



MARKETING PRESS
ADVERTISING & PROMOTIONAL ITEMS

CSR REPORT 2022

COMMUNICATION ON PROGRESS





MARKETING PRESS
ADVERTISING & PROMOTIONAL ITEMS

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MARKETING PRESS
ADVERTISING & PROMOTIONAL ITEMS

INTRODUCTION

ABOUT OUR CSR REPORT (CoP) 2022

Our CSR Report with Communication on Progress included, provides a insight into our environmental, social and governance (ESG) performance. It is our next step following our 2021 Letter of Commitment, providing detailed data and a summary of progress against our targets.

Our Appendix summarise how our reporting aligns with external frameworks including the United Nations Global Compact and the United Nations Sustainable Development Goals.

You can read our Responsible Business Report at www.marketingpress.rs/responsible-business.

ABOUT MARKETING PRESS

Marketing Press is promotional products company with more than 90.000 products in range.

History

Marketing Press was founded in 1989.

Our Hong Kong sourcing and quality check office was opened in 2017.

Our sister company Marketing Press Germany started in 2020 to cover our business in EU and worldwide.

Vision & Mission

We are committed to meeting the needs of our clients by providing a wide range of promotional products and sourcing services. Our mission is to maximize positive impact of promotional products on our clients marketing and business results.

By the year 2027 Marketing Press is among top ten B2B companies in the Europe in the field of promotional products and sourcing services.



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ADVERTISING & PROMOTIONAL ITEMS

OUR CSR BUSINESS STRATEGY

We have been prioritising Social Responsible Business for over three decades and, today, it is one of the key elements of our competitive advantage and business strategy.

We are paying close attention to socially responsibility and all products in our range are in line with the latest European directives on safety and environmental protection.

Since 2014 we have been member of Ecovadis platform and in 2020 we were rewarded Ecovadis Silver CSR Certificate with overall result that put us among **top 13% companies in industry.**

OUR RESPONSIBLE BUSINESS PRIORITIES

We focus on key priorities where we can use our experience, scale and influence to bring about positive change. We have set ambitious targets in each area and we monitor progress against an established set of KPIs.

We selected our targets and measurement based on research with our stakeholders, the findings of our materiality assessment and external frameworks such as UN Global Compact Ten Principles, UN Sustainable Developments Goals, Ecovadis Platform and PSI -The international network of the promotional product industry recommendations on sustainability.



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ADVERTISING & PROMOTIONAL ITEMS

INTRODUCTION

GOVERNANCE

We've embedded CSR into our governance and management structures to enable progress against our goals and targets.

EXECUTIVE OVERSIGHT

Our Top Management supports the governance of Social Responsible Business and monitors performance against our priorities.

Top Management receives regular updates on our performance and sustainability risks and reviews our KPIs two times a year as part of its governance duties.

We have developed Social Responsible Business plan since 2025 that is reviewed by Top Management yearly.

EMBEDDING RESPONSIBLE BUSINESS

Our CSR team, led by our CEO, is responsible for developing strategy, targets, governance and reporting and communication on CSR.

We engage also external CSR Business experts that are responsible for refresher trainings of employees together with driving and embedding CSR practices.

RESPONSIBLE BUSINESS POLICIES

Our policies guide our approach and help us to adopt consistent standards across our operations and markets. For transparency, we publish key policies on our website. See www.marketingpress.rs/sustainabilitypolicies.

We aim to review our policies regularly and update them when necessary. Significant updates to our policies are approved by our CEO.

We made a number of updates to our policies in recent period taking into account feedback from internal and external stakeholders and Ecovadis experts. Key changes included extended of our policies on Anti bribery policy, Anti-harassment policy, Enviromental policy and Sustainable Procurement.



MARKETING PRESS
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PROGRESS AGAINST TARGETS



VS.



