



# IN2 COMMUNICATION ON PROGRESS - 2022



# Statement of Commitment

The IN2 owners and Board of Directors reaffirm our commitment and ongoing support to the ten principles of the United Nations Global Compact in the spheres of Human Rights, Labour, Environment and Anti-Bribery/Corruption. We strive to ensure that the company, our global team and groups we partner with understand, uphold and enact these principles.

IN2 commits to using our tools, experience and outreach capability to achieve positive change amongst the communities and stakeholders we support, and to seeking new and better practices to achieve this. We are particularly driven to ensure that vulnerable communities who will feel the most significant impact from climate change are supported. We believe that we can make a difference and can contribute to achieving the positive change in behaviour, attitudes and perceptions that are critical to rapidly and sustainably reducing the destructive impact of climate change.



**PAUL TILLEY** MBE, Managing Director



**ABIGAIL HELM**, Executive Director



# WHO WE ARE

IN2 is a full-service creative communications agency. Our sole purpose is to create change — change for our clients, our staff and the communities we support. We produce compelling communications interventions and original research that create positive change in challenging environments. Through its work, IN2 helps clients build meaningful connections with hyper-local and national audiences to make informed decisions about their work in hard-to-reach markets. The credible information and creative campaigns we produce empower and encourage both our clients and the communities we work with. SDG 11, which seeks to make communities inclusive, safe, resilient and sustainable, and SDG 16, which promotes peace, justice and strong institutions, are at the heart of what we do. We also seek to further the aims of SDG 4 (Quality Education), SDG 5 (Gender Equality), SDG 8 (Decent Work and Economic Growth) SDG 10 (Reduced Inequalities) and SDG 13 (Climate Action).

We are a global company, with more than 150 staff across five continents. Our diverse staff share a commitment to our core values which shape and underpin our work, preserving our founders' culture. They determine how we grow as individuals and together, as a company.

# OUR CORE VALUES

## CURIOSITY

Our passion to improve inspires us to explore broadly, learn, and innovate.

## IMPACT

Success is defined by our ability to positively impact people's lives, whilst achieving our clients' goals as efficiently as possible.

## EMPOWERMENT

We empower people closest to issues to become catalysts for change in their communities.

## RED LINES

Our funding and activities align with our values and mission.

## ACCOUNTABILITY

We are individually and collectively responsible for everything we do.

## INTEGRITY

We are open, honest, ethical and fair.

## CREATIVITY

We put creativity at the forefront of all we do.





# 1

## HUMAN RIGHTS

**Principle 1** Businesses should support and respect the protection of internationally proclaimed human rights; and **Principle 2** make sure that they are not complicit in human rights abuses.

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## ASSESSMENT

IN2 acts in accordance with internationally recognised human rights standards. These include the International Bill of Human Rights, the International Labour Organisation (ILO) Declaration on Fundamental Principles and Rights at Work and the United Nations Guiding Principles on Business and Human Rights. Our policies clearly articulate a commitment to the human rights and well-being of staff, clients, partners and the communities in which we operate. We ensure that all staff and partners adhere to human rights principles and undertake regular reviews to identify risks and mitigate negative impacts as part of our responsibility to protect the most vulnerable members of society.

Alongside ensuring an operational-level compliance with human rights standards, IN2 plays an active role in seeking to improve the livelihoods of those who are less privileged and live in conditions where adherence to human rights standards is low. Earlier this year, IN2 staff presented at the Brussels VI Conference 'Supporting the future of Syria and the region'. We briefed stakeholders on conditions in Al-Houl IDP Camp and societal reintegration in northeast Syria. In doing so, we provided policymakers with ground-level insights informed by years of working with IDP communities and the cultural understanding of core IN2 staff from the area. Additionally, IN2 has an ongoing project which provides a grievance mechanism for migrant workers in the Turkish cotton industry, supporting supply chain due diligence for international textile firms and reinforcing the importance of fair labour policies.

# IMPLEMENTATION

**Guidelines and Policy.** IN2's guiding principles and policies outline a commitment to a 'Do No Harm' approach and reflect our belief in the principles of inclusivity, accountability, empowerment, non-discrimination and transparency. The Code of Conduct, Service Supplier Code of Conduct, Anti-Discrimination and Harassment Policy, Onboarding Policy, Data Protection Policy and Employment of Minors Policy form the basis of our human rights commitment and provide a unified framework that underpins our wider approach to human rights and our dedication to increasing awareness and understanding across our organisation. Guidelines and policies are available for all staff to view on IN2's internal portal in multiple languages.

