



ARTICLE 13 LTD. UNGC STRATEGY 2010

Sustainability – OUR VISION

Article 13 signed up for the UNGC in 2004 and, in 2007, we were recognised as a Notable CoP (Communication on Progress) member.

With our primary concern for enhancing the social legitimacy of businesses and markets, we are absolutely committed to a policy of active participation in the UNGC and to its 10 principles. Covering the areas of human rights, labour, the environment and anti-corruption, these principles form bedrock for a definition of truly sustainable behaviour in any organisation.

Reflecting our belief in the importance of employee engagement - and to ensure that every member of the Article 13 team was living the UNGC principles - we instituted a 'brainstorming' session to elicit and discuss ideas on how to develop our UNGC strategy for 2010.

To focus our actions most effectively, Article 13 has developed this annual strategy for 2010 alongside our UNGC KPIs (See Action Planning page 4)

STRATEGY

The 10 UNGC principles provide strategic signposts for all the research, advocacy and consultancy work we undertake for our clients. To most effectively engage the Article 13 team in living the UNGC principles, our in-house team conducted an interactive, and at times virtual, brainstorm to elicit and discuss ideas on how to develop our UNGC strategy for the coming year; 2010.

Our underlying aim to achieve our vision was to approach each of the four categories with a strategic, long-term and ambitiously all-encompassing action plan which would enable us to make the biggest impact in each of the areas, while at the same time ensuring our resources were put to the best possible use.

Going through each category one by one, the brainstorm elicited;

- ❖ 'What one thing would [we] want Article 13 to achieve in the area of [Human Rights, Labour Rights, Environmental protection and Transparency and anti-corruption]';
- ❖ 'What [we] thought were the main barriers / limitations in achieving our desired outcomes;' and
- ❖ 'What resources [we] felt Article 13 had to offer'

From this, our team collated the in-house's ideas, suggestions and wants, along with



some from pertinent clients and associates who were closely working with Article 13 at the time of brainstorming.

The brainstorm elicited actions which we could take in the areas that mattered to us as individuals and to which Article 13 could really make a difference.

TARGET AREAS

To identify our specific target areas and to make sure we include the individual thoughts/opinions of our team, we are running a "UNGC Brainstorm" every year.

This year we had an innovative approach which means that we were using all media available in our office to get the thoughts (email, Wall poster, one to one interviews).

Everybody was asked to give a wish for our next years UNGC actions and to think about what could block us from the implementation. We also wanted to know what they think our resources are.

In the outcome we had very interesting and useful findings which build the basis of our modified UNGC strategy 2010.

KEY FINDINGS

Our resources on the one hand concerning time, money and staff are limited due to the fact that we are a small company. On the other hand we have expertise in Sustainability, research skills and academic knowledge which all of us gained in Universities around the world.

Another general thought is that our team members want to be more involved and informed about our actions on a more regular basis.

We also agreed that we wish to take bigger actions instead of many tiny actions as done in 2009 to have a bigger positive impact on our environment and community.

By combing our resources and obstacles we developed our main targets for strategy 2010.

We want to use our research skills resources to conduct an annual case study collection concentrating on different Sustainability/UNGC areas which will showcase best practise examples.

To improve the involvement and communications we are going to send out a monthly newsletter about our actions which will also be accessible on our website as a good best practise example for our website visitors.



THEMES AND SCOPE

Human Rights; We want to focus our human rights actions towards a clean supply chain. Topics that came up are:

- Disseminate our good practice via case study
- Buy responsibly from other companies
- Check before buying products, conduct a purchasing guide for the purchaser

Labour Rights; The Article 13 team wish to support organisations which work for children especially for children that are forced to work instead of their right to education. Topics that came up are:

- Support education programmes and initiatives which provide alternatives for child workers e.g. community projects to replace the income which children are often forced to work for

Environmental Protection; We want to reduce our Carbon Footprint as well as support community actions against climate change. Moreover we wish to support the development of Green Technology and innovative Carbon offsetting. Topics that came up are:

- Decrease CO2 emission of A13 to be carbon neutral in the future
- Reduce CO2 and encourage resume others to do same
- Help local councils communicate effectively with their community to reduce climate change impact
- To support a sustainable technology