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Progress against targets

MARKETING PRESS

TARGETS

YEAR OF
PUBLISHING

TREND

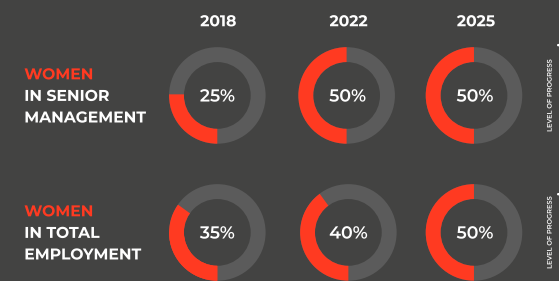
PROGRESS

- Improve gender balance to 50% women in senior management and 50% women in total employment by 2025.

2018



We've now reached more than 50% women in senior management (2018: 25%) and 40% in total employment (2018: 35%).



ENVIRONMENT

LABOR & HUMAN RIGHTS

ETHICS

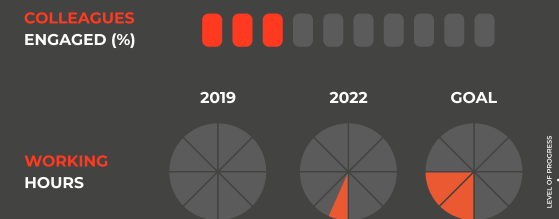
SUSTAINABLE PROCUREMENT

- Provide 2 hours free learning activities per employee per week

2019



30% of Colleagues engaged in free learning activities making in total 30% of target completed meaning that in average 36 minutes free learning activities has been accomplished in last 12 months.



ENVIRONMENT

LABOR & HUMAN RIGHTS

ETHICS

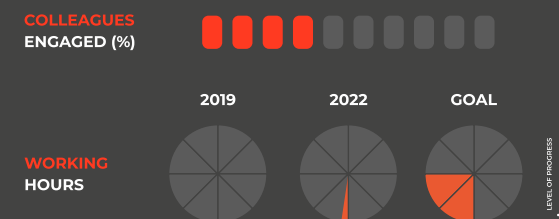
SUSTAINABLE PROCUREMENT

- Provide 2 hours free sport activities per employee per week

2019



40% of Colleagues engaged in free sport activities, but due to Covid19 restrictions in total only 5% of target completed meaning that in average 6 minutes free sport activities has been accomplished.



ENVIRONMENT

LABOR & HUMAN RIGHTS

ETHICS

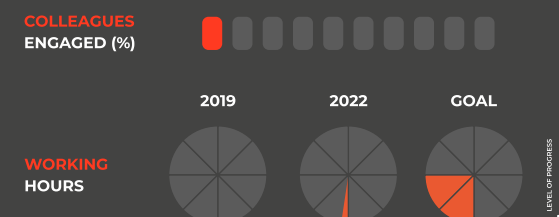
SUSTAINABLE PROCUREMENT

- Baby birth support by providing additional 15% of average salary value in 12 months after baby born

2010



10% of colleagues used this additional support after baby born in last 12 months (2018: 20%).



ENVIRONMENT

LABOR & HUMAN RIGHTS

ETHICS

SUSTAINABLE PROCUREMENT

Progress against targets

MARKETING PRESS

TARGETS

YEAR OF
PUBLISHING

TREND

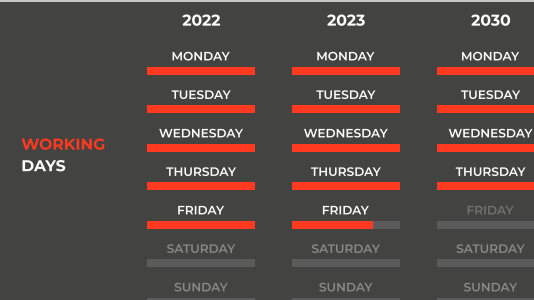
PROGRESS

- Shorten working week into 4 working days by 2030

2022



Working time on Friday will be shorten for 2 hours starting form 01th January 2023



