

Global Specialist Markets

CORPORATE SOCIAL RESPONSIBILITY (CSR)



CSR is no longer considered a burgeoning part of industrial development but is now a well documented and integral part of industrial philosophy.





In today's business culture Corporate Social Responsibility (CSR) is as important as great service and deliverable savings. Companies of all sizes appreciate there is a growing need to value the labour force, conserve energy and be environmentally aware.



At GSM we place the importance of Corporate Social Responsibility very high on our agenda. We take our company's contribution very seriously, but more importantly our teams operate with the principles of CSR entrenched in everything we do. From our standard operating procedures, integrity of our teams, risk management, to our impact on the environment and the programs GSM has designed to support the communities in which we live and work. Each GSM office in every market operates to a shared set of CSR principles and policies. GSM also convenes a formal global CSR working group, comprised of individuals from every corner of the globe who work with all of our teams to ensure we are ethically responsible, and that we are contributing to our local communities.



Through consultation within the Working Group we developed our own GSM guidelines for CSR and asked all global offices to confirm if they were able to adhere to these guidelines. A graded qualification certificate has been developed to encourage all offices to participate and reward their efforts. It's pleasing to note that all GSM offices are engaged and proactively improving their CSR levels.

Our aim now is to elevate the importance of CSR within the organisation and to assist globally in attaining a higher awareness and increased success.



"At GSM, we've taken **think globally, act locally** to another level with the CSR working group – we share corporate responsibility ideas with all countries, and we always do what works best in each location."

Andre Webber, CSR Director, GSM Partners.

The CSR Working Group was one of the first working groups to be launched after the formation of GSM. We consider this topic integral to our strategy. GSM also supports a number of activities relating specifically to our industry, including:

- Duty of care
- Traveller health
- Safety & security
- The environment

The CSR Working Group is actively led by Andre Webber from GSM Brazil and is represented around the world by the following individuals:

| | |
|-----------------|----------------|
| Nathan Feld | Australia |
| Daniela Losacco | Canada |
| Ruby Wang | China |
| Julia Liu | China |
| Catalina Ortega | Colombia |
| Audrey Adriani | Indonesia |
| Dan Blomberg | Sweden |
| Lyndsey Atkins | United Kingdom |
| Sally Higgs | United Kingdom |
| Charlie Baikie | United Kingdom |



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AMERICAS





Sharing greener ideas

Since 2007, GSM Brazil has been a certified Carbon-Neutral operation. "Our first idea was to reduce our carbon footprint to zero, to offset all carbon-equivalent emissions generated from our operations. But sharing what we've learned on this process with our trade and customers became an important contribution to the environment" says Andre Webber, GSM Brazil's Marketing Director. Annually, an environmental finance consultant revises GSM Brazil's emission patterns, verifying if the proposed reduction has been achieved and suggesting suppliers, products and procedures that can reduce emissions. "We started by implementing an ERP with electronic billing. Back in 2006, each travel transaction (including business travel and MICE) required an average of 8 paper sheets, 3 of them just for our billing process." Currently, most business travel transactions do not require a single sheet of paper. Electronic workflow manages all requests, vouchers and tickets are delivered electronically on cell phones so the passenger does not have to print, and management reports are

delivered on-line. GSM Brazil has invested in providing it's staff with energy efficient computers. All emissions are then offset through re-forestation projects to generate permanent forests in protected areas, near water reservoirs or city areas. "The idea here is not only to reduce the green house effect, but to invest in projects that can deliver higher environmental benefits to our society". After implementing the project, GSM Brazil considered it was important to share the experience. Igor Tobias started lecturing on trade events about the experience, and GSM Brazil offered free consultancy to any customer that wanted to implement similar projects. As a result of this, in 2009, sharing the ideal responsible event concept with a customer, GSM Brazil was able to produce its first Carbon-Neutral event, including waste management and carbon offsetting. "Sharing best practices is in our DNA, and always brings excellent results, no matter if it is a more accurate travel policy, a more efficient requesting procedure or a greener event."



