

COMMUNICATION ON PROGRESS REPORT

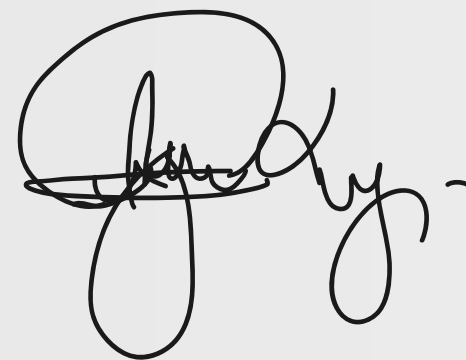
To our stakeholders,

I am pleased to confirm that Nendo Limited reaffirms its support of the Ten Principles of the United Nations Global Compact in the areas of Human Rights, Labour, Environment and Anti-Corruption.

From the founder to the team, a commitment to use business to deliver societal and environmental good has been at the core of Nendo's work and existence. Consequently, Nendo is a member of the United Nations Global Compact.

In this annual Communication on Progress, we describe our actions to continually improve the integration of the Global Compact and its principles into our business strategy, culture, and daily operations. We also commit to share this information with our stakeholders using our primary channels of communication.

Sincerely,

A handwritten signature in black ink, appearing to read 'Mark Kaigwa', with a horizontal line extending from the end of the signature.

Mark Kaigwa,
Founder and CEO,
Nendo Limited.



SDG Pioneer

Each year Global Compact Network Kenya celebrates a group of SDG Pioneers - business leaders who are doing an exceptional job to advance the Global Goals through the implementation of our Ten Principles on human rights, labour, environment and anti-corruption.

In the 2022 round, the Global Compact Network Kenya was seeking business leaders who are using business as a force for good to advance the 17 Sustainable Development Goals (SDGs).



Mark Kaigwa

Meet Mark Kaigwa

Our CEO, Mark Kaigwa is demonstrating how the power of information can advance the Sustainable Development Goals.

As the Founder of Nendo Limited, an advisory and research publishing company specializing in SDG 3 on good health and well-being and SDG 4 on quality education, Mark supports the development of insights in content, data and analytics to strengthen the understanding of the research community's global sustainable development efforts.

Through Mark's leadership, Nendo has adopted SDG 9 on industry innovation and infrastructure that seeks to significantly increase access to information and communications technology and strive to provide universal and affordable access to the Internet in least developed countries by 2020.

Mark has forged regional and global partnerships that provide insights into the ICT and marketing sectors, making unique contributions to sustainable development. This is as a result of Nendo spending hundreds of hours creating trends and consumer reports free-of-charge and with all copyright waived for access and reference.

Nendo Limited has been a participating company of the United Nations Global Compact since August 2019.

Mark continues to use his personal influence to vocalize the importance of gender equality and representation in the digital economy and to promote a better public understanding of the internet and healthier internet habits.

Young SDG Innovators Programme

Nendo is proud to be participating in the Young SDG Innovators Programme for the second time.

The Young SDG Innovators Programme is an opportunity for participating companies of the UN Global Compact to identify young talent within their organizations to collaborate and accelerate business innovation towards the Sustainable Development Goals (SDGs).

Meet Our Innovators

Our Innovators are focussing on SDG 16 on Promoting just, peaceful and inclusive societies. Their innovation is focused on curbing misinformation spread during the electoral period.

Fake news created and spread during the election period has the potential to create fear and alarm, resulting in conflict and violence within society, which goes against SDG 16.

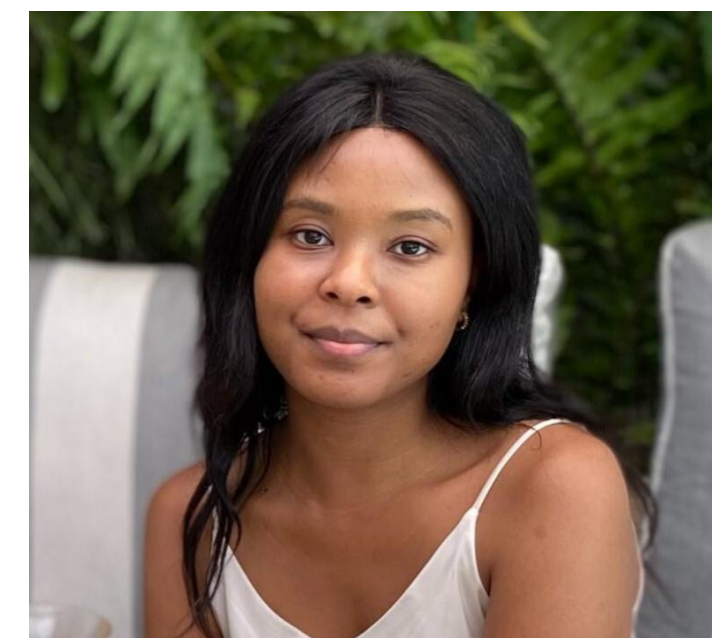
They are creating an Election Misinformation Guide to educate the general public on how to debunk election misinformation, helping them become more informed and less susceptible to reacting to fake news.



Zawadi Biryia



Mark Kaigwa



Vanessa Mwangi



Nendo & Kenya's Elections

Fake news created and spread during the election period has the potential to create fear and alarm. False news, including satire, false context, imposter content, manipulated content & fabricated content hinder the chances for a peaceful and fair electioneering period.

In 2022, Nendo aims to lead the market in providing a digital solution to sensitize the public about election misinformation and help inform them how to spot it. With this year being an election year, there is no better time to engage the public to ensure they learn how to fact check.

Among these efforts include research, media outreach, and engagement to support key institutions in administering a free, fair, and peaceful election, now and in the future.