**Partner Due Diligence.** IN2's Service Supplier Code of Conduct includes stipulations that service and product suppliers adhere to the same human rights standards outlined in our own Code of Conduct. IN2 is committed to ensuring suppliers promote human rights standards within their own supply chains; we do not knowingly engage with suppliers or subcontractors who do not adhere to these conditions. IN2 requires suppliers to report breaches to this Code of Conduct.

**Safety and Security.** We acknowledge a responsibility to ensure the safety and security of all staff. IN2's Security Team provides our staff with the knowledge and tools to protect themselves from physical and digital threats. All staff receive basic security training, and staff working in hostile and complex environments are provided with additional support commensurate with the level of risk. IN2 regularly reviews and publishes risk assessments to ensure appropriate action is taken to mitigate the potential impact of emerging threats.

**Health and Safety.** IN2 is committed to ensuring the health and safety (H&S) of all staff and visitors and seeks to mitigate risks involved in everyday work activities. A corporate H&S lead, H&S officers, fire wardens and first aid personnel are responsible for providing equipment, training and guidance to all staff and ensuring proper implementation of procedures. Each IN2 office has undergone a rigorous risk assessment and undertakes annual localised training. All incidents and near-miss incidents are reported to ensure continual improvement in H&S policy and implementation.



# IMPLEMENTATION

**Gender Sensitivity.** We take into consideration gender-sensitive aspects of our work and projects and pay particular attention to the protection of women and girls. IN2 applies tailored gender strategies, aligned with the 2018-2022 National Action Plan on Women, Peace and Security (NAP) and UK gender equality legal requirements under the International Development Act.

**Data Protection.** IN2 holds data which is lawfully gathered and is stored securely for no longer than necessary. Data is only collected for legitimate purposes and is available on request to individuals. IN2 adheres to all local laws on data protection including Turkey's Personal Data Protection Law No. 6698 and the UK Data Protection Act 2018 and Electronic Communications (Amendments etc) (EU Exit) Regulations 2019. IN2 is registered as a data controller with the UK's Information Commissioner's Office (ICO) and VERBIS, the Turkish Data Protection Authority (KVKK) system.

IN2's data protection commitments are set out in a Data Protection Policy, which also includes a Data Breach Procedure requiring IN2 to immediately inform the relevant supervisory authority of a data breach within 72 hours and notify and assess risks to data subjects. All IN2 staff receive data protection training to ensure compliance with IN2's data protection procedures.

**Conflict Sensitivity.** IN2 understands that fragile and conflict-affected states (FCAS) are complex, adaptive systems that constantly evolve and change. As such, IN2 designs and reviews all interventions in these settings to avoid inadvertently increasing existing socio-political tensions. Instead, we utilise latent potential to strengthen social cohesion and, ultimately, the capacity for sustainable peace.

In order to do so, IN2 has integrated the conflict sensitivity approach into its operational structures and project management functions as well as instilling it as a matter of personal attitude and behaviour amongst our staff. Many of our staff have grown up in FCAS and understand first-hand the damage that can be done when a conflict sensitive approach to external support is not adhered to; this first-hand knowledge is a critical part of our early planning prior to any activity taking place or support being provided.

## MEASUREMENT OF OUTCOMES

### Policy Review

IN2 reviews all policies on an annual basis. In this reporting period, we released a new Staff Handbook. An updated Welcome Booklet also provides information to new joiners about the company and its policies.

### Training

As of July 2022, 80% of staff have completed IN2's annual mandatory GDPR training. Overall, 126 staff and delivery partners have completed the basic online security awareness package. In addition, 20 staff members who are either living or regularly travel to hostile and complex environments have completed Hostile Environment Awareness Training during this reporting period.

### Cyber Security

In compliance with UK Government requirements, we obtained accreditation from an external third party for our cyber security procedures.

### Health and Safety

As of September 2022, one incident was reported to the H&S lead. Based on H&S guidelines, an investigation was conducted and measures put in place to minimise the risk of similar incidents in the future.