ENVIRONMENT

LABOR & HUMAN RIGHTS

ETHICS

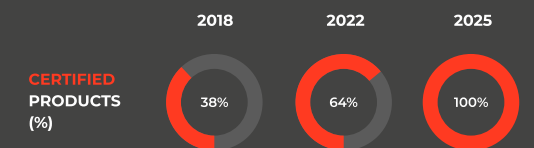
SUSTAINABLE PROCUREMENT

- Increase value of Certified products to 100% by 2025

2021



Due to decrease of import from China and also strengthening of our Supplier Code of Conduct policy and investments in helping Chinese factories to obtain The Coca Cola Company Reports, Sedex or SMETA reports value of certified products increase to 64% from 38% comparing to 2018.



ENVIRONMENT

LABOR & HUMAN RIGHTS

ETHICS

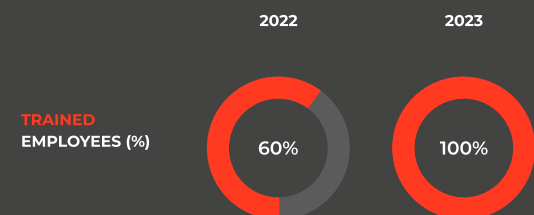
SUSTAINABLE PROCUREMENT

- 100% of our employees have been internally trained on Sustainability by 2023

2022



60% of our employees have been internally trained on Sustainability (2022)



ENVIRONMENT

LABOR & HUMAN RIGHTS

ETHICS

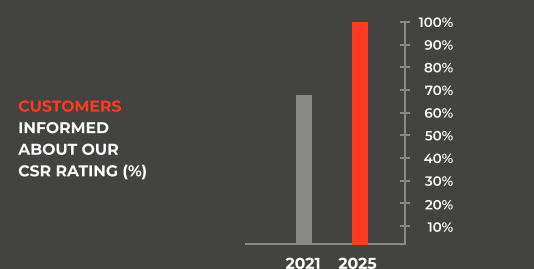
SUSTAINABLE PROCUREMENT

- 100% of Customer to be permanently informed about our CSR Rating by 2025

2020



We have informed customers and other stakeholders about our Ecovadis CSR Rating result by publishing it on our company website and by sending personalized newsletters about this topic with 68% opening rate. In next period we plan to extend awareness by having Ecovadis CSR medial in all our e-mail signatures.



ENVIRONMENT

LABOR & HUMAN RIGHTS

ETHICS

SUSTAINABLE PROCUREMENT

Progress against targets

MARKETING PRESS

TARGETS

YEAR OF
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TREND

PROGRESS

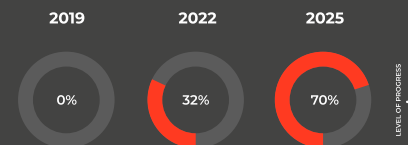
70% of Suppliers sign the Supplier Code of Conduct by 2025

2020



We have our published Code of Conduct since 2014. In 2020 we have started to ask officially signing of our Supplier Code of Conduct before confirming of orders. Till now we have signed our Supplier Code of Conduct by 32% of all active suppliers in last 2 years (comparing to 0% in 2019)

SUPPLIERS
WHO SIGN
OUR CODE OF
CONDUCT (%)



ENVIRONMENT
LABOR & HUMAN RIGHTS
ETHICS

SUSTAINABLE
PROCUREMENT

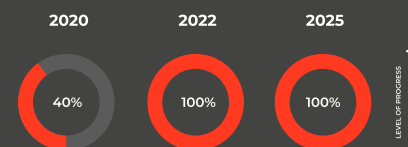
100% of Procurement employees are trained in sustainability purchasing by 2025

2020



We've now already reached 100% of Procurement employees trained in sustainability purchasing by completing e-learning courses in addition to eternal trainings and Sustainable policy awareness building (compared to 40% in 2020)

