



December 12, 2022

Gallup Communication on Progress United Nations Global Compact



A Message from the CEO

In 2022, we reaffirmed our commitment to building a better world for our associates, partners, clients, and the world by signing the Ten Principles of the United Nations (UN) Global Compact on human rights, labor, environment, and anti-corruption.

Gallup is an advice and analytics company, but our mission is to help people be heard. It is with this lens that we turn our focus inward as we reflect on how we have lived up to and built on our previous progress supporting the UN Global Compact. This year, our efforts included:

JON CLIFTON

CEO

- Studying and highlighting the experiences of more than 40 million Black Americans through an unprecedented effort to track and report on key life outcomes affecting Black Americans through our Gallup Center for Black Voices.
- Facilitating training for every Gallup associate on a new enterprise resource planning system, integrating repeatable ethical processes in contract management and procurement.
- Completing a diversity advancement study to target investments in diversity hiring and understand how historically under-represented associates grow and advance in our organization.

As we look to the future, we see a world where we can affect positive change aligned with the UN Global Compact not only through how we operate and live, but also through our product offerings where we provide advice and analytics on how to build better workplaces for our clients and partners. Additionally, we see our strategy to be the official statistics on everything work and life as our promise to the world to build the metrics by which others can measure and manage the good they do in the workplace and in their communities. With that, we are proud to share our communication on progress.

A handwritten signature of Jon Clifton in black ink.

Impact Overview

Human Rights

Gallup has an unequivocal policy on human rights and equal employment opportunity. That means, all qualified applicants are considered for employment and all associates are treated equally during employment, without regard to their race, color, religion, national origin, gender, age, sex, sexual orientation, gender identity or expression, marital status, mental or physical disability, genetic information, veteran or military status, or any other basis protected by applicable law. Gallup's policy against discrimination applies, but is not limited to, recruitment or recruitment advertising, employment, job assignment, upgrading, demotion, transfer, rates of pay or other forms of compensation, and selection for training, including apprenticeship, pre-apprenticeship, and/or on-the-job training.

Gallup takes seriously any alleged violations and promptly investigates any allegations. Individuals have multiple ways to make a report, including an Ethics Hotline where they can remain anonymous.

Further, Gallup deeply values Diversity, Equity, and Inclusion (DEI) and believes that a successful strategy is crucial to the future goals and aims of our business. To this end, Gallup not only maintains records to stay in compliance with all government laws and regulations, but also has established a Diversity Advisory Council (DAC). Gallup's DAC was established to advise Gallup executives on how our DEI initiatives could be expanded and maximized to truly meet the needs of our diverse associates, candidates, and partners. Gallup also maintains a policy on supplier diversity to ensure that the money we spend externally goes to companies who share our values and firm belief in the importance of DEI and fairness.

Our legal department leads DEI efforts, which have visibility at the highest levels of Gallup management. At the core of our DEI management approach is compliance. A senior executive from our learning group leads our DAC, comprised of associates representing the many diverse populations at Gallup. This council adds a layer of compliance to the DEI through focused efforts on learning, recruitment, and advancement. Through these three lenses, the council charts a path that the CHRO and CEO approve.

In addition to our internal efforts, Gallup helps to build the global movement through the World Poll. The Gallup World Poll is the largest global measurement effort to understand the will of the world. Over the past 17 years, Gallup has conducted more than 2 million interviews globally to understand the most crucial issues facing humankind and track progress. In each administration of the World Poll, Gallup asks the world's population a core set of more than 100 items that explores attitudes and perceptions on the most important socioeconomic issues, such as law and order, food and shelter, employment, and confidence in national institutions. Concurrently, Gallup implements partner-sponsored modules on the World Poll about a diverse set of human development topics including food insecurity (United Nations Food and Agriculture Organization) and financial inclusion (World Bank.) These measurements have been selected as the UN Sustainable Development Goal (SDG) official statistics for Financial Inclusion (SDG 8.10.2) for the World Bank and Food Security (SDG 2.1.2) for the Food and Agriculture Organization.

Gallup's World Poll research effort aims to highlight perspectives and lived experiences across the globe, including in countries experiencing human rights and geopolitical challenges. For example, Gallup has surveyed annually in Ethiopia since 2005 where we have uncovered changes in life evaluation and trust in leadership prior to the current outbreak of war and human rights violations. Gallup is the only research organization to provide continuous annual data about the lives of Afghans, including under Taliban rule. Gallup's recent reporting on Afghanistan showcases our commitment to amplify the voices of those living under duress and provide a barometer of human rights and development to policymakers.

Labor

Gallup is committed to providing a workplace free of discrimination and harassment based on a person's race, color, religion, national origin, gender, age, sex, sexual orientation, gender identity or expression, marital status, mental or physical disability, genetic information, veteran or military status, or any other basis protected by applicable law.

