



ideanco.

Ideanco CoP 2022

UNGC

27 August 2022



Creating opportunities for a better future.

UNGC

August 27, 2022

Dear UNGC colleagues,

We are delighted to submit our CoP 2022 report supporting the Global Compact. With this report, we are renewing our company's commitment to the initiatives and its principles. Fulfilling such tasks annually and delivering a World-Class Sustainable program, ideanco is required to continue investing within its sustainability pillar and keep on integrating the elements of Human Rights, Labour, Environment, and Anti-Corruption.

As we grow with ideanco and as ideanco continues to provide opportunities for a better future, we will leverage our existing sustainability proposition and use our knowledge to build on such a pillar to make sure it becomes much more efficient and effective.

Thank you for inviting ideanco to be part of such a wonderful community. We are excited by the sustainability opportunities available and to work with you on this inspiring journey, as is our proposed delivery team, and to continue building our relationship to deliver quality value to sustainability and its people.

Yours sincerely,

Maher Ezzeddine
CEO

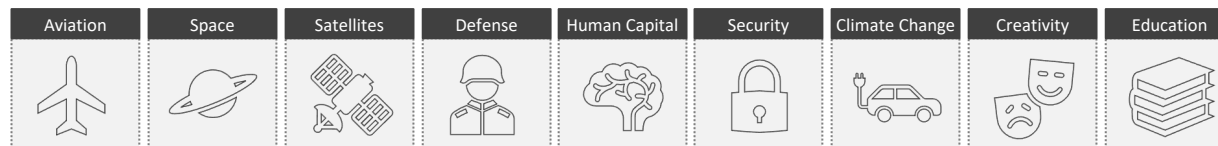
VISION

To create a thriving world of opportunities benefiting the world, today and tomorrow.

MISSION

To exploit opportunities with the most exceptional talent, building together a prosperous and adventurous community.

SECTORS OF FOCUS



SERVICES



Creating opportunities for a better future



Description of Actions through Policies

Our work in this area is overseen by the ideanco Chief Executive Officer, including senior team members of the team from human capital, marketing, sustainability to legal and finance.

Our future plans is to build on the intentions and plans we have done so far and laying the ground for future CSR initiatives and improvements that will greater and much more positive impact on the communities where we operate.

At Ideanco, corporate social responsibility (CSR) is integral to who we are as a company and how we make a difference in the world. CSR is a key pillar embedded in our culture and plays a key role in driving our decisions and actions.

We believe that ideanco's three core services focusing on advisory, academy and innovation lab bring many positive benefits to the clients, innovators and the community where we operate, and in return to our business, and in particular in the areas of climate change, aerospace, education, food security.

As part of our ambition to create transformative opportunities for a better future for all, we emphasize on our commitment to fairness, opportunities for women, diversity and inclusiveness in the workplace.

Ideanco's goal is to be one of the most transparent, sustainable and innovative companies in the world which actively seeks harmonious balance of interests with the local communities through close communication and contributes to the local communities as a valued sustainable corporate citizen.

id. Corporate Social Responsibility

Ideanco is committed to corporate social responsibility (CSR) as it feeds good and great things towards all stakeholders. Our commitment create opportunities, strengthen economies and the marketplace, engages positively with our communities and bring an edge to our client's businesses.

Our core purpose is to creating transformative opportunities for a better future, because we strongly believe the finding innovative solutions for the astonishing challenges, we are facing can be a force for good in society today and tomorrow.

Again, our reason for existence is creating a thriving world of opportunities, hence making a positive difference is a must by implementing our CSR policy.

Our corporate social responsibility strategy is connected to ideanco's corporate strategy and it is within the heart of our core purpose.

Doing good, can do good for your business, where benefits to all stakeholders can be explored in the following policies:

1. Human Rights
2. Anti-bribery & Anti Corruption
3. Environment, Health and Safety
4. Fair Labor Practices



Human Rights

This ideanco Human Rights Policy is based on the Corporate Social Responsibility Policy and formulated based on international human rights principles encompassed by the “Universal Declaration of Human Rights” and in accordance with the “United Nations (UN) Guiding Principles on Business and Human Rights”.

