions.

We:

- Act with integrity and treat with respect colleagues and others that we meet through our work
- Represent Communications is opposed to discriminatory practices and shall do its utmost to promote equality in all employment practices
- No direct or indirect negative discrimination shall take place based on race, colour, gender, sexual orientation, age, disability, language, religion, legitimate- political or other opinions, national or social origin, property, birth or other status
- We do not tolerate degrading treatments towards any employee, such as mental or sexual harassment or discriminatory gestures, language or physical contact that is sexual, coercive, threatening, abusive or exploitative.
- We have actively supported our Government thorough implementation of all anti-COVID 19 measures and with our clients, helped provide additional support when and where needed most: providing face masks, sanitary measures and materials.

Activities

1. Support to the whole team during COVID 19

The Represent Communications Leadership team established Crisis Support Hub for the employees that consisted of psychological support, various interactions, management regular addressing, 1:1 meetings, fun activities and educational activities. We provided additional support to employees who had been affected by COVID, either themselves or if their family members were affected. When the

vaccines arrived, we coorganised and enabled collective vaccination for team members who chose to vaccinate themselves and wanted to do it faster.

2. CSR Principles

Our company applies CSR principles and strategy in day-to-day business operations, both independently and through various projects designed and executed for our clients and partners for whom it operates and engages its employees in all projects where possible. Also, we support our clients in presenting examples of their good practice in daily communication and production and communication of the Sustainability Report (Coca-Cola HBC, Hemofarm, Delhaize Ahold, Apatin Brewery...). We are multiple winners of many awards in the CSR area and a member of the UN Global Compact and the CSR Forum.

3. Relevant executed projects and participations

Women Leaders' Summit 2021

The 2nd Women Leaders' Summit was held at the White Court, Belgrade, on June 24, with support of the Republic of Serbia's Ministry of Trade, Tourism and Telecommunications. The central topic of the Summit was "Women Leading Change", and our Managing Director Tamara Jokanović talked at the "Importance of Personal Branding in Business" panel for women entrepreneurs. Represent Communications participated in this conference because the topics promoted by the Summit are important for our company as well, all in the aim of jointly creating an even better business climate where women work and contributing to women empowerment in general.

WEBIZ CONFERENCE April 08, 2021 / WEBIZ MONOLOGUE – "HOW I WON THE BEST MARKETING AGENCY AWARD WITH SUPPORT OF THE TEAM OF WOMEN?"

Borislav Miljanović, the founder and CEO of the Represent System, talked about the importance of team for a company's success. He presented all opportunities and challenges on the long road to the title of the "Best Marketing Agency 2019", won with support of his amazing female colleagues. The main topics of his speech included economic empowerment of women and economic growth of the agency, sense of belonging and personal contribution, advocacy for gender equity and diversity in general. A focus was on women's emotional intelligence and empathy, as a factor contributing to faster business growth. It was concluded that success of the agency and the award were a result of long-standing work and effort of employees. A special reference was made to women's energy and benefits and how women in leadership positions achieve personal and professional success by applying empathy and sensibility. Borislav Miljanović also talked about support provided by the agency to all employees in balancing private and professional obligations.

CHALLENGE CONFERENCE, April 06, 2021

Represent Communications was the sponsor and initiator of the “Sustainability as Your Best Business Strategy” panel at the Forum of Communication Leaders, and our Managing Director Tamara Jokanović was also the panel moderator.

International Mother’s Day

International Mother’s Day, May 10, is traditionally celebrated in our agency. On that day, we aim to send a message to our working moms with a small token of appreciation how important their engagement, loyalty and commitment to the agency are important for us. In addition to daily parental obligations, we find it important for them to have a feeling of belonging to the agency, as their second family.