PROCUREMENT
EMPLOYEES
TRAINED (%)



ENVIRONMENT
LABOR & HUMAN RIGHTS
ETHICS

SUSTAINABLE
PROCUREMENT

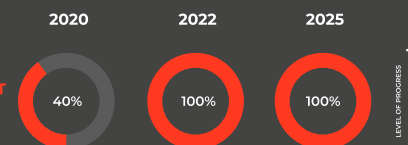
100% of Top Management employees are trained in sustainability purchasing by 2025

2020



We've now already reached 100% of Management employees trained in sustainability purchasing by completing e-learning courses in addition to eternal trainings on Sustainable policy awareness building (compared to 40% in 2020)

TOP
MANAGEMENT
EMPLOYEES
TRAINED (%)



ENVIRONMENT
LABOR & HUMAN RIGHTS
ETHICS

SUSTAINABLE
PROCUREMENT

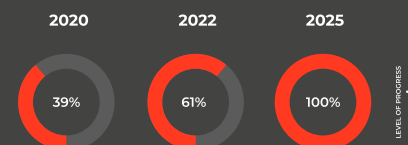
100% of Key Suppliers (with more than 10% purchasing value share) have Sustainability assessment by 2025

2020



We've now reached 61% of Key Suppliers to have Sustainability assessment mostly by support of our Asian suppliers to complete The Coca Cola Company/Sedex/SMETA/ Ecovadis reports (comparing with 39% in 2020)

CERTIFIED
PRODUCTS
(%)



ENVIRONMENT
LABOR & HUMAN RIGHTS
ETHICS

SUSTAINABLE
PROCUREMENT

Progress against targets

MARKETING PRESS

TARGETS

YEAR OF
PUBLISHING

TREND

PROGRESS

■ Anti-bribery & corruption monitoring

2020



Number of Corruption and bribery reports through Whistleblower procedure

NUMBER
OF REPORTS

2020

0

2021

0

LEVEL OF PROGRESS

ENVIRONMENT

LABOR & HUMAN
RIGHTS

ETHICS

SUSTAINABLE
PROCUREMENT

■ Anti-harassment monitoring

2020



Number Anti-harassment policy violation reports

NUMBER
OF REPORTS

2020

0

2021

0

LEVEL OF PROGRESS

ENVIRONMENT

LABOR & HUMAN
RIGHTS

ETHICS

SUSTAINABLE
PROCUREMENT

■ Data protection & privacy laws monitoring

2020



Number data protection & privacy laws violation reports

NUMBER
OF REPORTS

2020

0

2021

0

LEVEL OF PROGRESS

ENVIRONMENT

LABOR & HUMAN
RIGHTS

ETHICS

SUSTAINABLE
PROCUREMENT

■ Injury rate monitoring

2020



Number of injuries at work

NUMBER
OF INJURIES
AT WORK

2020

0

2021

0

LEVEL OF PROGRESS

ENVIRONMENT

LABOR & HUMAN
RIGHTS

ETHICS

SUSTAINABLE
PROCUREMENT

Progress against targets

MARKETING PRESS

TARGETS

YEAR OF PUBLISHING

TREND

PROGRESS

- Increase Green products newsletter campaigns to 80% by 2025

2021



We have increased number of Green products newsletter campaigns to 30% in last 12 months

GREEN PRODUCTS NEWSLETTERS INCREASED (%)



ENVIRONMENT

LABOR & HUMAN RIGHTS

ETHICS

SUSTAINABLE PROCUREMENT

- 100% of employees complete Enviromental, Labour and human rights, Ethics and Sustainable procurement training by 2023

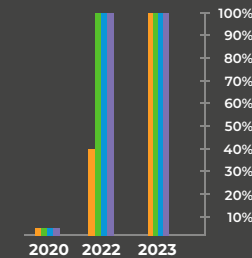
2020



All employees have completed Enviromental, Labour and human rights, Ethics training while 40% of them complete Sustainable procurement training (100% employees in Procurement). This topics are indorporated into the induction plan of all new employees part of new employees.