Transparency & Anti-corruption; Our Transparency and Anti-corruption initiatives this year should concentrate on providing best practices examples. Topics that came up are:

- Provide support to community and local governments
- Support UK to fight corruption
- What does corruption look like in local organisations in the UK

APPROACH

For the next 12 months we would like to fulfil our objectives in these areas using the following ways:

- a. Events – attending, contributing to and keeping informed
- b. Donations – giving and encouraging others to give
- c. Initiatives – implementing, advertising and participating in
- d. Stakeholder communication – running networking events
- e. Partnerships – maintaining and developing
- f. Advocacy – disseminating research and best practice, as well as providing opportunities to take action



ACTION PLANNING Below is Article 13's commitment to addressing the issues that arose out of our brainstorming session and resonate deeply with Article 13 as a business and team. The following objectives detail the actions that were suggested and arose from discussion in our engaging and constructive session.

HUMAN RIGHTS

1.1. ARTICLE 13 SUPPORTS AND RESPECTS THE PROTECTION OF INTERNATIONALLY PROCLAIMED HUMAN RIGHTS.

What: Raise awareness throughout our network via advocacy of internationally proclaimed human rights.

How: Research and disseminate case studies which advocate the protection of Universally declared Human Rights.

Target: To publish 2 case studies on our website to be disseminated throughout our network and client base over 2010.

1.2. ARTICLE 13 ENSURES THAT IT IS NOT COMPLICIT IN HUMAN RIGHTS ABUSES.

What: Update and ensure compliance of policies including approved supplier list

How: In our annual update we will ensure reference to all relevant legislation and guidelines to ensure Article 13 and its suppliers are not complicit in human rights abuses.

Target: Update our policies once in 2010 relating to Human Rights, these include;

- Sustainability policy
- Training & Development policy
- Supply Chain policy
- Integrity Policy
- Client Engagement policy
- Diversity & Equal Opportunities policy
- Fair Commercial Terms policy
- Health & Safety policy

LABOUR RIGHTS

2.1. ARTICLE 13 UPHOLDS THE FREEDOM OF ASSOCIATION AND THE EFFECTIVE RECOGNITION OF THE RIGHT TO COLLECTIVE BARGAINING.

What: Continue work with Sustainability and Trade Unions around Sustainable Development and the Millennium Development Goals.



How: Throughout initiatives, partnerships and stakeholder engagement.

Target: Work with one Trade Union to promote and transfer knowledge around Sustainability

2.2. ARTICLE 13 SUPPORTS THE ELIMINATION OF ALL FORMS OF FORCED AND COMPULSORY LABOUR.

What: disseminate best practise information about Trade Unions

How: Research and disseminate best practice case studies which advocate labour rights.

Target: To publish 2 case studies on our website to be disseminated throughout our network and client base over 2010.

2.3. Article 13 supports the effective abolition of child labour.

What: Supporting innovative initiatives which work against child labour and enable children to go to school.

How: identify an organisation which supports education of children in developing countries where child labour is an issue. Support that organisation through volunteering and with donations.

Target:

- We will give our annual donation to support the wellbeing and education of children.
- One of our members will volunteer at least once a quarter with the chosen organisation in 2010.

2.4. ARTICLE 13 SUPPORTS THE ELIMINATION OF DISCRIMINATION IN EMPLOYMENT AND OCCUPATION.

What: Update and ensure compliance of policies including approved supplier list

How: In our annual update we will ensure reference to all relevant legislation and guidelines to ensure Article 13 and its suppliers support the elimination and discrimination in employment and occupation.

Target: Fulfil our Investors in People (IIP) status and the associated requirements and commitments.



ENVIRONMENTAL PROTECTION

3.1. ARTICLE 13 SUPPORTS A PRECAUTIONARY APPROACH TO ENVIRONMENTAL CHALLENGES.

3.2. ARTICLE 13 UNDERTAKES INITIATIVES TO PROMOTE ENVIRONMENTAL RESPONSIBILITY.

What: Continue to reduce our consumption levels where possible to fulfil our overall aim to reduce our carbon footprint.

How: Continue our reporting and monitoring of consumption across the areas of paper consumption, Emissions from transport and energy including associated actions to raise awareness and change behaviour.