## CASE STUDY

The World Bank and German Government funded Media 4 Peace project, delivered by IN2 in collaboration with local groups, aims to counter deep-rooted intergroup tension along ethno-religious lines by strengthening social cohesion and fostering peaceful coexistence in Nineveh governorate, Iraq. In cooperation with the filmmaker and photographer Leslie Knott, the Media 4 Peace project trained local youth in documentary filmmaking to tackle intergroup conflict and develop solidarity based on their own stories and experiences.

At the micro level, the project created a safe space for 30 young women and men to establish common ground, discuss shared values and reflect on and appreciate individual and cultural differences. Project-related activities, new experiences with each other and the possibility of directly confronting one's prejudices helped create organic friendships between communities from Tal Afar and Sinjar, two Iraqi regions which suffered from differing experiences under Daesh.





# 2

## LABOUR

**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.

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## ASSESSMENT

IN2 actively supports the UNGC's labour principles and continues to operate in compliance with internationally recognised labour practices and national legislation in each of our locations. Our policies and practices are designed to be compliant with requirements as stipulated in the FCDO's Conflict Stabilisation and Security Fund Framework. IN2 enforces our own principles and standards on suppliers to ensure adherence throughout our supply chain.

We acknowledge that our staff are our most important asset and take pride in our culturally diverse workforce that represents 20 nationalities. IN2 is committed to building a multi-faceted and adaptable team and actively seeks to integrate different cultures and nationalities within our staff, management and leadership. In addition, IN2 commits to ensuring that all staff members earn a living wage.

# IMPLEMENTATION

**Policies and Procedures.** IN2's labour policies and Code of Conduct align with ILO standards as well as those of the UK Government. These policies remain accessible in multiple languages on our internal portal. IN2 adopts a zero-tolerance approach to any form of discrimination, both within the workplace and in the projects we deliver. We are committed to combatting slavery and human trafficking within our business and supply chains; our updated Modern Slavery Statement is currently under review.

**Ethical Employment Standards.** IN2 voluntarily follows the EU's Young People at Work Directive, meaning IN2 has a zero-tolerance approach to child labour and does not associate with any organisation that employs people under the age of 15, even if this is legal a country where we operate. IN2 does not employ anyone under the age of 18.

**Providing a Sustainable Work Environment.** As IN2 continues to grow as a company, we remain committed to providing a positive working experience for our staff. We continue to provide flexible working arrangements and have designed two new open-plan offices to promote collaboration, flexibility and a healthy work-life balance. We encourage staff to take additional time off to compensate for extra hours worked. We continue to provide healthcare insurance to staff members and offer free access to an Employee Assistance Programme, which is available in multiple languages.

**Strategy Workshop and Dialogue.** IN2 encourages a culture of engagement among staff members. During the current reporting period, we conducted multiple company-wide strategy sessions to foster conversations about future objectives and directions. A third-party provider facilitated an interactive dialogue session which sought to minimise the risk of response biases, yielding fruitful feedback and insight from 90 staff members.

**Professional Development.** IN2 is committed to providing opportunities for growth and development for all staff members. The company strongly encourages and supports personnel who chose to pursue further education alongside work and encourages senior staff to transfer their skills and knowledge to more junior personnel. Additionally, IN2 is trialling a leadership and mentoring training program conducted by an external organisation.



## MEASUREMENT OF OUTCOMES

### Staff Engagement and Feedback

In 2022, IN2 conducted its second annual anonymous team member opinion survey. Approx. 92% of all staff members participated in the survey achieving an average positive engagement of 80% across nine categories. The categories included questions on diversity and inclusion, teamwork, culture and values, environmental sustainability and performance management processes among others.

### Performance Management

In the year to date, 82% of IN2 staff have participated in the annual HR performance management process. The remaining individuals comprise primarily new staff members, who will complete a mid-year review Oct-Dec 2022.

### ISO 9001 Accreditation

In the last year, we obtained ISO 9001 Accreditation, ensuring IN2's Quality Management Systems are up to date and externally validated to meet internationally recognised standards.

### Gender Awareness Training

IN2 conducted Gender Awareness training in all offices and required the participation of all staff members. A total of 80 staff members participated in the training within the first half of 2022.