EMPLOYEES COMPLETED TRAININGS (%)

LABOUR & HUMAN RIGHTS
ETHICS
ENVIRONMENT
SUSTAINABLE PROCUREMENT



ENVIRONMENT

LABOR & HUMAN RIGHTS

ETHICS

SUSTAINABLE PROCUREMENT

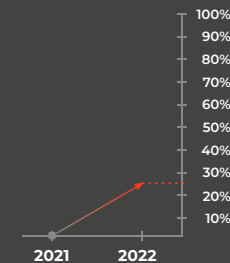
- Help local schools, Children's care homes, Charitable organization

2020



In last 12 months value of help provided to local community increased 26%

HELP TO LOCAL COMMUNITY INCREASED (%)



ENVIRONMENT

LABOR & HUMAN RIGHTS

ETHICS

SUSTAINABLE PROCUREMENT

- Reach net-zero printed catalogues by the end 2030

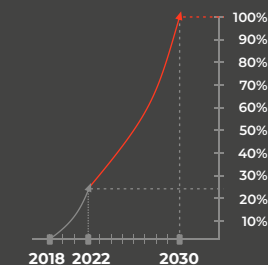
2018



We have reduced number of printed catalogues ordered from suppliers in amount of 24% (comparing to 2018)

REDUCES NUMBER OF PRINTED CATALOGUES (%)

COMPARE TO 2018



ENVIRONMENT

LABOR & HUMAN RIGHTS

ETHICS

SUSTAINABLE PROCUREMENT

TARGETS

YEAR OF
PUBLISHING

TREND

PROGRESS

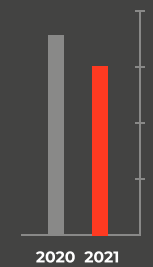
■ Become Climate Neutral by 2030

2020



Total GHG emission tCo2eq
2020: 35.99 / 2021: 30.20

tCo2eq
EMISSION



LEVEL OF PROGRESS

ENVIRONMENT

LABOR & HUMAN RIGHTS

ETHICS

SUSTAINABLE PROCUREMENT

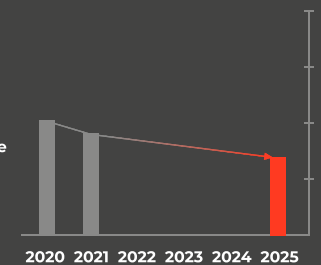
■ Lower CO2 emission 25% per 100.000 € turnover by 2025

2020



tCO2eq / turnover (100.000€)
2020: 2.03 / 2021: 1.89

tCo2eq /
PER 100.000e
TURNOVER



LEVEL OF PROGRESS

ENVIRONMENT

LABOR & HUMAN RIGHTS

ETHICS

SUSTAINABLE PROCUREMENT

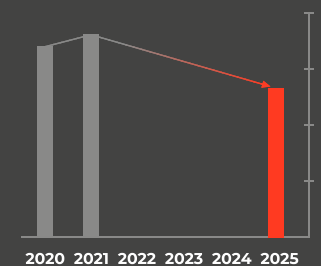
■ Lower CO2 emission per employee 25% by 2025

2020



tCO2eq / employee
2020: 3.39 / 2021: 3.59

tCo2eq /
EMPLOYEE



LEVEL OF PROGRESS

ENVIRONMENT

LABOR & HUMAN RIGHTS

ETHICS

SUSTAINABLE PROCUREMENT



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OUR BUSINESS AND SDGs



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1 NO
POVERTY



END POVERTY IN ALL ITS FORMS EVERYWHERE

- Donations to Red Cross and other charitable organizations
- Salaries above industry and country average levels
- Baby birth financial support
- International Day for the Eradication of Poverty