Ideanco is committed to implement the United Nations “Protect, Respect and Remedy” framework within our corporate culture. Ideanco is supporting and respecting human rights through the relationship of ideanco with its employees/talented crowd, as well as the relationship among employees/talented crowd will be based on the following commitments:

- **Equal opportunities:** Ideanco promotes the professional and personal development of all its employees/talented crowd ensuring equal opportunities.
- **Non-discrimination:** Ideanco maintains an environment free from all discrimination and from any behavior involving personal harassment. On this basis, ideanco do not tolerate any kind of discrimination on the basis of race, nationality, aboriginal status, social origin, age, sexual orientation, marital status, sex, ideology, political or union opinions, religion or any other personal, physical or social condition.
- **Safety at work:** Ideanco shall provide its employees/talented crowd with a safe and stable environment, whether it is a physical/virtual environment.

Our policy is aligned with the corporate social responsibility and code of conduct as per the terms of use and privacy policy. Respecting and supporting human rights strengthens a business' relationships with its stakeholders.

- **Eradication of child labor:** Ideanco does not support and will not engage in the use of child labour at any of our operations and will act in compliance with the provisions set forth by all applicable laws in the countries where we operate and the International Labor Organization (ILO).
- **Eradication of forced labor:** Ideanco does not support and will not engage in forced labor or work performed under duress, and to ensure the balance between the professional and personal lives of all its employees.
- **Freedom of association:** Ideanco respects our employees' right to join, form or not to join a labour union without fear of reprisal, intimidation or harassment.
- **Public Domain Dissemination:** Ideanco undertakes to disseminate and make public its commitments on human rights, ethics and integrity.
- **Awareness through Training:** Ideanco will conduct ongoing activities to raise awareness along with human rights training such as human rights e-learning program to be instituted in FY 2021 at ideanco Academy.

Human capital trends and values are increasingly considering the social, environmental and governance record of companies when making their choice of employer and ideanco wants to be the ideal choice for the talented crowd.

- **Respect for the rights of minorities:** Ideanco shall respect the rights of indigenous peoples, ethnic, religious and linguistic minorities, persons with disabilities and migrant workers and their families.
- **Integrity:** integrity of ideanco, with the prohibition of bribes to public authorities and officials and likewise the prohibition of its employees/talented crowd giving or receiving from third parties undue payments of any type.
- **Fair competition,** avoiding any kind of conduct and procedure undermining it.
- **Fiscal responsibility** and compliance with prevailing tax regulations in the countries where we operate.
- **Respect for the environment:** Ideanco is minimizing the negative effects that could potentially be caused.
- **Empowering Women** through Rights, Skills and Opportunities: Women are integral to our business model and growth ambitions. We believe that women's rights and economic inclusion are priorities to win long-term.

Ideanco is committed to developing its innovative services based on the high professionalism of its employees/talented crowd, allowing it to provide an efficient and the highest quality service adjusted to the needs of customers.

- **Suppliers and Contractors:** Ideanco considers its suppliers, contractors and external collaborators including the outsourced talented crowd as indispensable in order to achieve its objectives for growth, profitability and improvement in quality of service, hence establishing relationships with them based on trust and mutual benefit is a must.
- **Third Party Promotion and Adherence to Human Rights:** Ideanco actively promotes the dissemination and knowledge of the commitments it has adopted with regards to human rights among its stakeholders such as contractors, suppliers and external collaborators including the outsourced talented crowd, as well as their adherence to such commitments with measures.

Ideanco CEO office is responsible for the supervision of compliance with the internal code of conduct and policies.

- **Due Diligence:** Ideanco will be responsible for carrying out due diligence processes in the course of their activities, analyzing the indicators and information that will enable them to understand and assess the risks in the field of human rights, as well as the adoption of the necessary measures to prevent and mitigate these risks.
- **Reviewing** the Corporate Social Responsibility policy in full along with all its episodes, ensuring that it is oriented to value creation for both the community and business.
- **Monitoring** corporate social responsibility strategy and practices and evaluate its degree of compliance and effectiveness in the community where we operate and within our business.
- **Assessing** all matters concerning the company's non-financial risks - including operating, technological, legal, social, environmental, political and reputational risks.