International Women’s Day

International Women’s Day is an occasion for celebration in our agency every year. Gift vouchers, tokens of appreciation, organisation of surprises by male colleagues for their female peers are only some of the activations for our lovely ladies in order to show them how special they are. Instead of a holiday card, our colleague Sonja Grčić wrote a text testifying about relations in our agency: <http://represent.rs/verujem-u-zene-pise-sonja-grcic-umesto-cestitke-za-8-mart/>

Support to parents in Represent Communications

We in the Represent Communications agency pay special attention to parents, striving to enable our employees to balance their private and professional obligations. Every year, on September 01 (the first school day), all first-graders’ parents have a day off. Furthermore, upon a general act, it was decided to grant one extra day of holiday to employees for each child under 12.

Full salary is paid out to mothers on maternity leave, even when the Government and the City fail to do so, whereas additional activations within our internal work-life balance program include days when employees’ children visit the agency. Such days were successfully organised before the COVID-19 pandemic.

Work-life balance program

Represent Communications organises various activities for its employees on Fridays, when we allocate time for relaxation and socialising with colleagues. Since recently, we have provided our colleagues with yoga sitting balls, thus promoting health care.

For additional moments of relaxation or during breaks, colleagues in our open space zone can play foosball.

All Represent Communications employees have additional private health insurance.

4. Charity Activities

Represent Communications decided to additionally support the “BE HUMANE - Aleksandar Šapić” charity - funds allocated for corporate gifts every year was donated to support to children with health issues.

Also, during this charity initiative, Represent Communications employees collected clothes, footwear, books and toys, donated to children in the “Children’s Safe House” in Belgrade.

In addition, Represent Communications supported the charity campaign “**Sweet for My Friend**” and, instead of corporate gifts organised every year for partners and associates, allocated all the funds for purchasing sweets for friends in various children’s institutions.

The “Sweet for My Friend” campaign was initiated by RTV journalist Nevena Vrtulek. Sweets are distributed to children in the “Children’s Safe House”, Shelter for Children and Youth, Oncology Award of the Children’s Hospital, Association of Persons with Disabilities “Love, Faith, Hope” and Centre for Children and Youth with Disabilities in Veternik.

Also, during the charity initiative, Represent Communications employees collected clothes, footwear, books and toys for beneficiaries of the “Children’s Shelter” in Belgrade.

5. Free lectures

We organized and streamed a set of free online webinars on various topics from communication industry that we have offered to the market during the long hours and days of lockdown. In addition, over the course of year we co-organised our educational efforts via establishment we called Represent Academy for our employees that comprises of various internal trainings based on employees needs but also wishes and competencies development.

Other activities that we continued from the previous years

- We have continued to support children’s shelter in various activities throughout the year
- Part of our employees have continued to sign organ Donor cards and set an example and encouraged others to do so in the future.
- Our employees have participated as educators and trainees at Universities and different digital and PR conferences

6. Gender equity principles

Our business strategy includes the implementation of gender equity principles. High positions are assumed by top managers, or female top managers, to be more precise, who are focused on gender equity. We treat both men and women responsibly, striving to provide health, safety and wellbeing of all female and male employees every day. To that end, we, as the employer, cover additional private health insurance for all employees, which is a rare case in SMEs. We promote and facilitate training and

education of women, both internally and externally, via personal examples of employees and campaigns we design and execute. Through various projects, causes and events, we develop a chain of supply and marketing, whether by proposing women entrepreneurs for catering service, production of giveaways, finding ways to support topics and crafts that are close to women because they are mainly and/or poorly understood or marginalised in the society. We promote equality via numerous initiatives, business and professional associations where we are active female members, as well as via media and influential individuals, who are our partners in day-to-day operations.

As a small enterprise engaged in communication activities, we do not have standard procurement procedures, namely tenders, but we establish them ourselves. We always strive to include several subcontractors for proposals, in order to select the best without discrimination, and we certainly give advantage to craftswomen and women entrepreneurs in order to additionally empower women and support their efforts in positioning themselves in the society. Furthermore, via the Our Network platform, which we designed for our client A1 (former Vip mobile), we encourage, inform and connect SMEs to engage in procurement processes for large companies of various profiles and needs.

