

Progress report 2020

Communication on Progress (COP)

UNICEF

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 the company.

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

In the past year, the COVID-19 pandemic presented us with enormous tasks. Protecting the health of our staff while maintaining business operations became our primary objective and was ensured by comprehensive measures:

- Remote work across all departments since April 2020
- Comprehensive hygiene concept for our offices
- Transparent communication of official recommendations (RKI, federal government) and the decisions of our task force
- Raising awareness among our employees

At the same time, we continued improving the implementation of the Global Compact's ten principles:

- Workshop on the topic of diversity and the establishment of measures to identify and prevent discrimination
- Constant increase in the share of women in executive positions; expansion of gender-equal leadership
- Expansion of part-time and flexible working models for executives

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 :

www.unicepta.com

www.unglobalcompact.org

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 entire top management.

Our more than 450 employees across offices in Berlin, Cologne, Krakow, London, Shanghai, Washington and Zurich 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 teamwork, punctuality and perfection, impressing our clients with our innovation and creative thinking.

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

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.

UN Global Compact Principle 2

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

UNICEPTA upholds the principles of the Global Compact both within and outside 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. In 2020, we donated EUR 3,000 to SOS MEDITERRANEE, a humanitarian organization for the rescue of life in the Mediterranean.

We explicitly support our employees in any social engagement.

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.

UN Global Compact Principle 6

Companies should commit to 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.

The works council and the management worked together closely and trustingly especially regarding the handling of the COVID-19 pandemic.

In response to the COVID-19 pandemic, UNICEPTA created remote working opportunities for almost all employees in April 2020. A comprehensive hygiene concept was developed for the few employees who continued to work from one of the offices, as well as for occasional in-person meetings. The positive experiences with our expanded remote working arrangements

have led to the decision to develop a new remote working plan. The goal is to have more employees work remotely even after the pandemic

With regard to the important topics of diversity and anti-discrimination, management, works council and interested employees have compiled joint positions and measures as part of a first workshop. The findings of the workshop will be pursued further in 2021.

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 20 percent of our employees are now foreign nationals. People of 38 nationalities enrich our corporate culture.

In order to support people with disabilities, we have cooperated with a local sheltered workshop since January 2018. UNICEPTA currently employs eleven people with a severe disability or people of similar status (Gleichstellung mit schwerbehinderten Menschen).

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 as well as the number of part-time leadership positions over the course of the past year. UNICEPTA continues to advance the expansion of part-time and flexible working models for executives. The principle of gender-equal leadership was tested successfully in the past year and will now be established across the company.

UNICEPTA employees	30.09.2014	30.09.2020
Share of women in %	50	49,2
Share of men in %	50	50,8
Share of women in leadership positions in %	26,4	45
Share of men in leadership positions in %	73,6	55

We are pleased with the continuous increase of the share of women in leadership positions which is also reflected in the statistics and encourages us to further step up our efforts in this regard.

3. Sustainability

UN Global Compact Principle 7

Businesses should support a precautionary approach to environmental challenges.

UN Global Compact Principle 8

Companies should undertake initiatives to promote greater environmental responsibility.

UN Global Compact Principle 9

Companies should encourage the development and diffusion of environmentally friendly technologies.

Due to the COVID-19 pandemic, UNICEPTA switched entirely to digital meetings. Except for a few exceptions, no business trips were required.

UNICEPTA will continue this strategy after the pandemic and avoid travel where possible. Seeing as many of our customers and service providers also have the technical capacity and have become more open to digital meetings, we are optimistic that we can reach this goal.

Even before the pandemic, UNICEPTA asked its employees to use the train for business trips where possible. Employees required to travel a lot are provided with a BahnCard discount card.

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 this of our business partners.

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