Employees may ask questions, raise concerns or report instances of potential non-compliance with this Policy by contacting any of the following:

Moving Forward: Ideanco is taking a leading role on Corporate Social Responsibility and we are eager to be part of the United Nations Global Compact and to comply with the 10 principles by being part of the Signatory cluster.

With a view to continuously improving our rigorous governance and management of ethical conduct and supporting processes, we are currently exploring additional mechanisms to assess our impact, risks and opportunities in areas linked to human rights. In Q2 2021, and after having our annual review on the CSR strategy, Ideanco will establish the CSR Taskforce on Human Rights (part of the Governance Committee), which comprises the CEO as well as the heads of relevant divisions and departments (Marketing Division, Procurement Division, Human Capital Department, and Legal). This committee will serve as a forum for in-depth understanding of human rights issues and how to anticipate the future by identifying priority issues, lay out clear policies for addressing individual issues and design implementation plans.

Please note: Our review cycle is every 2 years.

Remedy and Implementation

Remedy and Implementation

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Contact us

When we don't understand anything about this policy, we refer to someone who can make us understand. Below is a summary of key contacts:

- Supervisor;
- Human capital;
- A legal department;

Reporting a violation is our duty: Have the courage to speak up if you truly believe that there is a violation of this policy. All stakeholders should raise those questions and concerns resources available to them, including:

- Direct conversation:
 - A direct supervisor;
 - A human capital representative;
 - A legal representative;
 - Next Level Senior Management

Concerns may be raised to Human Capital or Legal Department: hc@ideanco.com and legal@ideanco.com

All inquiries about potential breaches or violations will be handled promptly and discreetly and ideanco is committed to taking appropriate remedial action.



Anti-Bribery and Anti Corruption

What is Bribery?

Definition of Bribery:

- Bribery refers to the act of offering, giving, promising, asking, agreeing, receiving, accepting, or soliciting something of value or of an advantage so to induce or influence an action or decision.
- A bribe refers to any inducement, reward, or object/item of value offered to another individual in order to gain commercial, contractual, regulatory, or personal advantage.
- Bribery is not limited to the act of offering a bribe. If an individual is on the receiving end of a bribe and they accept it, they are also breaking the law.
- Bribery is illegal. Employees must not engage in any form of bribery, whether it be directly, passively (as described above), or through a third party (such as an agent or distributor). They must not bribe a foreign public official anywhere in the world. They must not accept bribes in any degree and if they are uncertain about whether something is a bribe or a gift or act of hospitality, they must seek further advice from the company's Legal Department.

id. Anti-Bribery and Anti Corruption - continue

This anti-bribery policy exists to set out the responsibilities of ideanco and those who work for us in regards to observing and upholding our zero-tolerance position on bribery and corruption.

Zero-tolerance for bribery and corrupt activities: Ideanco is committed to conducting business in an ethical and honest manner, and is committed to implementing and enforcing systems that ensure bribery is prevented. Ideanco has zero-tolerance for bribery and corrupt activities. We are committed to acting professionally, fairly, and with integrity in all business dealings and relationships, wherever in the country we operate.

Bribery Act 2010: Ideanco will constantly uphold all laws relating to anti-bribery and corruption in all the jurisdictions in which we operate. We are bound by the laws of the UK, including the Bribery Act 2010, in regards to our conduct both at home and abroad.

Preventing Bribery and Corruption: Ideanco recognizes that bribery and corruption are punishable by imprisonment and a fine. It is also with this in mind that we commit to preventing bribery and corruption in our business, and take our legal responsibilities seriously.

id. Anti-Bribery and Anti Corruption - continue

It also exists to act as a source of information and guidance for those working for ideanco. It helps them recognize and deal with bribery and corruption issues, as well as understand their responsibilities.