## CASE STUDY

Several of IN2's projects involve educational programmes and vocational training. These projects emphasise SDG 5 (Gender Equality), and clearly articulate the message that women and girls have the right to learn and make their own choices in life. Across all projects, IN2 reaches approximately 1,300 women per month via on-the-ground activities and many more through IN2-created and published content. While many projects focus on beneficiaries within Internally Displaced Persons (IDP) camps, we also seek to build resilience as well as cohesion between IDPs and host communities and work to support the resurgence of post-conflict communities that struggle with competing malign influences which seek to exploit their vulnerability. Our inclusive vocational workshops provide women with the training needed to develop future business ventures. This strengthens individuals' self-agency, creates a sense of purpose, and establishes work opportunities (SDG 8 - Decent Work and Economic Growth).



# 3

## ENVIRONMENT

**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.

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# ASSESSMENT

IN2 is committed to upholding the highest possible environmental standards and is strategically orienting itself to be an active player in combating climate change. We measure our environmental footprint and take actions to mitigate and minimise greenhouse gas (GHG) emissions, waste and other pollutants. We promote a culture of collective responsibility and leadership where staff at all levels are encouraged to understand the impact of their actions. This is underpinned by a clear top-level commitment from the company's Board of Directors which acknowledges its role in promoting good practice and environmental stewardship.

Our updated environmental policy articulates our view that strong policies and actions are a commercial, reputational and ethical necessity. This policy also outlines our short-term carbon offsetting targets, as well as a medium-term plan to become a Net Zero company by 2026.

Lastly, our revised Strategic Plan lays out a vision to develop greater understanding of climate change in our areas of operation. The intent is to leverage our existing capabilities to play a role in tackling one of the greatest threats facing humankind: climate change. For the first time, IN2 sent representatives to COP 26 in Glasgow and is developing its internal expertise as plans to integrate sustainability and environmental awareness into existing projects and initiatives. We aspire to be active participants in COP 28 in United Arab Emirates in 2023.

# IMPLEMENTATION

**Sustainability Policy.** Over the last year, IN2 has reviewed and updated its environmental sustainability policy. Our policy identifies the key points of contact and those responsible for promoting environmental stewardship and initiatives in each of our offices. This has empowered individuals in each office to tackle issues which are relevant to the local areas where we work - for example, issues around air quality or limited recycling facilities.

**Net Zero Commitment.** The IN2 Board of Directors has directed that the company should become net-zero by 2026. In line with this commitment, we will offset a minimum of 25% of emissions in FY 2022/23 and will seek to rapidly and incrementally increase the percentage of emissions offset each year. Where feasible, IN2 intends to support local projects which provide practical solutions and promote nature based solutions to regenerate ecosystems and ultimately create a more harmonious planet where people and the environment can thrive.

**Transport.** We strongly encourage our staff to travel by public transport or renewable forms of transport where possible. We continue to provide subsidised shared transport in locations where alternatives are not possible.

**Environmental Standards.** IN2's Support Operations Team is responsible for ensuring adherence to stringent environmental standards. Office spaces are designed with environmental efficiency and standards in mind; for example, renewable energy providers are selected where possible, air purifiers are procured where air quality is low and recycling is enforced. Our Istanbul office conducted a review of its recycling procedures and is now separating waste at source.

**Staff Engagement.** IN2 promotes a culture of accountability and responsibility among all staff and partners. To raise awareness of the need for collective action to tackle climate change, IN2's environmental team have organised a series of focus group discussions to understand the specific concerns of staff members across all geographies.