Target: reduce overall carbon footprint by 10%.

3.3. ARTICLE 13 ENCOURAGES THE DEVELOPMENT AND DIFFUSION OF ENVIRONMENTALLY FRIENDLY TECHNOLOGIES.

What: Advocate new and innovative Green Technologies.

How: Research and disseminate best practice case studies which showcase new and upcoming green technology.

Target: To publish 2 case studies on our website to be disseminated throughout our network and client base over 2010.

TRANSPARENCY & ANTI-CORRUPTION

4.1. ARTICLE 13 WORKS AGAINST CORRUPTION IN ALL ITS FORMS, INCLUDING EXTORTION AND BRIBERY.

What: Disseminate best practise information around Transparency and Anti Corruption initiatives.

How: Research and disseminate case studies which are focused on best practice Transparency and Anti-corruption with a UK focus.

Target: To publish 2 case studies on our website to be disseminated throughout our network and client base over 2010.



MEASURES OF SUCCESS Article 13 will measure the success of this strategy by:

- *Fulfilled objectives month by month.*

We have a dedicated team member who will plan, track, report and monitor Article 13's activities as detailed month by month.

- *Communication on Progress 2010 annual reports against related KPIs.*

Our Communication on Progress will address each UNGC principle in detail, discussing actions and results against predetermined KPIs. Again there is a member of staff who is responsible for this report.

- *Increased external awareness and partnerships.*

Our statement of continued support states that we will join up at least one member to the UNGC; this as well as the anticipated success of our green tech partnerships will indicate our achievement in implementing this strategy.

- *Increased staff knowledge of local communities and global issues.*

Our team member dedicated to ensuring Article 13's UNGC commitments will conduct an employee survey on past, current and planned actions. This will not only involve staff to a far deeper level but will also echo how the company's own people measure our success.



APPENDIX 1

UNGC PRINCIPLES Strongly linked to the MDG goals, the 10 UNGC principles advocate specific areas of responsibility. The UNGC principles are:

1. Human Rights

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| 1.1 | Article 13 supports and respects the protection of internationally proclaimed human rights. |
| 1.2. | Article 13 ensures that it is not complicit in human rights abuses. |

2. Labour Standards

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| 2.1 | Article 13 upholds the freedom of association and the effective recognition of the right to collective bargaining. |
| 2.2 | Article 13 supports the elimination of all forms of forced and compulsory labour. |
| 2.3 | Article 13 supports the effective abolition of child labour. |
| 2.4 | Article 13 supports the elimination of discrimination in employment and occupation. |

3. Environment

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| 3.1 | Article 13 supports a precautionary approach to environmental challenges. |
| 3.2 | Article 13 undertakes initiatives to promote environmental responsibility. |
| 3.3 | Article 13 encourages the development and diffusion of environmentally friendly technologies. |

4. Anti-Corruption

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| 4.1 | Article 13 works against corruption in all its forms, including extortion and bribery. |
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APPENDIX 2

KEY PERFORMANCE INDICATORS

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Target: Work with one Trade Union to promote and transfer knowledge around Sustainability

2.2. ARTICLE 13 SUPPORTS THE ELIMINATION OF ALL FORMS OF FORCED AND COMPULSORY LABOUR.

Target: To publish 2 case studies on our website to be disseminated throughout our network and client base over 2010.

2.3. ARTICLE 13 SUPPORTS THE EFFECTIVE ABOLITION OF CHILD LABOUR.

Target: We will give our annual donation to support the wellbeing and education of children & one of our members will volunteer at least once a quarter with the chosen organisation in 2010.



2.4. ARTICLE 13 SUPPORTS THE ELIMINATION OF DISCRIMINATION IN EMPLOYMENT AND OCCUPATION.

Target: Fulfil our Investors in People (IiP) status and the associated requirements and commitments.

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3.2. ARTICLE 13 UNDERTAKES INITIATIVES TO PROMOTE ENVIRONMENTAL RESPONSIBILITY.

Target: reduce overall carbon footprint by 10%.

3.3. ARTICLE 13 ENCOURAGES THE DEVELOPMENT AND DIFFUSION OF ENVIRONMENTALLY FRIENDLY TECHNOLOGIES.

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