Applicable on all Employees: This anti-bribery policy applies to all employees (whether temporary, fixed-term, or permanent), consultants, contractors, trainees, seconded staff, home workers, casual workers, agency staff, volunteers, interns, agents, sponsors, or any other person or persons associated with us (including third parties), or any of our subsidiaries or their employees, no matter where they are located (within or outside of the UK). The policy also applies to Officers, Trustees, Board, and/or Committee members at any level.

Third Party: In the context of this policy, third-party refers to any individual or organization our company meets and works with. It refers to actual and potential clients, customers, suppliers, distributors, business contacts, agents, advisers, and government and public bodies – this includes their advisors, representatives and officials, politicians, and public parties.

Third Party Comply: Any arrangements our company makes with a third party is subject to clear contractual terms, including specific provisions that require the third party to comply with minimum standards and procedures relating to anti-bribery and corruption.

id. Anti-Bribery and Anti Corruption - continue

What is and what is NOT acceptable:

1. **Gifts and Hospitality**
2. Facilitation Payments
3. Political Contributions
4. Charitable Contributions

Gifts and Hospitality:

Ideanco accepts normal and appropriate gestures of hospitality and goodwill (whether given to/received from third parties) so long as the giving or receiving of gifts meets the following requirements:

- It is not made with the intention of influencing the party to whom it is being given, to obtain or reward the retention of a business or a business advantage, or as an explicit or implicit exchange for favors or benefits.
- It is not made with the suggestion that a return favor is expected.
- It is in compliance with local law.
- It is given in the name of the company, not in an individual's name.
- It does not include cash or a cash equivalent (e.g. a voucher or gift certificate).
- It is appropriate for the circumstances (e.g. giving small gifts around Christmas or as a small thank you to a company for helping with a large project upon completion).
- It is of an appropriate type and value and given at an appropriate time, taking into account the reason.

id. Anti-Bribery and Anti Corruption - continue

What is and what is NOT acceptable:

1. **Gifts and hospitality**
2. Facilitation Payments
3. Political Contributions
4. Charitable Contributions

- It is given/received openly, not secretly.
- It is not selectively given to a key, influential person, clearly with the intention of directly influencing them.
- It is not above a certain excessive value, as pre-determined by the company's Legal Department (usually in excess of USD \$100).
- It is not offer to, or accepted from, a government official or representative or politician or political party, without the prior approval of the company's Legal Department.

Where it is inappropriate to decline the offer of a gift (i.e. when meeting with an individual of a certain religion/culture who may take offence), the gift may be accepted so long as it is declared to the Legal Department, who will assess the circumstances.

Ideanco recognizes that the practice of giving and receiving business gifts varies between countries, regions, cultures, and religions, so definitions of what is acceptable and not acceptable will inevitably differ for each.

The intention behind a gift being given/received should always be considered. If there is any uncertainty, the advice of the Legal Department should be sought.

id. Anti-Bribery and Anti Corruption - continue

What is and what is NOT acceptable:

1. Gifts and Hospitality
2. **Facilitation Payments**
3. Political Contributions
4. Charitable Contributions

Facilitation Payments:

Ideanco does not accept and will not make any form of facilitation payments of any nature. We recognize that facilitation payments are a form of bribery that involves expediting or facilitating the performance of a public official for a routine governmental action.

We recognize that they tend to be made by low level officials with the intention of securing or speeding up the performance of a certain duty or action.

Ideanco does not allow kickbacks to be made or accepted.

Ideanco recognizes that, employees may face a situation where avoiding a facilitation payment or kickback may put their/their family's personal security at risk. Under these circumstances, the following steps must be taken:

- Keep any amount to the minimum.
- Ask for a receipt, details and reason for the payment.
- Create a record concerning the payment.
- Report this incident to your line manager.

id. Anti-Bribery and Anti Corruption - continue

What is and what is NOT acceptable:

1. Gifts and Hospitality
2. Facilitation Payments
3. **Political Contributions**
4. **Charitable Contributions**

Political Contributions:

Ideanco will not make donations, whether in cash, kind, or by any other means, to support any political parties or candidates. We recognize this may be perceived as an attempt to gain an improper business advantage.