5 GENDER
EQUALITY



Nendo & Gender Disinformation

Nendo, working with #ShePersisted, evaluated a tense and important topic - how are female public figures in politics, civil society, the judiciary, and the media being subjected to cyber abuse, digital harassment, and a range of online harms? What impact does this have on them and how can we understand the narratives and networks perpetuating this?

Using artificial intelligence using social listening, digital investigative techniques, and qualitative research, Nendo delivered valuable insights from hundreds of thousands of online updates mentioning prominent women in Kenyan society. The data and findings have been made available and presented to tech companies, policymakers, and gender equality organisations to equip them on how to navigate and address solutions in this sector.



Nendo & the Drylands

Nendo, in collaboration with SPARC (Supporting Pastoralism and Agriculture in Recurrent and Protracted Crises) embarked on some important research to establish pathways for jobs and microwork using social media in the drylands. Examining Kenya, Uganda, Tanzania, and Nigeria, Nendo analysed data from Instagram, TikTok, Facebook, and Twitter as well as the larger mobile and internet ecosystem to gauge the feasibility for microjobs for influencer and marketing engagements for connected youth in the drylands. This work allows Nendo to provide evidence-based policy recommendations to governments, policymakers, donors, and the humanitarian community engaging in tech-based interventions in these areas.

Human Rights Principles

3 GOOD HEALTH
AND WELL-BEING



- **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.

How we support the principles above:

At Nendo Limited, we support the international declaration of human rights and the UNGC guidelines on respecting human rights. In line with this, we have:

Continued to uphold the values shared in our human resource policy, and shared the same with our new employees. Nendo is keen on SDG 3-Good health and Well-Being: In line with this:

- Nendo senior management conducts regular one on ones with the Nendo employees so as to promote a healthy work environment
- Nendo has provided its staff with a mental health benefit. Nendo has engaged a counselling psychologist and pays for its members to visit the counselling psychologist.
- Nendo held a mental health wellness session in the first quarter of 2022 to promote good well-being

Human Rights Principles

3 GOOD HEALTH
AND WELL-BEING



- **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.

How we support the principles above:

- **Rescue.Co**

In the year 2022, Nendo paid for all its employees to join Rescue.Co. Rescue.Co is the first aggregator of emergency response providers in Kenya. They track and coordinate hundreds of ambulances, security response teams, medical taxis, tow trucks and a host of other responders, to respond quickly and effectively.

- **Work From Home**

As new COVID-19 variants emerged in 2022, Nendo provided for its employees to continue working from home and ensured that most meetings were virtual. Whenever physical meetings were required, Nendo provided its employees the benefit of paid transport during their commute to the various locations.

- Nendo continues to provide its employees with Health Insurance Cover



Quality Education

In the year 2022, Nendo continued to provide its employees opportunities for continuous upskilling in the following ways:

- i. **Paid for leadership trainings for its staff**
- ii. **Paid for monthly subscriptions to online learning platforms**
- iii. **Provided time off for employees to cater to their study needs**
- iv. **Paid coaching for senior management on a need-basis.**
- v. **Conducting internal learning sessions dubbed “ Thirsty Thursday**

Environment

12 RESPONSIBLE
CONSUMPTION
AND PRODUCTION



- **Principle 7:**
Businesses should support a precautionary approach to environmental challenges;
- **Principle 8:**
Undertake initiatives to promote greater environmental responsibility; and
- **Principle 9:**
Encourage the development and diffusion of environmentally friendly technologies.

How we support the principles above:

Nendo has supported the labour principle by:

- Nendo is continuously ensuring that it's making use of the cloud, using software such as G-Suite and ClickUp for documentation in order to reduce paper usage.
Regular servicing of company vehicle and buying clean fuel from recognized fueling stations
- Nendo has continued to adopt a Work From Home policy, and with this, has contributed to the reduction of GreenHouse emissions

Labour

8 DECENT WORK AND
ECONOMIC GROWTH



How we support the principles above:

Nendo has supported the labour principle by:

- Nendo has worked on its offering in the market and is working towards growing. The continuous expansion business model contributes towards Sustainable Development Goal 8. Nendo has continued to increase its employees, increase its profits and by extension, contributes to the Kenyan economy through its tax contribution.
- Nendo ensures that all its staff members have a clear employment contract and job description that shows

- **Principle 3:**

Businesses 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; and

- **Principle 6:**

The elimination of discrimination in respect of employment and occupation.

- Nendo actively recruits employees from different backgrounds, ensuring that the hiring process is non-discriminatory.
- Nendo improved its appraisal and feedback process in order to encourage employee growth.
- Nendo has consistently ensured that it continues offer competitive remuneration packages to its employees. During COVID-19, Nendo standardized its airtime allowance, to enhance collaboration during remote working

Anti-corruption

12 RESPONSIBLE
CONSUMPTION
AND PRODUCTION



- **Principle 10:**

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

How we support the principles above:

We took the following deliberate steps in support of Anti-Corruption:

- Creating transparent commercial proposals to ensure that its commercial structure is clear.
- Carefully selecting organizations that Nendo works with
- Attending an anti-corruption compliance workshop by Nendo's contact person
- Conducting an audit of Nendo's financial report
- Monitoring the Nendo bank accounts regularly

Measurement of Outcomes

- i) Nendo has maintained zero incidences of corruption in the past year.
- ii) Nendo carried out one mental health awareness training for its employees and introduced a mental health benefit for its employees
- iii) Nendo paid for thirty -five (35) trainings for its members in order to upskill.
- iv) Gender equality: As of July 2022, the percentage of women employed at Nendo stands at 67% of the total employees at Nendo.
- v) Nendo continues to work on business continuity through the creation of strategies for growth.

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