2 ZERO HUNGER



END HUNGER, ACHIEVE FOOD SECURITY AND IMPROVED NUTRITION
AND PROMOTE SUSTAINABLE AGRICULTURE



Donations



Purchasing from least developed regions



Buying from local small suppliers



3 GOOD HEALTH
AND WELL-BEING



ENSURE HEALTHY LIVES AND PROMOTE WELL-BEING
FOR ALL AT ALL AGES

- Health insurance for employees and their families
- Health and safety training for employees
- Ergonomics Awareness Training for Employees
- Flexible working hours and leaves policy
- Provide 2 hours free sport activities per employee per week
- Goal to shorten working week into 4 working days by 2030



4 QUALITY
EDUCATION



ENSURE INCLUSIVE AND EQUITABLE QUALITY EDUCATION AND LIFELONG LEARNING

- Provide 2 hours free learning activities per employee per week
- Support local schools with donations
- CSR e-learning
- Employee development





ACHIEVE GENDER EQUALITY AND EMPOWER
ALL WOMEN AND GIRLS

- Equal Opportunities Policy
- Mobbing prevention training programs
- More than 50% of women in senior management
- 40% of women in total employment
- Endorse the Women's Empowerment Principles



6 CLEAN WATER AND SANITATION



ENSURE AVAILABILITY AND SUSTAINABLE MANAGEMENT OF WATER AND SANITATION FOR ALL

Access to safe water, sanitation and hygiene at the workplace

Reduction of water consumption in production department



Promoting selling of Water reduce promotional products

7 AFFORDABLE AND CLEAN ENERGY



ENSURE ACCESS TO AFFORDABLE, RELIABLE, SUSTAINABLE
AND MODERN ENERGY FOR ALL

- Reducing fuel consumption by increasing Less than Container Load (LCL) and Shared truckload (STL) shipping
- „Reduce, reuse and recycle” Policy
- Promoting usage and selling of solar technology promotional products
- Energy savings by reducing business travels

8 DECENT WORK AND ECONOMIC GROWTH



PROMOTE SUSTAINED, INCLUSIVE AND SUSTAINABLE ECONOMIC GROWTH, FULL AND PRODUCTIVE EMPLOYMENT AND DECENT WORK FOR ALL

Equal Opportunities Policy

Safe and healthy working place

Employee Enhancement Program

Procurement practices to provide opportunities to women, young entrepreneurs and local owned businesses.



9 INDUSTRY, INNOVATION
AND INFRASTRUCTURE



BUILD RESILIENT INFRASTRUCTURE, PROMOTE INCLUSIVE AND SUSTAINABLE INDUSTRIALIZATION AND FOSTER INNOVATION

- New energy saving amenities
- Accepting and promoting sustainable innovations in promotional products industry



10 REDUCED
INEQUALITIES



REDUCE INEQUALITY WITHIN AND AMONG COUNTRIES

- Professional development support for employees from non-developed regions
- Procurement practices to provide opportunities for least-developed regions suppliers
- Buying from local small suppliers



11 SUSTAINABLE CITIES AND COMMUNITIES



MAKE CITIES AND HUMAN SETTLEMENTS INCLUSIVE, SAFE, RESILIENT AND SUSTAINABLE

- Increasing remotely work
- Car pooling and taxi ride sharing
- Reduce, reuse and recycle” Policy
- Promoting usage and selling of solar technology promotional products
- Energy savings by reducing client visits



12 RESPONSIBLE
CONSUMPTION
AND PRODUCTION



ENSURE SUSTAINABLE CONSUMPTION AND PRODUCTION PATTERNS








- Top Management employees are trained in sustainability
- Procurement employees are trained in sustainability purchasing
- Reach net-zero printed catalogues by 2025
- Increase Green promotional products sales to 25%
- Increase value of Certified products to 100%
- 100% of Key Suppliers (with more than 10% purchasing value share) have Sustainability assessment by 2025



