

UN Global Compact

Communication on Progress
June 2021 - July 2022

WE SUPPORT



Statement of continued support

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

We believe that business can and must act as a force for good. Whilst this is at the core of how we run our company and the work that we do for our clients, we felt that we could reinforce how we operate and ensure that we help our clients deliver a positive impact by becoming a B Corp in 2019 and joining the UN Global Compact in 2021.

In this, our first 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 are also happy to share this information with our clients and wider stakeholders.

We are committed to continuous improvement and look forward to the year ahead, learning from like-minded businesses, listening to our staff and continuing to use our voice to develop our offer. It is clear that purpose alone will not drive the future success of Pulse. It will depend on unlocking the humanity of everybody in our organisation and ensuring a safe and inclusive culture.

Simon Milton

Founder and CEO

Pulse

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The UN Sustainable Development Goals (SDGs)

There are 17 in total and we've identified seven goals to work towards at Pulse to help us reach our objectives.



UN Global Compact - its mission

The UN Global Compact supports companies to:

- do business responsibly by aligning their strategies and operations with Ten Principles on human rights, labour, environment and anti-corruption; and
- take strategic actions to advance broader societal goals, such as the UN Sustainable Development Goals, with an emphasis on collaboration and innovation.

The Ten Principles

By incorporating the Ten Principles into our strategies, policies and procedures we help ensure our basic responsibilities to people and planet, as well as a long-term and sustainable future for our business.

The Ten Principles of the United Nations Global Compact are derived from: the Universal Declaration of Human Rights, the International Labour Organization's Declaration on Fundamental Principles and Rights at Work, the Rio Declaration on Environment and Development, and the United Nations Convention Against Corruption.

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.

Our position:

We recognise and support the 30 articles that make up the UN Declaration of Human Rights because we strongly believe that every human being deserves equal access to the same levels of freedom, justice and peace.

What we do:

We reviewed the UN Declaration of Human Rights last year so that we all have a better understanding of human rights.

We regularly review and update our company handbook to ensure our policies meet the highest standards of human rights.

Our employees have a say in how the company is run and hold annual peer group sessions to discuss how we are doing and where changes can be made.

We understand how important the wellbeing of our staff is and since our return to the office have introduced mindfulness sessions and monthly massages. We have also resumed our away days where we have an opportunity to have a break from work and get to know each other better. And, we provide private healthcare for everyone which includes access to mental health support.

We recognise the importance of personal development and have a comprehensive training and development programme in place. In 2021 our staff spent 85 days on training, development and their Learning Edge, an initiative which encourages our employees to develop their personal purpose or learn something new that they are passionate about.

We also support the human rights of vulnerable and disadvantaged people by donating funds to and volunteering with charities in our community. This year we have supported The Connection at St Martin's in London which helps homeless people to recover from life on the streets and move towards a more meaningful and fulfilling future. We also partner with Luminary Bakery which aims to break the cycle of poverty, violence and disadvantage by providing women with training, work experience and paid employment so that they can build a future for themselves.

Our priorities for the future are to:

- ensure that we continue to develop awareness of the UN Declaration of Human Rights and the UN Global Compact principles amongst our staff
- develop our Learning Edge initiative
- continue to prioritise our staff's wellbeing, learning and development
- continue our charitable giving and volunteering

Labour Principles

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.

Our position:

We value our staff and work hard to ensure that they have a safe and comfortable working environment, are treated fairly and are paid appropriately for their work.

We value diversity and are committed to encouraging equity, equality, diversity, and inclusion among our workforce, and eliminating unlawful discrimination. Equal opportunity is also fundamental to our values and at the heart of the Pulse ethos.

We are dedicated to building an organisation where everyone can thrive, ensuring that decisions made at work are not affected by bias or prejudice.

What we do:

Our Employment and Remuneration Policy in our Handbook outlines the processes we take to allow equal and fair treatment when hiring our staff and maintain this once they have joined the company.

