

**Article 13 Group Ltd - United Nations Global Compact
Key Performance Indicators (KPI) 2009**

CATEGORY	HUMAN RIGHTS
Principle 1: Business should support and respect the protection of internationally proclaimed human rights.	
DELIVERABLE: ACTIVELY ADVOCATE FOR HUMAN RIGHTS	
<p>Target: Article 13 will forge at least one partnership with an organisation to support Human Rights and disenfranchised groups.</p> <p>Action: Actively participate in 2 campaigns and programmes in the local area to support and assist disenfranchised groups and those less able, e.g. IT training, elderly</p> <p>Timing: <i>ongoing throughout 2010</i></p>	
Principle 2: Business should ensure that they are not complicit in human rights abuses.	
DELIVERABLE: PROMOTE THE PROTECTION OF HUMAN RIGHTS IN OUR SUPPLY CHAIN	
<p>Target: Conduct a supply chain audit of well used product, e.g. paper</p> <p>Action: Conduct a body of research / report that examines the human rights, labour rights and environmental impacts of a particular supply chain.</p> <p>Timing: <i>2nd half of 2009</i></p>	
CATEGORY	LABOUR
Principle 3: Business should uphold the freedom of association and the effective recognition of the right to collective bargaining.	
DELIVERABLE: ARTICLE 13 WILL CONTINUE ITS WORK WITH TRADE UNIONS	
<p>Target: To secure 1 more Trade Union client</p> <p>Action: Article 13 will work with a Trade Union on integrating CSR and the MDGs within member organisations, effectively raising awareness, action, and potential sustainability improvement.</p> <p>Timing: <i>2nd half of 2009</i></p>	
Principle 4: Business should support the elimination of all forms of forced and compulsory labour.	
DELIVERABLE: ACTIVELY SUPPORT ELIMINATION OF FORCED AND COMPULSARY LABOUR	
<p>Target: Conduct a supply chain audit of well used product, e.g. paper</p> <p>Action: Conduct a body of research / report that examines the human rights, labour rights and environmental impacts of a particular supply chain.</p> <p>Timing: <i>1st half of 2009</i></p>	
Principle 5: Business should support the effective abolition of child labour.	
DELIVERABLE: ACTIVELY SUPPORT THE EFFECTIVE ABOLITION OF CHILD LABOUR	
<p>Target: To raise awareness and support for the abolition of child labour of any sort</p> <p>Action: We will participate and contribute to Save the Children's campaign to volunteer and talk with youth in 2 local schools about the issues of child labour.</p> <p>Timing: <i>1st quarter of 2009</i></p>	
Principle 6: Business should support the elimination of discrimination in respect of employment and occupation.	
DELIVERABLE: TO ENSURE INHOUSE WELL BEING AND FREEDOM OF ASSOCIATION	
<p>Target: To continue our in-house investors in people actions and to foster even more behavioural change</p> <p>Action: Continue our current actions of; coaching; regular feedback; well being events; Friday night club; expressed appreciation and value.</p> <p>We will also add a behaviour charter to a public space to share ideas / behaviours etc., which we will develop as a team.</p> <p>Timing: <i>Ongoing</i></p>	