About 20% of our suppliers are businesses owned by women.

In the first 8 months of 2021, we engaged 20 women businesses and/or independent entrepreneurs through various programs and projects promoting CSR strategy.

Let us mention some of them:

www.onlineumetnickaskola (Online Art School), Milena Deljanin, through networking and connecting relevant stakeholders and companies, we have contributed to the promotion of somewhat forgotten women crafts, as well as of education of women primarily in order for them to learn something “new” for this era and use their “leisure time” smartly. Phase one of the project is completed and the realisation of plans for growth and development of this school is pending.

Open Zone of the founder and co-owner, Darija Tankosić, is the project aimed at setting up the first regional village and centre of innovation via various workshops, lectures, green economy, eco and spa tourism, innovation and Serbia’s agribusiness and smart agriculture, eliminating borders between rural and urban areas. We have joined the project in the form of consulting and connecting relevant stakeholders and partners that may support the project. The Open Zone Project has recently been supported by the Serbian Government as well. As the project has still not been fully launched, except preparation activities preceding its realisation, please treat this information as confidential and as support to the facts of implementing CSR strategy and higher engagement of women in daily business operations and economy of Serbia, used exclusively for this purpose.

In our day-to-day operations, through proposals of gifts to its clients, suggestions of suppliers for various clients for various events we create and realise or for our own needs, we engage a large number of women-owned businesses, entrepreneurs and bloggers – Mia nakit, Mandarina Cake Shop, Home Made, PR radionica za poklone, Gala poslastičarnica, Quince flower, Frutopija voćni aranžmani, Ferdinand knedle, Studio Maruška, Cacao Concept by Marija Čalijska, Perspective, Njih tri....

The Represent Communications agency winner of the special award in the category of most gender sensitive company

Within the 15th Success Flower for the Dragon Lady event, organised by the Coordination Team for Gender Equity and Association of Business Women of Serbia every year, the Represent Communications agency entered the finals for the selection of the Most Gender Sensitive Company as the only small enterprise among many large companies. The “Success Flower for the Dragon Lady” Award is a unique incentive for businesswomen who successfully overcome transition challenges and additionally motivates women who are a step away from the decision to enter the world of entrepreneurship. The aim of the award represents affirmation of successful women entrepreneurs and visibility of their contribution to Serbia’s economic growth. Rewarding of the most successful raises public awareness about huge generating power of women entrepreneurship.

Measurement of outcomes

We have a system in place that encourages our employees to report if they recognise any human rights issue. Also, we have annual (six month) evaluations as a tool for employees to report on human rights violations. Our Human Resources Department regularly documents and keeps track of grievances issues in this area. Each employee had signed Codes of conduct and is obliged to act upon it.

Labour principles

Assessment, policy and goals

Represent Communications shall be a pioneer in the field of health, safety and employee security to promote good health and safe working environment in compliance with internationally recognized.

Since the beginning of COVID Pandemic we have enabled safe environment for our employees, organised work from home and for those colleagues who – individually wanted to work from offices – enabled highest sanitary measures adoption, introduced additional health measures.

Represent Communications recognizes the right to freedom of association and collective bargaining in mature labour environments. In such environments Represent Communications shall allow its employees to freely elect representatives among the employees, unless this would represent a breach of national laws and regulations.

Any employment relationship with Represent Communications shall be freely chosen and free from threats. Represent Communications opposes the use of forced or compulsory labour, including but not limited to exchange of labour for payment of debt.

Our company obtains written documents which clearly state and identify employees’ rights, responsibilities and benefits. We also have a functioning system in place and a separate e-mail address where employees can report on violation of any labour rights and principles.

Implementation

We are committed to use number of tools to ensure appropriate reporting on violation of labour principles. The tools that we use in that sense are open doors and regular meetings.