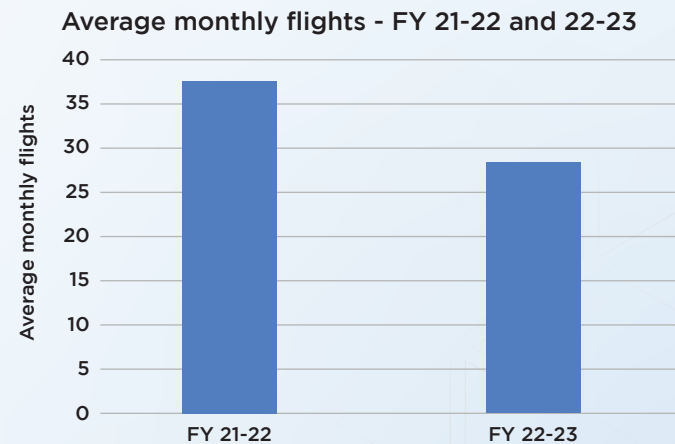
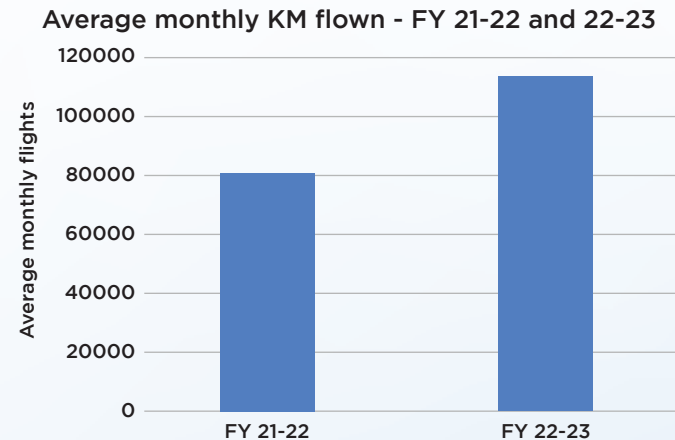
**Research and Communications.** We actively leverage our expertise to better understand the threat of climate change in the regions we work in. In recent months, analysts have presented briefs on climate change in Iraq, and our communications teams have published videos highlighting the threats of environmental disasters such as oil spills in the Red Sea.

# MEASUREMENT OF OUTCOMES

## Business Travel and Carbon Offsetting

While our Environmental Policy strongly encourages the use of video conferencing and virtual meetings, we acknowledge that some business travel remains essential and unavoidable. We offset a percentage of these non-avoidable emissions - our environmental policy outlines our commitment to offset a minimum of 25% of emissions in FY 2022/23.

COVID severely limited critical travel in the previous FY. While the average number of kilometres flown per month has increased in this financial year, we are encouraged to see the average number of monthly flights falling. The increase in the average monthly kilometres flown is likely due to IN2's expansion into new geographies, requiring longer flights.



## MEASUREMENT OF OUTCOMES

### Transport

A survey conducted this year indicates that more than half of all IN2 staff are using public transport or other shared means to travel to work, 44% more than in July 2021. This is partly due to the introduction of a cooperative shuttle bus service for up to 16 staff per day managed and funded by a partnership between Istanbul based staff and the Operations Team. A number of the Senior Management Team choose to use more efficient means of transport such as motor bikes and electric scooters.

### Staff Surveys

In an annual survey documenting the environmental attitudes and behaviour of staff, 68% indicated that the company had made progress in promoting environmental sustainability. However, 71% of staff remain extremely or moderately concerned about climate change, highlighting the need for continuous improvement. The surveys also show that 91% of staff are very willing or willing to learn more about good environmental practices providing the opportunity to further improve positive impact over the next 12 months.

### Developing Expertise

IN2 is developing its institutional knowledge of global environmental challenges. In the last year, senior staff members have attended international conferences such as COP26 and the company has commissioned subject matter experts to carry out in-depth research on the relationship between climate change and conflict.



## CASE STUDY

IN2 is providing pro-bono support to Ice Warrior, an expedition led by explorer Jim McNeill in collaboration with NASA's Ice Bridge Project to the centre of the Arctic Ocean. This expedition will collect data to advance the world's knowledge of the Arctic and assist scientists in understanding the front-line impacts of climate change. IN2's support has included shaping the campaign strategy and narrative, and sourcing commercial partners, leveraging our experience and skills to increase the efficacy and impact of the expedition.



# 4

## ANTI-CORRUPTION

**Principle 10** Businesses should work against corruption in all its forms, including extortion and bribery.

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## ASSESSMENT

IN2 is committed to conducting our business honestly and ethically, holding ourselves accountable for everything we do. Therefore, a commitment from the highest level of the company articulates a zero-tolerance approach to bribery and corruption. Our annually reviewed Anti-Bribery and Corruption Policy is consistent with the six principles of the 2010 Bribery Act Guidance. In addition, IN2's updated Staff Handbook references a new whistleblowing policy.

