

# Pier2 Marketing | HRflip Communication on Progress



## Statement of continued support by the CEO

To our stakeholders:

I am pleased to confirm that Pier2 Marketing and HRflip reaffirm its commitment, and support to the Ten Principles of the United Nations Global Compact with respect to Human Rights, Labor, Environment, and Anti-Corruption, as well as, the 2022 Sustainable Development Goals.

By presenting our Communication on Progress, we seek to reinstate our Active Level status in the Global Compact for 2022-2023.

In this communication we describe our actions to support the mission of the Global Compact and the Ten Principles, integrating them into our business strategy, day-to-day operations, and organizational culture.

Through our membership we have made our commitment visible to our stakeholders, our community, employees, and the general public. By making this Communication on Progress accessible through the UN Global Compact website, we make this commitment visible to all of them, reinforcing our commitment to this mission.

Sincerely,



Gimena Peña Malcampo  
CEO, Pier2 Marketing  
CSO, HRflip

## A. Human Rights

### Assessment, policy and goals

For our company, understanding our human rights exposure and addressing potential human rights violations is an important responsibility. These principles are embedded in the culture of our organization, through:

- Strong leadership from our top level management"Lead by example.
- Online training programs and conferences that communicate to employees why human rights are important and what they can do to help
- Other online programs made accessible via the UNGC portal and other reputable organizations in this area.

We enable this by translating the confusing human rights terminology into everyday operational language that employees outside the legal team can understand. We believe this is key to truly embed a human rights culture into our organization.

In a decentralized company like ours, having a corporate culture in which respect for human rights is ingrained, is crucial. In this regard, designing tailor made training that accounts for the autonomy of different offices/locations and communicates the benefits of implementing policy rather than straightforwardly demanding "you have to do this" have proven beneficial and successful when changing behaviors.

In our company, diversity is a value to celebrate and to embrace our differences, and to respect everyone in the team and our community.

### Implementation

We put in practice these principles by:

- Raising awareness among all our employees, starting with our Executive Management team.
- Training our employees on Human Rights (do's and don't's).
- Allocation of responsibilities for the protection of Human Rights within the company. Establishing the right mechanism to make sure this is applied throughout the company, and across all our offices.
- Human resource policies and procedures supporting Human Rights.
- Treating all clients, partners, and employees with integrity, respect, fairness and honesty.

- All our employees are encouraged to act in an ethical manner as responsible corporate citizens, making a contribution to their community and the environment. For this we encourage “giving back” time.
- All our offices within the US and abroad follow the Ten Principles of the Global Compact.
- We don’t enter contracts or bidding processes with companies or governments that may be in violation of human rights.
- We don’t work with clients that violate human rights.

### Measurement of outcomes

We constantly measure and monitor this by:

- Providing the Ten Principles to each new employee and emphasizing the Universal Declaration of Human Rights to each of them.
- Training our employees once a year in Human Rights and the Ten Principles, to remind them of the behavior that is expected from them as part of our company.
- Track and monitor any complaints (to this point we had no incidents, violations or complaints).
- Assure Human resources complies with the established policies and promotes these procedures supporting Human Rights among employees and contractors.
- We provide incentives to our employees to act as responsible corporate citizens, and encourage their contributions to their community and the environment by giving them the time or in some cases resources to do so.
- Our policies describe specific actions to each of our offices on how to implement Human Rights policies, address any risks, and respond to any Human Rights violations, whether witnessed in our company or by any of our contractors or partners.
- All our partners and contractors are given the same policy and encouraged to comply in order to do business with us.
- Creating a series of resources and learning links for employees to consult when needed, and for development and personal growth.

## B. Labour

### Assessment, policy and goals

Pier2 Marketing & HRflip provide equal employment opportunities to all employees and applicants for employment without regard of race, color, religion, creed, gender, national or ethnic origin, age, marital or veteran status, sexual orientation, any handicaps or disabilities. We are particularly committed to the SDG5 of achieving gender equality and empowering women in our company.

Diversity is recognized as a value within our company, because we know this is what drives our company and the world forward. All employees and contractors are responsible and encouraged to build an atmosphere in each of our offices, free of discrimination and harassment on any basis. Values such as respect, teamwork, integrity, fairness and honesty are constantly reminded and encourage as an intrinsic part of our company culture.

### Implementation

To assure this, we have policies and procedures recognizing the rights of our employees:

- Our policies and procedures are distributed to all employees, and we provide special training to any recruiting manager to make sure they understand and follow these principles.
- We established **Beyond Bias** training to all managers to remove bias in decision points of the end-to-end talent life cycle, from hiring through succession.
- We encourage diversity in our recruiting process.
- Our company does not tolerate any discrimination or harassment by anyone within our company. To assure this we have procedures established so employees can raise any complaints and concerns to Human Resources.
- No employees are exempt from the requirements of this policy. Any individual who violates this policy will be subject to corrective action, up to and including unpaid suspension, or immediate termination.

- We are certified by the Equal Benefits Program in San Francisco, which means our firm complies with San Francisco Administrative Code Chapter 12B and the provisions of the Equal Benefits Ordinance. Our firm makes sure ALL employees have the right to receive the same employment benefits.

