

Report 2019

Communication on Progress (COP)

UNICEPTA



Opening words from the management on the UN Global Compact Progress Report

UNICEPTA GmbH joined the Global Compact in 2015. We recognize the Global Compact's ten principles and promote them both within and outside of the company.

We have pledged to support the protection of human rights within our sphere of influence, to guarantee international employment standards, improve environmental protection, and fight corruption and bribery. We work to achieve these goals at all levels.

Over the course of the last year, we saw significant improvements in the following areas:

- Increase in share of female board members to 41 percent;
- Constant improvement of home office opportunities improves work-life balance;
- Professional organization of occupational safety with continuous employee training;
- More diversity: the share of our employees from outside of Germany rose from 13 to 19 percent. Our company is now made up of colleagues from 41 different countries.
- Establishment of a works council

The Global Compact principles are the foundation of our code of conduct, which is implemented across the entire corporate structure. The United Nations Global Compact is therefore an integral part of our company philosophy.

We would like to thank our employees, who bring the global principles to life and help to make UNICEPTA a better company.

We are proud to be a part of the Global Compact family.

Georg Stahl
Managing Partner UNICEPTA GmbH

This report is available online under the following addresses:

UNICEPTA: www.unicepta.com

UN Global Compact: www.unglobalcompact.org

1 UNICEPTA

UNICEPTA is a global leading service provider for media and data intelligence. We collect and analyze data from media outlets and numerous other sources from across the world, using the latest AI-driven technologies and expert knowledge. We provide decision-makers with important insights to help them reach better and quicker decisions.

Our core competences are:

- **Global Media Monitoring:** fully-integrated collection and analysis of data and information from over 150 million print, online, broadcast and social media sources – 24/7 across the world.
- **Corporate Brand Newsrooms:** all data and insights are merged in real time and presented in a tailor-made fashion – with intuitive visualizations for mobile devices to large-scale wall monitors
- **Analytics & Insights:** Big Data helps to provide important insights, with the aid of AI-driven analysis and the knowledge of our experts. For quicker and successful decision-making across the whole of top management.

Our more than 700 employees across offices in Berlin, Cologne, Krakow, London, Shanghai, Washington and Zürich support world-renowned companies and organizations across a multitude of sectors.

Whilst we are convinced of the importance of technology and data, we are aware that our employees are the ones who make the difference: smart, strong, personal and proactive. We love to execute teamwork, punctuality and perfection, impressing our clients with our innovation and creative thinking.

2 Statement on the development of measures for implementing the ten provisions of Global Compact

2.1 Human Rights

UN Global Compact Principle 1:

Businesses should support and respect the protection of internationally proclaimed human rights within their sphere of influence and;

UN Global Compact Principle 2:

make sure that they are not complicit in human rights abuses.

UNICEPTA upholds the principles of the Global Compact both within and outside of the company. The principles form the basis of our code of conduct, which all our employees are bound to. Our suppliers are informed about the Global Compact via the “Supplier Relationship Details” document, and we ask them to also follow it. UNICEPTA excludes cooperation with companies that contradict the principles.

UNICEPTA plays an active role in society through its donations and partnerships. One of our annual projects is the “Christmas card campaign”, whereby we donate money to a charitable cause.

We explicitly support our employees in any social engagement.

2.2 Work norms

UN Global Compact Principle 3:

Businesses should uphold the freedom of association and the effective recognition of the right to collective bargaining;

UN Global Compact Principle 4:

Companies should commit to the elimination of all forms of forced and compulsory labor;

UN Global Compact Principle 5:

Companies should commit to effective abolition of child labor; and

UN Global Compact Principle 6:

The elimination of discrimination in respect of employment and occupation.

UNICEPTA's corporate culture is aimed at facing all the challenges presented to us as a team and thus achieving high-quality performance. We commit to achieving a balance between our focus on performance and on social responsibility. In addition, we place great value on equal opportunity. Two of our core values include being an attractive employer and having high levels of employee satisfaction and these are things we are continually looking to improve upon. We respect the basic right of our employees to codetermination.

A company is only as good as its employees. Sustainable and individual further training helps to improve both personal satisfaction and the success of the company.

The UNICEPTA Academy provides training courses and further education opportunities for employees at every level based on their individual profile.

UNICEPTA strives to improve the equality of opportunity, as well as to increase the number of women in management positions. We understand that it is our social duty to respect the compatibility of work and family and we enable all our employees to take parental leave, be they male or female.

UNICEPTA increased the number of women in management positions over the course of the past year. This also included the creation of part-time leadership positions

UNICEPTA employees	30.09.2014	30.09.2019
Share of women in %	50	51
Share of men in %	50	49
Share of women in leadership positions in %	26.4	41
Share of men in leadership positions in %	73.6	59

UNICEPTA expanded its home office options in the period under review, with the intention of improving the satisfaction of our employees and improving the work-life balance.

The workplace health promotion is aimed at preventing our employees from becoming ill, increasing well-being and activity as well as reducing sick leave. In this context, UNICEPTA also offers a partnership with fitness studios.

The nature of our daily business and our position as a global company means that we are dependent on mother-tongue speakers of different languages. These economic reasons coincide with our ethical principles, to the effect that 19 percent of our employees are now foreign nationals. We employ people of 41 nationalities.

In order to support people with disabilities, we have worked together with a local sheltered workshop to our complete satisfaction since January 2018. UNICEPTA currently employs nine employees with a severe disability.

The company has also had a works council for 1 year, which is supported by employees in all respects and represents an additional connection between the employees and the management.

2.3 Sustainability

UN Global Compact Principle 7

Businesses should support a precautionary approach to environmental challenges;

UN Global Compact Principle 8

Undertake initiatives to promote greater environmental responsibility; and

UN Global Compact Principle 9:

Encourage the development and diffusion of environmentally friendly technologies.

Our sustainability guideline informs all our employees about our basic corporate principles.

Avoiding greenhouse gas emissions and the conservation of resources are essential corporate environment protection aims. In order to achieve these aims, UNICEPTA implements systematic energy saving measures and uses video conferences instead of business trips. Where possible, travel for business trips will be via rail. Limitations placed on energy, water and material usage and a reduction of waste generation are two of the core elements of our corporate environmental protection strategy.

All employees are encouraged to submit any suggestions for improvement on the topic of sustainability.

UNICEPTA took part in the nationwide Stadtradeln (city cycling) campaign this year for the fourth time, where we achieved 5,041 kilometers and thus prevented the emission of 715.9 kg of carbon dioxide. UNICEPTA helps fund the use of bicycles with company bikes.

We provide free regional and organic fruit to our employees to improve consciousness of healthy eating and sustainable products.

The newly created Sustainability team has been focusing on the topic of sustainability since this year. Its first action was to switch all our cleaning solutions to sustainable and certified products. A comprehensive restructuring of the waste separation procedure was also carried out. At our initiative, the office building received a plastic waste container, making it possible to separate paper, plastic and residual waste. When selecting paper, we take care to choose certified products (Blue Angel certification etc.).

2.4 Anti-corruption

UN Global Compact Principle 10:

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

In accordance with our corporate philosophy, our employees are encouraged to confront corruption, bribery and blackmail and any of the developments thereof promptly. We also ask for this of our business partners.

In the period under review, no instances have been recorded.