13 CLIMATE ACTION



TAKE URGENT ACTION TO COMBAT CLIMATE CHANGE AND ITS IMPACTS

-  Reducing carbon footprint by increasing Less than Container Load (LCL) and Shared truckload (STL) shipping
-  „Reduce, reuse and recycle” Policy
-  Promoting usage and selling of solar technology promotional products
-  Energy savings by reducing business travels
-  Promote usage of more sustainable transport- walk, cycle or public transport, instead of using company cars
-  Use less energy policy – switch off electrical devices at wall plug sources when not in use
-  Implementing electronic Invoicing to reduce forest destruction





CONSERVE AND SUSTAINABLY USE THE OCEANS, SEAS AND MARINE RESOURCES FOR SUSTAINABLE DEVELOPMENT

- Plastic bags are eliminated from our range of promotional products
- „Reduce, reuse and recycle” Policy
- International Day of Action for Rivers



15 LIFE
ON LAND



PROTECT, RESTORE AND PROMOTE SUSTAINABLE USE OF TERRESTRIAL ECOSYSTEMS, SUSTAINABLY MANAGE FORESTS, COMBAT DESERTIFICATION, AND HALT AND REVERSE LAND DEGRADATION AND HALT BIODIVERSITY LOSS

Wide range of FSC labeled promotional products

35% decrease in last year with goal to reach net-zero printed catalogues by 2025

Donation to “Trees for all”



16 PEACE, JUSTICE
AND STRONG
INSTITUTIONS



PROMOTE PEACEFUL AND INCLUSIVE SOCIETIES FOR SUSTAINABLE DEVELOPMENT, PROVIDE ACCESS TO JUSTICE FOR ALL AND BUILD EFFECTIVE, ACCOUNTABLE AND INCLUSIVE INSTITUTIONS AT ALL LEVELS

- Anti-corruption policy, efforts and compliance measures
- Anti Child – Labour policy
- Code of Ethics
- Equal Opportunities Policy
- More than 4.600.000 eur contribution to local institutions through taxes, social, pension, health insurance and customs



17 PARTNERSHIPS FOR THE GOALS



STRENGTHEN THE MEANS OF IMPLEMENTATION AND REVITALIZE
THE GLOBAL PARTNERSHIP FOR SUSTAINABLE DEVELOPMENT

- Ecovadis
- UN Global Compact
- Member of PSI - The international network of the promotional product industry
- Chamber of Commerce and Industry of Serbia





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UN GLOBAL COMPACT INDEX

- We published support of United Nations Global Compact principles on our website in 2018.

We officially joined the United Nations Global Compact in 2021, and are committed to its 10 principles covering the areas of human rights, labour, environment and anti-corruption.

- This Report is our second Communication on Progress against the Global Compact Principles with aim to highlight and report much more detailed on our achievements and targets in support of the United Nations Sustainable Development Goals.

Progress for each principle can be found in our CSR Report.



“ Marketing Press remains a fully committed member of the UN Global Compact initiative. We continue to support its 10 principles on human rights, labour practices, the environment and anti-corruption, integrating these into our strategy,policies, culture and day-to-day operations”

- Zoran Nikolic, **CEO**

HUMAN RIGHTS AND LABOUR

Principle One

Businesses should support and respect the protection of internationally proclaimed human rights; and

Principle Two

make sure they are not complicit in human rights abuses.

Principle Three

Businesses should uphold the right to freedom of association and the effective recognition of the right to collective bargaining;

Principle Four

the elimination of all forms of forced and compulsory labour;

Principle Five

the effective abolition of child labour; and

Principle Six

eliminate discrimination in respect of employment and occupation.

ENVIRONMENT

Principle Seven

Business should support a precautionary approach to environmental challenges;

Principle Eight

undertake initiatives to promote greater environmental responsibility; and

Principle Nine

encourage the development and diffusion of environmentally friendly technologies.

ANTI-CORRUPTION

Principle 10

Businesses should work against corruption in all its forms, including extortion and bribery.



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