

Kontrapunkt

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Kontrapunkt Group/Global Compact Annual Communication on Progress

Copenhagen

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The Nature of our Business

Kontrapunkt Group is an independent brand design agency consisting of Kontrapunkt and EVERLAND. We have worked with national and international brands since 1985. Today we are 100 creative idealists crafting from offices in Copenhagen (Denmark), Oslo (Norway) and Tokyo (Japan).

We believe in the value of being genuine and always seek the true essence of a brand. We admire those, who have the courage to stand up for who they really are. In a world that is becoming more and more transparent, you need inspiring and honest brands, you feel like spending time with. Brands that foster lasting trust and loyalty.

Kontrapunkt Group has among others developed the brand identity for the UN Global Compact and a digital newsroom regarding climate changes for UNFCCC.

Examples of how we have created impact through our work:

- 1. In summer, we highlighted the influence and importance of queerness and queer designers within the design realm in an opinion piece on our website.
- 2. For COP27, we assisted Ørsted in creating their opinion piece in the New York Times.
- 3. One of our core services is reporting and activation. This year, we have assisted in the creation of 49 corporate reports, each communicating performance and impact across core business functions.



Our COP report

In the coming sections you will find our commitments and policies regarding The Global Compact program, including descriptions of relevant initiatives and systems that helps us to live out the ten principles. Furthermore you will find information about our practices as well as updates on our efforts within Labour Rights and Environment since our last Communication on Progress from 2021.

How we intend to make this COP available to our stakeholders

Besides the availability through The Global Compact organisation website we also promote our adherence to the Global Compact principles through our corporate website and intranet.

Statement of support

As a participant in The Global Compact program we honour the recommended financial donation and ensure to align our corporate values and business policies and procedures with the ten principles of The Global Compact as well of the Danish national legislation, which incorporates the international human rights conventions as well as the EU regulation on environmental affairs.

Through our support we strive for continuously improving our efforts and results towards the ten principles.



Copenhagen, December 1st, 2022

Johan Lawaetz

CEO, Kontrapunkt Group

Human rights and Anti-Corruption

The human rights principles are a natural ingredient in our business ethics and we fully comply with the international conventions as well as any national and international legislation in this area.

Our employees and vendors are all based in the developed countries (mainly Denmark, Norway and Japan) and hence they operate in well-regulated markets, in which we have a high level of control in our value chain. Hence we are confident that our operations comply with the human rights and associated legislation.

We have never been involved in any cases or had experienced any issues regarding human right abuses in our business affairs.

As part of our Global Compact initiative we have made annual financial contributions to "plastic change", which are an organisation aimed to save the planet.

We fully comply with the Danish national legislation, which incorporates the principles for anti-corruption. We have never been involved - directly or indirectly - in any matters of this regard.

Principle 1: Our business should support and respect the protection of internationally proclaimed human rights.

Principle 2: Our business should ensure that we are not complicit in human rights abuses.

Principle 10: Our business should work against corruption in all its forms, including extortion and bribery.

Labour standards

- (1/2) We comply with all national legislation, which fully incorporates the Global Compact’s listed principles for labour standards. Our company is covered by one of the major National collective labour agreements (“Industriens Funktionær Overenskomst”), which has latest been renewed through collective bargaining in early 2020. Our employees participate in an age pension insurance scheme, which also includes insurance coverage for death, disability and psychical and physical health. This scheme is mandatory in our employment contracts.

In accordance with the Danish labour market regulation we have appointed a "Working Environment and Safety Board", which consists of an employee (selected by the employees), a management representative and a chairman. This board among others reviews the work place 2-4 times per year to ensure satisfactory physical and psychical working conditions. Furthermore we conduct an employee survey regarding "Safety at work and work motivation" once a year, which has so far not revealed any major issues related to labour standards. This survey is conducted annually, always with the aim to obtains an "above average" general satisfaction score. →

Principle 3: Our business should uphold the freedom of association and the effective recognition of the right to collective bargaining.

Principle 4: Our business should support the elimination of all forms of forced and compulsory labour.

Principle 5: Our business should support the effective abolition of child labour.

Principle 6: Our business should support the elimination of discrimination in respect of employment and occupation.