We systematically invest in our employees and contribute to their continual education through team buildings and personal development plans. Our company has continued with its trainee program where one-half of our trainees gets hired after the program completion.

We have strengthened our internal communication resources and have continued to build capacity and invest in knowledge sharing throughout our offices in the region.

The Agency is still implementing employee-related educational project, focused on improving know-how skills and informing them on the most important UN Global Compact principles.

We have implemented a series of educational employee trainings regarding first aid and fire protection.

Measurement

Our HR Department regularly documents employees' reports on violation of labour principles. A constant upgrade of policies regarding labour principles most adequately demonstrates the improvement in this field. Regular reports are being provided to management and board.

Environment

Assessment, policy and goals

Represent Communications is at the forefront in protecting the environment and undertake initiatives to promote greater environmental responsibility. Represent Communications adheres to relevant local and internationally recognized standards, minimize its environmental impact and continuously improve its environmental performance. We promote development and diffusion of environmentally friendly technologies

We continue to reduce the environmental impact of our business by educating our employees and motivating them to act environmentally friendly in and outside the offices where we perform our daily activities.

Implementation

Activities within our company

We are continuously encouraging our employees to recycle paper, plastic and cardboard and to that end we have placed several recycling boxes in our offices. Our policy is to use energy-saving light bulbs in the entire building.

As a socially responsible company, the Agency is still actively participating in raising and recycling cans within the "Can by Can" Project of the Foundation for Can Recycling "Recan" and recycling corks.

As our premises are in the city center, at the beginning of the pedestrian zone, we agreed not to have one single parking spot. We stimulate our employees to use bicycles and have “everything but the car days”.

We’ve created set of instructions, tips and tricks for our employees in order to help them to save more energy, e.i. turn off your connectors when your phones are not connected etc.

Activities outside our company

Our company has participated in many environmentally oriented actions together with its clients.

In 2021, just like in previous years, we helped EPS Public Utility Enterprise to organize media workshops on the energy savings and expectations.

We have also built communication and supported SEPEN, environmental protection and packaging association, that has various initiatives around these topics.

We are still taking part in „Our Belgrade” movement that gathers many socially responsible companies around different voluntary activities. Among those are environmentally friendly initiatives.

Measurement

Represent Communications keeps record of employees who participate in environmental actions, encouraging and stimulating them to continue with these activities. The company also tracks the progress on recycled materials and compares the progress with previous periods. In addition, from the beginning of 2019 we closely monitor energy associated consumption and costs and try to follow up on a trend of a reduced consumption.

Anti-Corruption

Assessment, policy and goals

Represent Communications is firmly opposed to all forms of corruption. We shall never offer or accept illegal or inappropriate monetary gifts or other remuneration in order to achieve business or personal advantages for our self or others. Nor shall we use agreements with middlemen to channel payment to anyone in such a way that may be interpreted as corruption.

Represent Communications is firmly opposed to all forms of money laundering and shall take steps to prevent its financial transactions from being used by others to launder money.

Each employee signed Code of conduct that covers anti-corruption policies we adhere to and is obliged to strictly follow it.

As a member of the Serbian Public Relations Association, the Agency and its employees are obliged to respect and act in accordance with the Ethical Code proclaimed by this Association. The Code identifies concrete violations in the mentioned area of work and emphasises fraud, harmful damage to reputation and disclosure of protected information as key violations.

Our employees are members of UN Global agreement Anti-corruption working group through which we actively participate and strive to enable citizens and partners to take part in a more active dialog on corruption.

Implementation

As a member of the Serbian Public Relations Association, Represent Communications continually and actively engages in improving ethical and anti-corruption standards.

Measurement

HR Department together with Financial department closely monitors adherence to Codes of Conduct in the domain of anti-corruption.

If the Ethical Code proclaimed by the Serbian Public Relations Association is violated, the members will appear in front of the Society's Court of Honour and suffer pre-defined consequences. Our company also has a system in place where violations regarding anti-corruption can be reported and registered.