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CATEGORY	THE ENVIRONMENT
Principle 7: Business should support a precautionary approach to environmental challenges.	
<p>DELIVERABLE: DECREASE ARTICLE 13'S ENVIRONMENTAL FOOTPRINT</p> <p>Target 1: 25% overall decrease in Co2 tonnes average per person</p> <p>Action:</p> <ul style="list-style-type: none"> ○ (Individual behaviour): The company will provide environmental signage (turn of lights and electrical points), tips (water saving methods such as save a flush pouches), and information on alternative technology, (i.e. where to purchase and costs for energy saving light bulbs) for Article 13's usage. ○ (Company behaviour): Article 13 aims to further reduce our fuel consumption by replacing face to face meetings with conference calls where possible; promoting public transport use and cycle / walking where possible. ○ We will aim to reduce air travel per person by consolidating holiday travel and reducing frequent short flights. In addition we will ensure that all flights are offset in our end of year carbon offset. <p>Timing: This will be maintained through out the year of 2009.</p> <p>Target 2: 10% decrease in total electricity consumption 10% reduction our paper consumption 10% reduction in the use of fuel 20% reduction in carbon emissions resulting from business related air travel</p> <p>Action: Measure to achieve the above reduction targets will be continued, or developed through policy, procedures, behaviour, signage, team spirit, and values.</p> <p>Timing: <i>This will be maintained through out the year of 2009.</i></p>	
Principle 8: Business should undertake initiatives to promote greater environmental responsibility.	
<p>DELIVERABLE: PROMOTE ENVIRONMENTAL RESPONSIBILITY LOCALLY & TO OUR WIDER NETWORK</p> <p>Target: for each of the four consumption areas above, we will change behaviour, promote responsibility, and action a measure.</p> <p>Action:</p> <ul style="list-style-type: none"> ○ Use our wider network to advocate environmental behaviour changes including actions / tips <ul style="list-style-type: none"> ◆ Replace face-to-face meetings with conference calling (fuel) ◆ Continue to use 100% recycled electricity supplier (electricity) ◆ Increase internal and external communication by email rather than hard copy (paper) ◆ Prohibit air travel when train or bus options are available (air travel emissions) ○ Promote urban environmental responsibility through promotion / participation <ul style="list-style-type: none"> ◆ Promote the use of public transport (fuel) ◆ Maintain signage and policy of switching off all electrical equipment (electricity) ◆ Maintain signage and policy of double sided, reusing, and no unnecessary printing (paper) ◆ Encourage conference calling instead of air travel (air travel emissions) ○ Be actively involved in a local campaign for environmental responsibility in the local community <ul style="list-style-type: none"> ◆ Participate in 1 campaign to reduce commuter car usage (fuel) ◆ Actively contribute to 1 initiative to raise awareness of business electrical usage (electrical) ◆ Participate in 1 campaign which promotes urban regeneration (paper) ◆ Contribute to 1 initiative which addresses air emissions' contribution to Climate Change (air travel emissions) <p>Timing: 2009</p>	
Principle 9: Business should encourage the development of environmentally friendly technologies.	
DELIVERABLE: TO CONTRIBUTE TO THE DEVELOPMENT OF CLEAN TECHNOLOGY	

Target: actively endeavour to support at least one environmentally friendly technology over 2009 - 2010	
Timing: 2009 - 2010	
CATEGORY	ANTI-CORRUPTION
Principle 10: Business should work against corruption in all its forms, including extortion and bribery.	
DELIVERABLE: ACTIVELY WORK AGAINST CORRUPTION AND SHARE BEST PRACTICE OF BUILDING TRANSPARENCY	
<p>Target: develop and disseminate best practice of building transparency and combating corruption. Achieve a 20% response rate to our call of action.</p> <p>Action: Research, write and publish 5 case studies on best practice transparency and examples of corruption at different levels, from different perspectives which we will publish on our website Transparency pages.</p> <p>Timing: <i>March / May / July / September / November</i></p>	
CATEGORY	MILLENNIUM DEVELOPMENT GOAL (MDG)
MDG 1: ERADICATE EXTREME POVERTY & HUNGER	
DELIVERABLE: CONTRIBUTE TO THE ALLEVIATION OF POVERTY AND HUNGER	
<p>1. Target: Donate our annual donation to an organisation working towards poverty alleviation (charity to be decided as a team).</p> <p>2. Target: Make a difference to one poverty stricken region and assist in access to basic necessities.</p> <p>Action: Develop a campaign whereby Article 13 donates resources to one region, covering at least five different aspects around; i.e. water, livestock, education, infrastructure and health. For example, donate 1 water pump, 5 goats, etc.</p> <p>Timing: 2009 - 2010</p>	
MDG 3: PROMOTE GENDER EQUALITY AND EMPOWER WOMEN	
DELIVERABLE: SUPPORT AND ADVOCATE DISENFRANCHISED GROUPS & WOMEN	
<p>Target: Participate and contribute to local initiatives and organisations that support women, minority groups.</p> <p>Action: Volunteer for local women's support groups and/or contribute to women in business / women in leadership initiatives at least twice times throughout the year.</p> <p>Timing: 2009 - 2010</p>	