Charitable Contributions:

Ideanco accepts (and indeed encourages) the act of donating to charities – whether through services, knowledge, time, or direct financial contributions (cash or otherwise) – and agrees to disclose all charitable contributions it makes.

Employees must be careful to ensure that charitable contributions are not used to facilitate and conceal acts of bribery.

We will ensure that all charitable donations made are legal and ethical under local laws and practices, and

id. Anti-Bribery and Anti Corruption - continue

Employee Responsibilities

Read and Understand: As an employee of ideanco, you must ensure that you read, understand, and comply with the information contained within this policy, and with any training or other anti-bribery and corruption information you are given.

Responsibilities: All employees and those under our control are equally responsible for the prevention, detection, and reporting of bribery and other forms of corruption. They are required to avoid any activities that could lead to, or imply, a breach of this anti-bribery policy.

Notification: If you have reason to believe or suspect that an instance of bribery or corruption has occurred or will occur in the future that breaches this policy, you must notify the Legal Department.

Policy Breach: If any employee breaches this policy, they will face disciplinary action and could face dismissal for gross misconduct. Ideanco has the right to terminate a contractual relationship with an employee if they breach this anti-bribery policy.

id. Anti-Bribery and Anti Corruption - continue

What happens if I want to raise a concern?

This section of the policy covers 3 areas:

1. **How to raise a concern**
2. **What to do if you are a victim of bribery or corruption**
3. Protection

How to raise a concern:

If you suspect that there is an instance of bribery or corrupt activities occurring in relation to ideanco, you are encouraged to raise your concerns at as early a stage as possible. If you're uncertain about whether a certain action or behavior can be considered bribery or corruption, you should speak to your line manager or Legal Department.

Ideanco will familiarize all employees with its whistleblowing procedures so employees can vocalize their concerns swiftly and confidentially.

What to do if you are a victim of bribery or corruption

You must tell your compliance manager as soon as possible if you are offered a bribe by anyone, if you are asked to make one, if you suspect that you may be bribed or asked to make a bribe in the near future, or if you have reason to believe that you are a victim of another corrupt activity.

id. Anti-Bribery and Anti Corruption - continue

What happens if I want to raise a concern?

This section of the policy covers 3 areas:

1. How to raise a concern
2. What to do if you are a victim of bribery or corruption
3. **Protection**

Protection:

If you refuse to accept or offer a bribe or you report a concern relating to potential act(s) of bribery or corruption, ideanco understands that you may feel worried about potential repercussions. Ideanco will support anyone who raises concerns in good faith under this policy, even if investigation finds that they were mistaken.

Ideanco will ensure that no one suffers any detrimental treatment as a result of refusing to accept or offer a bribe or other corrupt activities or because they reported a concern relating to potential act(s) of bribery or corruption.

Detrimental treatment refers to dismissal, disciplinary action, treats, or unfavorable treatment in relation to the concern the individual raised.

If you have reason to believe you've been subjected to unjust treatment as a result of a concern or refusal to accept a bribe, you should inform your line manager or the compliance manager immediately.

id. Anti-Bribery and Anti Corruption - continue

Training

Ideanco will provide training on this policy as part of the induction process for all new employees. Employees/talented crowd will also receive regular, relevant training on how to adhere to this policy, and will be asked annually to formally accept that they will comply with this policy.

Ideanco 's anti-bribery and corruption policy and zero-tolerance attitude will be clearly communicated to all suppliers, contractors, business partners, and any third-parties at the outset of business relations, and as appropriate thereafter.

Ideanco will provide relevant anti-bribery and corruption training to Employees/talented crowd etc. where we feel their knowledge of how to comply with the Bribery Act needs to be enhanced. As good practice, all businesses should provide their employees with anti-bribery training where there is a potential risk of facing bribery or corruption during work activities.

id. Anti-Bribery and Anti Corruption - continue

Record Keeping, Monitoring and Reviewing

Record Keeping:

Ideanco will keep detailed and accurate financial records, and will have appropriate internal controls in place to act as evidence for all payments made. We will declare and keep a written record of the amount and reason for hospitality or gifts accepted and given, and understand that gifts and acts of hospitality are subject to managerial review.

