

Represent Communications

UN Global Compact

Communication on Progress

Year: 2016

## ABOUT THE COMPANY

Represent Communication is the largest integrated communications agency in Serbia and the Balkans region. For the past 15 years, Represent Communications has gained experience in working with prestigious clients who run business in different areas. We are a team of 46 dedicated and talented professionals who provide services for 42 clients across four markets. We are a Weber Shandwick global network affiliate and part of Interpublic Group.

## COMPANY'S CORE VALUES:

1. **QUALITY AND EXPERIENCE**
2. **TALENT HUB**
3. **COURAGE**
4. **TEAM DEDICATION**
5. **OPTIMISM**

## COMMITMENT STATEMENT BY MANAGING DIRECTOR

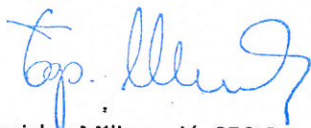
Our company is privileged to be among the companies that follow the UN Global Compact principles.

The Agency has managed to stay strong and overcome the challenges it was facing from the market, and remain focused on the principles we've agreed to respect.

In the past period, we have additionally contributed to fulfilling these principles and joined many additional activities which promote mainly human rights and labour principles, reflecting our everyday work.

We are pleased to be part of this project and we will continue to respect and promote the principles we adopted, bearing in mind their exceptional importance.

Sincerely,

A handwritten signature in blue ink, appearing to read "Borislav Miljanović".

Borislav Miljanović, CEO Represent Communications

## OUR APPROACH TO THE TEN PRINCIPLES

### Human Rights

#### **Assessment, policy and goals**

Represent Communications supports the Universal Declaration of Human Rights and is committed to developing a particular organisational culture which implements a policy to support the Declaration. Our Company's goal is to motivate our employees and partners to participate and actively respond to human rights related concerns aiming to secure dignity and equality for all.

#### **Implementation**

*Our company has taken the following measures in order to actively respond to the issues related to human rights:*

- We have collected financial resources, hygienic products, food and clothes for the immigrants, migrating from different countries this year.
- Our employees have participated in „Our Belgrade“ activation, contributing raising awareness on importance of giving continual support to the mentally ill.
- Becoming part of the Responsible business Forum in Serbia, our company has obliged to, voluntarily take part in the mentorship and education within the social entrepreneurship program. Our employees actively participate in education, but also in volunteering with other companies and organizations on many occasions related to the Forum's activities.
- We continued cooperating with the NGO sector in the area of promoting and distributing „Lice ulice“ magazine. By participating in this action, young people have a 50% profit of every magazine copy they sell. In this manner, we have contributed to helping resolve the evolving issue of numerous young people from the shelters engaged in illegal activities.
- Part of our employees have signed organ Donor cards, and set an example and encouraged others to do so in the future.
- The company's employees have participated as educators and trainees at Universities and different digital and PR conferences

#### **Measurement of outcomes**

We monitor and measure the progress of social entrepreneurs we are helping through the mentoring program. Also, we have a system in place that encourages our employees to report if they recognise any human rights issue. We also have annual (and six month) evaluations as a tool for employees to report on human rights violations. Our Human Resources Department regularly documents and keeps track of grievances issues in this area.



## **Labour principles**

### **Assessment, policy and goals**

Our company obtains written documents which clearly state and identify employees' rights, responsibilities and benefits. We also have a functioning system in place and a separate e-mail address where employees can report on violation of any labour rights and principles.

### **Implementation**

We are committed to using number of tools to ensure appropriate reporting on violation of labour principles. The tools that we use in that sense are open doors and regular meetings. We systematically invest in our employees and contribute to their continual education through: organization of educational trainings, team buildings, and personal development plans. Our company has continued with its trainee program where one-third of our trainees get hired after the program completion. We continuously track safety issues and implement new prevention methods.

The Agency is still implementing employee-related educational project, focused on improving know-how skills and informing them on the most important UN Global Compact principles.

Our CEO is actively present in participating in government dialogue in regard to gender equality and equal treatment of women in their working environment.

### **Measurement**

Our HR Department regularly documents employees' reports on violation of labour principles. A constant upgrade of policies regarding labour principles most adequately demonstrates the improvement in this field.

## **Environment**

### **Assessment, policy and goals**

We aspire to reduce the environmental impact of our business by educating our employees and motivating them to act environmentally friendly in and outside the offices where we perform our daily activities.

### **Implementation**

#### **Activities within our company**

We encourage our employees to recycle paper, plastic and cardboard and to that end we have placed several recycling boxes in our offices. Our policy is to use energy-saving light bulbs in the entire building.

As a socially responsible company, the Agency is still actively participating in raising and recycling cans within the "Can by Can" Project of the Foundation for Can Recycling "Recan" and recycling corks.

#### **Activities outside our company**

Our company has participated in many environmentally oriented actions, such as planting trees in the city center areas.

We are actively taking part in „Our Belgrade“ movement that gathers many socially responsible companies around different voluntary activities. Among those are environmentally friendly initiatives.

#### **Measurement**

Represent Communications keeps record of a number of employees who participate in environmental actions encouraging actions and stimulate them to continue with these activities. The company also tracks the progress on recycled materials and compares the progress with previous periods.

#### **Anti-Corruption**

##### **Assessment, policy and goals**

As a member of the Serbian Public Relations Association, the Agency is obliged to respect and act in accordance with the Ethical Code proclaimed by this Association. The Code identifies concrete violations in the mentioned area of work and emphasises fraud, harmful damage to reputation and disclosure of protected information as key violations.

Our employees are members of UN Global agreement Anti-corruption working group through which we actively participate and strive to enable citizens and partners to take part in a more active dialog on corruption.

##### **Implementation**

As a member of the Serbian Public Relations Association, Represent Communications continually and actively engaging in improving ethical and anti-corruption standards.

##### **Measures**

If the Ethical Code proclaimed by the Serbian Public Relations Association is violated, the members will appear in front of the Society's Court of Honour and suffer pre-defined consequences. Our company also has a system in place where violations in regard to anti-corruption can be reported and registered.