Gallup takes seriously any alleged complaint of discrimination or harassment and promptly investigates any allegations. Individuals have multiple ways to report an incident, including an Ethics Hotline where the individual can remain anonymous, and direct connections with the individual's manager.

Gallup is committed to maintaining a safe work environment and preventing workplace violence. If any associates experience unsafe conditions, they are to immediately report them to their manager. Gallup uses a third-party consultant to provide training to associates on general safety guidelines such as lifting properly and materials handling. Gallup also utilizes third-party ergonomists to design and adjust workspaces to properly fit each associate.

Externally, Gallup's approach is to periodically assess the potential risks the organization might have regarding labor and human rights issues within its supply line of services. Over the years, Gallup has identified the biggest risk and focus area as its World Poll and data collection vendors throughout the world. Through the World Poll, Gallup completes data collection in approximately 140 countries each year, covering over 96% of the world's population. The risk is high due to the location of subcontract vendors, type of work performed, and seasonal or transitory nature of the workforce they engage. Gallup strictly condemns the use of involuntary or child labor, violations of labor and wage laws, and discrimination by vendors and clients. Gallup will not accept any goods or services produced under such circumstances.

Gallup's approach starts at the beginning of the relationship with vendors during the initial evaluation process. Gallup's World Poll team, specifically the World Poll Regional Directors and Gallup Procurement team members, work diligently to locate, vet, and procure vendors who will uphold Gallup's stated standards. Gallup relies on the World Poll Regional Directors to stay closely connected to its vendors and build relationships of trust to ensure full transparency in providing services to Gallup. Gallup's Labor and Human Rights standards are communicated clearly to each vendor through direct verbal and written communication from the World Poll Regional Directors and Gallup Procurement team members, within contract documents, annual training, and written documentation and policies provided to vendors. The annual training gives Gallup's vendors a chance to ask questions directly to Gallup team members and get immediate feedback on questions or concerns they might have providing services to Gallup. Additionally, Gallup provides its vendors an Ethics Hotline via telephone and web submission. Gallup requires that all vendors ensure they inform and make this Gallup resource available to their workforce.

Gallup expects vendors we work with to comply with labor and human rights standards as well as Gallup's chosen ethics. Gallup's conducts annual compliance trainings with all suppliers and audits their practices to ensure ongoing compliance. For additional reference, please reference Gallup's UK Modern Slavery Act Statement, the Standard Independent Consulting Agreement for all Gallup World Poll vendors, the UN Code Addendum and UNSCC, the Vendor Code of Conduct, the Compliance and Ethics Hotline Policy, Gallup's World Poll Vendor Training, and Gallup's Vendor Training Tracking documentation.

Further, Gallup uses the public trust and research rigor that comes with its 85-year legacy of trusted public opinion research to establish new metrics that shape global conversations. This work gives voice to the oppressed and brings light to the plight of millions around the world who would otherwise have no avenue to communicate the challenges they face daily. Because of Gallup's well-established expertise and global reach, our research has been chosen as the official statistics by the UN and other governmental agencies for tracking progress on the SDGs relating to labor.

Official statistics tracked by Gallup through the World Poll include violence and harassment in the workplace (International Labour Organization), modern slavery (International Labour Organization/Walk Free Foundation) and global risk and safety (Lloyd's Register Foundation). In addition, the Gallup World Poll is used to support the measurement of the UN SDG indicator for Modern Slavery (SDG 8.7) for the International Labour Organization. Gallup's research provides business, political, and not-for-profit leaders the ability to assess progress and human development at the country level and ultimately guide better decision-making.

Environment

Gallup's approach to ensuring responsible actions and practices regarding the environment is multi-faceted. The two primary components are facilities and travel. Gallup's philosophy on facilities is one of right-sizing space to requirements. Following a recent facilities study, Gallup is reviewing all office usage and has identified locations to terminate leases or sublease space to other companies to reduce corporate consumption.

Gallup's approach to managing travel is described in the Global Travel & Expense Reimbursement Policy document. Through ongoing partnership with its travel contractor, Gallup stays abreast of the most current best practices in responsible travel. For example, Gallup only contracts travel with airlines that are signatories on the 2016 Paris Climate Accords, which makes any travel that Gallup books with a US-based airline carbon neutral. Since this is a relatively new perspective with which travel is evaluated, the management of this policy will continue to evolve.

Anti-Corruption

Each Gallup client-facing associate is required to complete annual anti-corruption training and annual ethics training focused on ethical dilemmas unique to the workplace.

Furthermore, personnel structures at Gallup are designed such that all contracts, partnerships, and client agreements are reviewed and approved through a rigorous multi-departmental process. Associates from the consulting and sales organization collaborate with leaders in the accounting, legal, and executive leadership teams to ensure anti-corruption measures are in-place and followed.

Gallup takes seriously any anti-corruption concerns and promptly investigates any allegations. An Ethics Hotline where reporters can remain anonymous is available to all associates, vendors, and clients.

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