Monitoring and Reviewing:

Ideanco's legal department is responsible for monitoring the effectiveness of this policy and will review the implementation of it. To ensure the process is effective in practice., it is subject to regular audits.

Any need for improvements will be applied as soon as possible. Employees are encouraged to offer their feedback on this policy if they have any suggestions for how it may be improved. Feedback of this nature should be addressed to the compliance manager. This policy does not form part of an employee's contract of employment and ideanco may amend it at any time so to improve its effectiveness.

id. Anti-Bribery and Anti Corruption - continue

Remedy and Implementation

Remedy and Implementation

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- Human capital;
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- Direct conversation:
 - A direct supervisor;
 - A human capital representative;
 - A legal representative;
 - Next Level Senior Management

Concerns may be raised to Human Capital or Legal Department: hc@ideanco.com and legal@ideanco.com

All inquiries about potential breaches or violations will be handled promptly and discreetly and ideanco is committed to taking appropriate remedial action.



Environment, Health and Safety

At ideanco, we improve productivity by better managing environment, health and safety (EHS) risks. Ideanco is dedicated to providing a safe working environment, whether it is physical space and/or virtual space and encouraging safe behaviors in both spaces.

Ideanco is committed to protecting the environment, health, and safety (EHS) of our employees, customers and the local communities where we operate. We strive for continuous improvement in our environmental, health and safety management systems and in the environmental quality of our services. We recognize that by integrating sound environmental, health, and safety management practices into all aspects of our business, we can offer technologically innovative and transformative services while conserving and enhancing resources for future generations. Guiding Principles:

- Meet or exceed all applicable environmental, health and safety (EHS) laws and regulations.
- Where laws and regulations do not provide adequate controls, we will adopt our own standards to protect human health and the environment.
- We actively identify and implement pollution prevention practices to protect the environment. We minimize the impact of our operations by limiting and improving the use of natural resources and reducing the emission of greenhouse gases and waste generation.

At Ideanco, we are actively engaged to ensure the safety, health and wellbeing of all our stakeholders, and the protection of the environment in all communities in which we operate.

- Communicate environmental, health, and safety policies and programs to Ideanco Innovation Management Consultancy employees and stakeholders.
- Operate our offices withing the serviced office's Environment Health and Public Safety Statement in a manner that maximizes safety and promotes energy efficiency and conservation of resources.
- Promote the use of prudent environmental, health and safety principles and practices by our independent consultants, freelancers, vendors, and suppliers.
- Ensure that all employees are aware of their role and responsibility to fulfill and sustain Ideanco 's environmental, health and safety management systems and policy.
- Ensure the air, water and waste monitoring and reporting comply with the local environmental laws, rules and regulation of each country where we operate.
- Continuously evaluate EHS performance by monitoring our results and through periodic management reviews.

Remedy and Implementation

Remedy and Implementation

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Fair Labor Practices

Ideanco is committed to complying with all applicable local, state, and national laws related to our employees and their rights, and to providing a safe and fair working environment for all our employees, in all countries in which we operate.

- As per our Human Rights policy, Ideanco does not employ child or forced labor in any of our operations. Within the confines of the local, state, and national laws of our operating companies, and in the spirit of national and international labor conventions and treaties, ideanco employees shall have the freedom of association and the ability to individually or collectively communicate grievances and negotiate compensation without the fear of retribution.
- As per our Human Rights policy, Ideanco supports the activities of the "elimination of child labor".

Remedy and Implementation

Remedy and Implementation

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Ideanco. The Idea Innovator Company

About Ideanco.

Founded in 1999, ideanco (Idea and Company) is a management consulting firm that prides itself in being an early adopter of crowdsourcing, a major innovation key differentiator. Ideanco – a name born out of the fusion of ‘idea’ and ‘company’ – has used this business model as a means of generating better ideas, better creative work, and ultimately high-performance output for our clients.

For more information, please visit www.ideanco.com

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