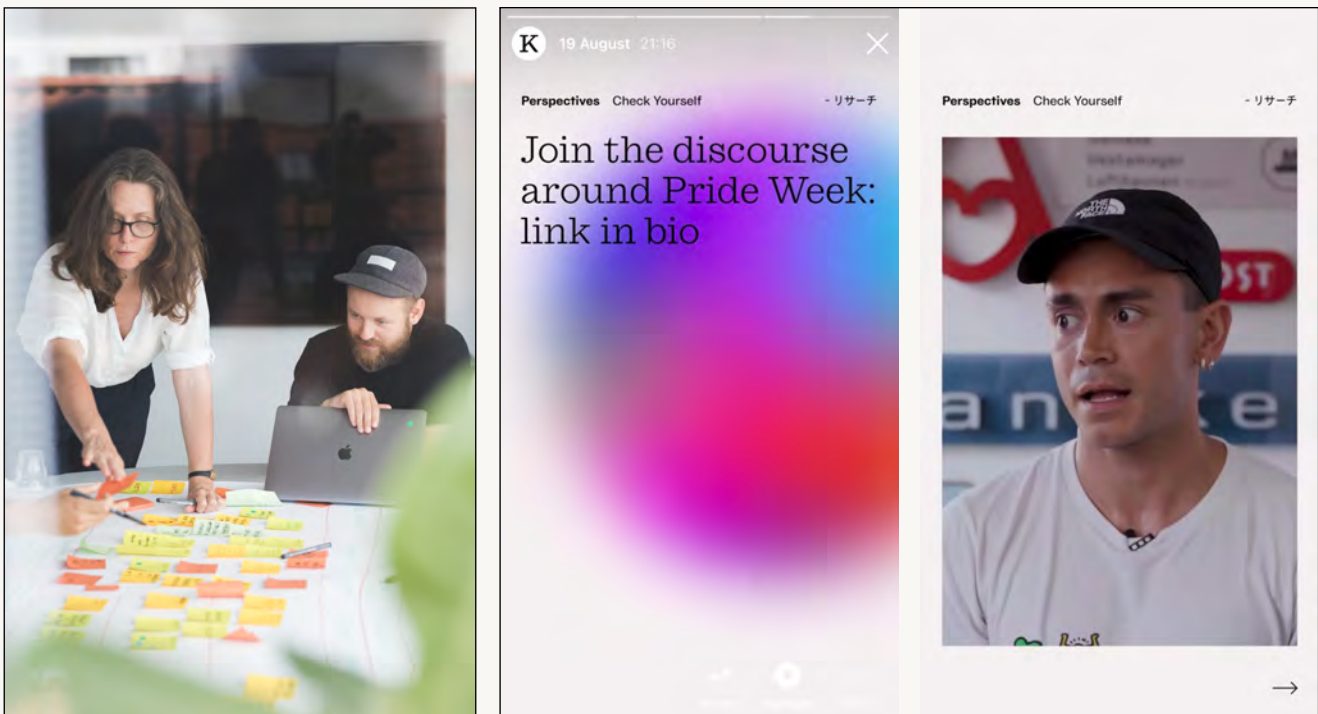
Labour standards

(2/2) The results of the survey, along with additional insights from the survey and ad hoc feedback from the work-environment, is routinely addressed at board meetings. Furthermore our employees are represented with two seats at our Boards of Directors, in which all major strategic decisions for the company are made.

As part of our efforts to be a good employer, we have launched several on-going initiatives that will help us understand each other better and ensure Kontrapunkt Group is a fair and decent place to work. Recently, we initiated an on-going wellbeing survey of everyone at Kontrapunkt Group. The findings will help inform and guide us on stress-related issues and the general well-being of all employees at the company.

We also put inclusion and equality high on our agenda at Kontrapunkt Group. Beyond having a written statement in support for equal opportunities and support across gender, sexuality, abilities etc. we also actively encourage equality between sexes and different ethnic groups, by providing the same status, rights, and responsibilities for equally skilled employees. Additionally, we use our social media platforms to reflect our thoughts on inclusivity and diversity in an effort to bring attention to the topic of ‘diversity and inclusion’ in the realm of corporate branding.

- 1. As a consulting agency, collaboration is at the core of everything we do. We occasionally invite our colleagues to participate in internal workshops where we brainstorm work culture, team dynamics, etc.
- 2. In August, we gave our colleagues and CEO a platform to share their perspectives on queer pride in the workplace and encouraged our broader community to join in with their own perspectives.



1

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Environment

The principles related to the environmental aspects continue to gain attention within our organisation. We fully comply with Danish national legislation, which - as for other EU countries - requires some of the world's highest standards within environmental responsibility.

Since we decided to actively support the UN Global Compact principles in 2006 we have implemented a range of initiatives to reduce our environmental footprint. Recently, in 2021, we initiated the KP Carbon strategy: calculate, reduce, compensate. After calculating our carbon footprint, we mapped out a set of initiatives which would help us reduce our footprint to the bare minimum. Some of our initiatives are: policy on transportation (electric cars and limited flight travel), sharpened guidelines for waste sorting and -disposal, a switch to an all-vegetarian canteen, switching to sustainable and/or impact-driven suppliers. Finally, we have invested in a carbon removal portfolio to compensate for our remaining unavoidable emissions. Based on the Danish Climate Council's recommendations for carbon emission fees we decided to self-impose an initial €82 pr. tCO₂e fee.

Principle 7: Our business should support a precautionary approach to environmental challenges.

Principle 8: Our business should undertake initiatives to promote greater environmental responsibility.

Principle 9: Our business should encourage the development and diffusion of environmental friendly technologies.

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