## Measurement of outcomes

- Our company has 56% women representation and 44% men. Women and men are equally encouraged to career advancement and growth within our company.
- They are also compensated equally regarding of gender, race or creed based on their unique skills. We make sure to revise payment gaps every year to make sure there are no intrinsic biases.
- 38% of our team is Caucasian, 62% represent different origin or ethnicities.
- This diversity is also represented in age breakdown, religions, marital status and other preferences.
- This diversity is also represented in our Executive Management team where we have team members from different nationalities, races, creeds and beliefs.
- Our CEO is a woman, from Hispanic/ Latino descend, so this culture is encouraged from top to bottom in our company.
- We have clear processes for discrimination and harassment. So far we have never had any complaints or violations. We believe this is due to clear communication and training regarding this policy and zero tolerance for this behavior.
- Our staff is diverse and multicultural, this diversity assures that we are following our objectives to have a diverse and talented team.
- We encourage diversity in all materials and communications with, and from, our clients to other stakeholders, to include all members in a community including underrepresented and minorities.

## C. Environment

### Assessment, policy and goals

Pier2 Marketing has been a certified Green Business since 2010. We have obtained our renewed certification, every 3 years. In 2019, Pier2 Marketing Group obtained the highest level of certification - the Innovator level, based on our efforts, policies and commitment to sustainability.

We are also an active member of the California Green Business program and comply with very strict policies and procedures to assure we are sustainable business. Our company has been an example business case study for the San Francisco Green Business Program, given our commitment to the environment, and the application of these principles throughout our company.

### Implementation

We assure the implementation of these principles by enforcing the following:

- We care for the environment and the world community. We encourage our customers to use digital and environmentally sensitive printing processes and materials, in an attempt to minimize waste and reduce environmental impact.
- We have clear policies and encourage our employees to print on recycled or used paper, only when needed. We also use soy ink cartridges in our printers.
- We seek to conduct our business according to the three pillars of sustainability.
- As a certified Green Business, we follow these principles in all our offices as well.
- We use energy efficient lighting, electronics, and computers in our offices.
- All employees are encourage to turn on the lights only when needed and to turn off the lights whenever they are not at the office.
- We encourage and have policies for recycling and composting.
- We encourage and incentivize all our employees to bike to work or use public transportation (set-up a commuter benefits program).
- We use low toxic cleaning products and adopt IPM practices at the office.
- We collect and safely dispose items that are prohibited fro the garbage.
- We promote green marketing alternatives among our clients and partners.
- Every year we calculate our business carbon footprint and invest in a local project to migrate and sequester greenhouse gas emissions.

## Measurement of outcomes

- We have written green policies that are distributed to all new employees. We also train our employees and contractors in these policies and incentivize them to follow each of these principles globally, not only at our office but also at home with their families.
- Our clients also know that we apply green marketing techniques, promoting green printing materials and using technology to reduce printing as much as possible.
- We have signage at our office to remind all our employees about these principles, such as recycling and compostable bins with signage of what is recyclable and compostable.
- We have reminders in all our offices to turn lights off, even when people go out for lunch.
- We have labeled bins for reusable paper that can be used for printing.
- We only buy 100% recycled paper in all our offices.
- We only purchase energy efficient lightning, computers, and other electronics - including printers.
- We use technology to share and revise documents internally and externally with clients and partners, to reduce or eliminate printing.
- We conduct electronic invoicing and reporting to clients and partners.
- We have the highest level of certification of the green business program complying with all of these standards and above > [https://sfenvironment.org/sites/default/files/fliers/files/sfe\\_gb\\_office\\_retail\\_checklist.pdf](https://sfenvironment.org/sites/default/files/fliers/files/sfe_gb_office_retail_checklist.pdf)
- We have bike to work programs, and have adapted our office to be bike friendly.
- Since last year, all our employees have been working from home, reducing significantly our carbon footprint. We have made a commitment to continue with this policy this year, and we have stopped all business travel encouraging online meetings with colleagues, clients and partners.
- We use technology to keep us connected and to collaborate with the teams in other offices.



## D. Anti-Corruption

### Assessment, policy and goals

We support the work of the UN Convention Against Corruption, we work against corruption in all its forms, including extortion and bribery.

We ensure all our employees behave in an ethical manner consistent with these values. This includes, but it is not limited to the United States, we apply these principles in any location we do business around the world.

### Implementation

We assure this is followed by all our employees with clear policies and procedures:

- We regulate the offering or receipt of gifts, hospitality or expenses.
- We maintain accurate books and records which properly and fairly document all financial transactions.
- We have a zero tolerance policy for systematic corruption or activities that could be seen as malfeasance.
- We have strict policies that all employees must comply regarding this principle.
- We have strict guidelines for contracts and bidding processes with government agencies and private companies.
- We don't do business with any partners or clients that have been involved in corruption schemes, in the U.S. or abroad.

### Measurement of outcomes

In our company in the last year:

- There have been no reports of conflict of interest or bribery within the company or in any of our locations.
- We also have no incidences or other ethical breaches.
- The goal of zero is expected for the next years as we continue to emphasize our zero tolerance policy among all our employees, and as we conduct our business with strong ethical values, which are a core part of our culture.



**Thank You!**

Pier2 Marketing | HR Flip

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