This year we reviewed and refreshed our Equity, Equality, Diversity and Inclusion Policy and provided diversity and inclusion training for everyone.

We aim to be a flexible employer, responding to and respecting each individual's personal life and we have enhanced maternity and paternity policies.

All our employees are paid at least the London living wage. And, whilst we value offering young people work experience and internships at Pulse, we do not employ anyone under the age of 16.

We encourage all our staff to take paid time off to volunteer and over the last year they have supported a number of social and environmental charities both in the UK and in Iraq.

Our priorities for the future are to:

- continue to give our staff a voice in improving Pulse through annual peer group sessions and workshops
- continue annual reviews and regular catchups to ensure that our staff realise their personal objectives and continue to grow and develop their personal competencies
- continue our diversity and inclusion training and awareness
- partner with the Taylor Bennett Foundation to encourage people from black, Asian and minority ethnic backgrounds to pursue a career in communications

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

Our position:

We believe that Pulse can act as a catalyst with our clients, partners and wider society to promote and accelerate the energy transition.

We have a responsibility to understand our own business's carbon footprint and act to reduce our impact where possible.

What we do:

Over the last year we have worked with and supported three multi-nationals on the energy transition and building a more sustainable way of life.

In 2021 we co-hosted the first Moving Beyond event. This is a not-for-profit initiative with a mission to help bring together businesses, investors, policy makers and those in civic society who are committed to developing solutions which address climate change, whilst ensuring a fairer stake in the future for all sections of society.

Last year we committed to Net Zero 2030 and began taking relevant steps to measure our emissions as well as review our processes and ways of operating.

In 2021 we reduced our carbon emissions by 31%. The residual emissions have been offset by 200% with ClimateHero.

Last year we introduced an initiative where each member of staff nominated an environmental charity to which we gave £100 on their behalf. In this way we have supported ten initiatives.

Working with First Mile and Reconome, we minimise the amount of waste to landfill by maximising reuse/recycling/composting, using specialist services where necessary. To facilitate this we separate our general recycling, organic waste, cartridges, flexible plastic and IT waste.

Our priorities for the future are to:

- continue working with our clients to address climate change and accelerate the energy transition
- co-host the second Moving Beyond event in Wales
- set targets to reduce our carbon emissions
- continue to support and donate to environmental causes and charities

Confronting Corruption

Principle 10:

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

Our position:

It is our policy to conduct all of our business in an honest and ethical manner. We take a zero-tolerance approach to bribery and corruption and are committed to acting professionally, fairly and with integrity in all our business dealings and relationships wherever we operate, and implementing and enforcing effective systems to counter bribery.

We uphold all laws relevant to countering bribery and corruption in all the jurisdictions in which we operate. And, we remain bound by the laws of the UK, including the Bribery Act 2010, in respect of our conduct both at home and abroad.

What we do:

Our Anti-Corruption and Bribery Policy details our stand on our employees receiving and giving bribes, gifts, hospitality etc., and information on how our employees can avoid being involved in these situations. We also outline how to raise any concerns by referring employees to our grievance policy which also covers what employees should do if they are troubled by practices, policies or treatment from other individuals at work.

Our priority for the future is to:

- Review our anti-bribery and corruption policy and increase awareness amongst our staff about anti-bribery and corruption so that if they come across any of these issues they feel confident about speaking out.

How we monitor and measure our progress

We monitor and measure our operations and progress through:

- the B Corp impact assessment which analyses our social and environmental impact as well as the way we look after our staff and manage our business
- the PRCA Communications Measurement Standard which monitors our management processes
- timesheets which measure time spent on training and development as well as volunteering and pro-bono work
- annual peer group sessions so that our staff have a say in how the company operates
- staff annual reviews to check in on wellbeing, training and developmental achievements and goals
- measurement of our carbon emissions so that we can understand our environmental impact.

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