

Sustainable Development Goals

In September 2015, the General Assembly of the United Nations adopted the Sustainable Development Goals (SDGs). These 17 SDGs and the 169 sub-Goals connected thereto together constitute an action plan to bring a Sustainable and Resilient Society by 2030.

The SDGs are subdivided into 5 themes: People, Planet, Prosperity, Peace and Participation. The emphasis in these SDGs is on 'universality'. This means that these 17 SDGs will have to be implemented by as much as possible people locally and globally.

The wide diversity of these Development Goals and the limited time we still have left to achieve them, constitute major challenges for our society. Governmental authorities, citizens and organizations will have to cooperate in order to get there, **and we want to contribute our part as much as we can.**

We have carried out various actions that have contributed to these UN 17 SDGs in recent years. One of our structural actions these past years has been our participation in **Sustainable Entrepreneurship Projects**. To participate in these Projects, in 2017 we defined the inclusion of the SDGs in our own Communication as a main action.

CICO: Sustainable Development Communication Goals



For CICO, Sustainability is more than merely a matter of setting a Policy. It is our fundamental value that gives direction to our organization. In 2017, we charted our Sustainability Policy on the basis of the ISO 26000 standard. We took a critical look at our management from the perspective of 11 core subjects; Organizational Governance, Environment, Human Rights, Sustainable Purchasing and Supply Chain Management, Prosperity Involvement, Health, Education, Social Integration, Employment, Innovation, Fair Trading.



CICO: Sustainability Communication Strategy



Sustainability is intertwined with all aspects of our Corporate Business Management. It is an integral part of our Mission. In 2018 we launched a project to develop our Sustainability Strategy to the full. We have always been an organization with extensive Social Involvement and our Sustainability story goes far further back. Involvement in everything we do is a core skill in our way of Ethical Working.

CICO has a partnership with many organizations globally. Here we try to motivate our contacts to take part of our Sustainability Mission: **WORKING ON A GREATER WORLD**. We continue to support further Training and Education Projects for the underprivileged, there where we are able to do so. CICO also takes steps to improve our Sustainability on other fronts: we Sort Waste, deliberately Print Less, avail ourselves of various opportunities to strike a better Balance between Work and Private Life, and are migrating to Green Organization Centers. Daily we try to **WORK ON A GREATER WORLD** by being conscious what we do and trying to work on a better Life Quality for everyone we meet or work for. Social and Entrepreneurial **Inclusion** is very important.

But despite our Social Commitment and the many initiatives, there was still no overall Strategy or clear **Priorities**, and Sustainability was not explicitly mentioned in our Mission Statement. We had to correct this.

CICO: The Development of a Sustainability Communication Strategy



A transparent Vision and clear Objectives were consequently set for a Sustainability project, executed by a workshop namely to:

- Looking into what Corporate Social Responsibility could mean for an organization as CICO.
- Determine who the CSR stakeholders are for CICO.
- Determine the Sustainability **Strategy** for CICO with its related actions and KPIs.
- Putting these objectives into action.

CICO: Our Inspiration Domains



During this interesting investigation phase, we looked into the Sustainability Performance of a selection of organizations who could be a partner for CICO in this matter.

We subjected our entire value chain to a critical analysis based on the already mentioned earlier 11 domains of the ISO 26000 sustainability core subjects:

- . Organizational Governance.
- . Environment.
- . Human Rights.
- . Sustainable Purchasing and Supply Chain Management.
- . Prosperity Involvement.
- . Health.
- . Education.
- . Social Integration
- . Employment.
- . Innovation.
- . Fair Trading.



The analysis shows that both the staff and the board of directors consider operational Trust, Reliability, Compliance with Policy, Privacy and Security of Information, a **Transparent Dialogue with all parties**, and the need to express a **Clear governmental or organizational Vision** to be very important. The workgroup used this information to define a Sustainability Vision, Strategy and Objectives.

CICO: A Sustainable Vision, Strategy and its Objectives



In a digitized and fast-moving society where everyone is aware of the many options there are to develop themselves and has access to the benefits a Quality Life, is this not always reality for everyone. CICO wants to be a **Center of Excellence** in a Sustainable way for everything that has to do with Creating Opportunities to a better Life Quality.

CICO is a preferred partner for the many stakeholders who have an interest in a State of The Art Communication Development. To keep on achieving this, CICO will continue to attract and retain Top Talent and to deliver Outstanding Performances in this matter.

We must set an example in our sphere of **Influence by Encouraging** our partners to develop their business in a more Sustainable manner by making them more conscious to **WORK ON A GREATER WORLD**. Therefore; our aim is to be recognized as an **innovator** in the world of Sustainable local and global Communication Projects with an excellent score of delivering results and as an **important influencer**.



CICO: Our Sustainability Policy is based on five pillars



- . Continuously working on an Inspiring Workplace, internally and externally.
- . Being a Leader and staying a Leader in local and global Communication.
- . Setting Innovation Performances.
- . Applying Sustainability Chain Management with Fair Trading.
- . Delivering Outcome.

We have defined our Strategic Objectives to be achieved for each of these pillars by 2027:

These important efforts do not stop with the definition of a Vision and Strategy. A specific workgroup was set up per pillar in 2017 to develop the Sustainability Strategy further and to define and implement actions and projects according to the defined KPIs. These workgroups are composed of staff representatives and will be responsible for the further development and follow-up of the Sustainability Projects in the coming years. One concrete action is the participation in finding **innovative Solutions** to an overall global mindset of a Sustainable Entrepreneurial spirit to bring welfare to everyone, especially in regions where poverty and poor education is present. This mindset will contribute to more prosperity for many organizations, governments and human kind in general. That Entrepreneurial Vision support by an **Effective Communication Strategy** will result in a more educated and a more prosperous world.





CICO takes part, in its own way on the 17 SDGs, and works on this every day imperative Mission.

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The global agency