# IMPLEMENTATION

**Anti-corruption and bribery training.** All staff are required to partake in an annual training to ensure high levels of understanding of anti-corruption and bribery. Training sessions were made available in Arabic, English and Turkish.

**Ethical contracting.** Upon joining IN2, staff agree to comply with the company's anti-corruption and bribery policy and all related procedures. As such, we take a zero-tolerance approach to unethical behaviour such as, but not limited to, corruption, bribery and exploitation of positions of power.

**Due diligence and Subcontractor Compliance.** We conduct pre-contracting investigations on all potential delivery partners, subcontractors or suppliers who undergo screening and due diligence checks to ensure alignment to IN2 values and standards of ethical behaviour.

**Internal Whistleblowing.** IN2 has an internal whistleblowing policy that encourages staff to report any suspected wrongdoing or danger involving company-related activity. This includes, but is not limited to, bribery, corruption, health and safety risks and miscarriages of justice. In addition, IN2 provides access to a confidential helpline where staff can seek external advice.

**Financial Audits.** IN2 conducts quarterly internal financial audits of all offices and external financial audits at least once a year. Contractual requirements for certain projects occasionally require more frequent external audits and IN2 remains compliant with all specific project needs.



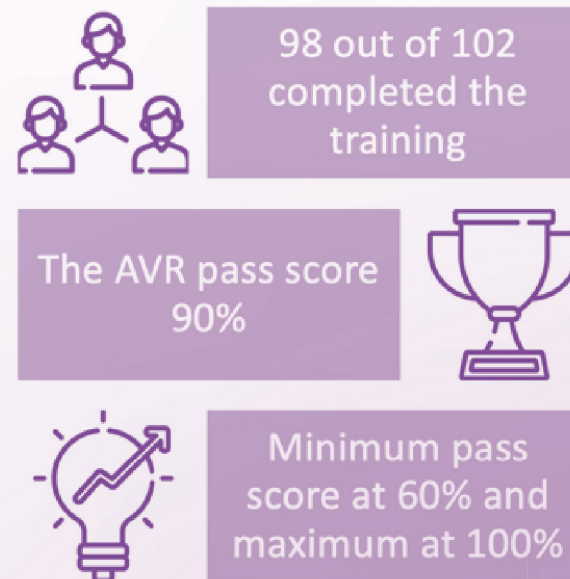
## MEASUREMENT OF OUTCOMES

### Anti-corruption and bribery

98 members of staff completed the training, successfully passing the training test at their first attempt with an average test score of 90%.

### Internal Whistleblowing

No issues were reported via the whistleblowing platform between September 2021 and August 2022.



# FUTURE OUTLOOK



## HUMAN RIGHTS

**Commitment to continual improvement.** IN2 commits to conducting reviews of human rights-related policies on an annual basis.

This strengthens rights coverage and ensures policies provide suitable and appropriate protection within changing legal and social environments.

**Annual training.** All staff will be required to participate in the annual Security Awareness and GDPR training in 2023.



## LABOUR

**ISO 27001.** IN2 intends to obtain ISO 27001 accreditation within the next reporting period.

**WEPS.** In the coming year, IN2 aims to develop its relationship with UNGC networks. This includes a commitment to engage with the Women's Empowerment Principles (WEPS) Gap Analysis Tool, either as part of the Gender Equality Network or independently via the WEPS platform.

**Gender awareness training.** Further gender awareness training will be conducted by the end of 2022.



## ENVIRONMENT

**Carbon reduction plan.** In line with our Net Zero pledge, we are developing a carbon reduction plan and seeking to fully measure our Scope 1, 2 and 3 emissions. We acknowledge the need to decarbonise and reduce emissions, as well as offset those which are unavoidable.

**Recycling of technology.** IN2 is in the process of identifying local organisations and/or schools to donate redundant equipment. Equipment which cannot be donated will be recycled as stipulated in our Environmental Policy.



## ANTI-CORRUPTION

**Anti-corruption and bribery.** All members of staff will have completed anti-corruption and bribery by the end of 2022.

**Policies and procedures.** Annual reviews of policies and procedures.

**Conflict of interest declaration.** IN2 will review its approach to encouraging staff to sign a compliance declaration.



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