GSM Brazil
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Educating for a better future



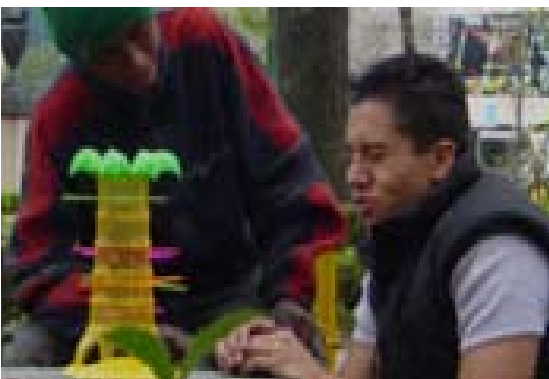
In Mexico City, numerous youngsters who, after suffering abuse, rejection, indifference or deprivation are forced to leave their homes. They live in abandoned houses, bus stations, garbage dumps and sewers, totally deprived of their childhood and in an environment that more often than not leads to drugs and criminality.



GSM Mexico supports a local organisation that has a different and very effective approach to encouraging children to leave the streets. The educators approach the youngsters in a friendly manner and invite them to join in games and activities that help them prepare to attend the Day Center.



“We understand that only education can lead our community to a sustainable future. Three years ago we came across a new project, Fundación Pro Niños de la Calle, which through an educational approach brings the kids back to their childhood. Those children have suffered a great deal, and we want to help them see that they’ve got other possibilities than a life on the street. This foundation provides a day care facility where the kids can learn and, with the help of psychologists, light up their will to search for a better way of life. We are glad to support this project working to achieve a better future, with less violence and more opportunities for all.” says Hermann Nettel, Director of GSM Mexico.



GSM Mexico appreciates that education is the best path for a brighter future. This appreciation has grown into applied initiatives, providing higher education, scholarships and supporting underprivileged students to attend one of the finest private universities in Mexico; The Universidad Anahuac.



GSM Mexico
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Voluntouring

GSM Canada encourages over 500 staff members to participate in volunteer travel programs 'voluntours' that operate through our Volunteer Abroad brand. To formally support this initiative, and to make it easier on those who wish to participate, GSM Canada awards all participants an extra week of paid vacation to use while on their voluntour. The Volunteer Abroad program believes that international volunteering promotes cross cultural learning which helps create global awareness and understanding between cultures and provides the platform for positive change.

Our volunteers:

- Have taught in schools.
- Provided disaster relief support for the International Red Cross.
- Conducted essential research to improve the management strategies of threatened environments.
- Built homes for impoverished people.
- Provided vocational training and programs for street kids.
- Worked in cooperation with hundreds of local organizations to distribute aid and improve the quality of life for people throughout Asia, Africa and Latin America.

Highlight – GSM Canada Employees in Peru. In 2009, two GSM Canada employees embarked on a journey to Peru where they mixed leisure travel experiences to Macchu Picchu and the Sacred Valley with a volunteer initiative helping out at a local school, Puericultoria Perez Aranibar (PPA). Our dedicated employees spent days and nights playing with and teaching the local children as well as painting a mural in the kindergarten area of the school. They were so moved by the entire experience that they cut some of their leisure aspects short to return to the school and continue volunteering until their return flight home to Toronto. Upon their return, our employees, like all employees who participate in this program, led a presentation to our staff sharing the details of their experiences with the office.



GSM Canada
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The notebook initiative



GSM Colombia takes recycling of paper very seriously with each piece of paper enjoying a long and varied life span. GSM Colombia developed an initiative to save paper and provided resources to help struggling neighborhoods in Cartagena. For each finished piece of paper left with a 25% blank area, the 25% becomes a page of a notebook.

GSM Colombia participates in a soccer tournament run by the Colombianitos foundation.



The tournament takes place in one of the poorest neighborhoods in Cartagena where most children do not have access to school materials such as notebooks. GSM Colombia's paper scraps became highly valued homemade notebooks for the children of the foundation, along with other items such as soccer equipment, coloring pencils and clothes.



EMEA



GSM CORPORATE SOCIAL RESPONSIBILITY (CSR)



Think globally, act locally

GSM Germany sets a great example of sustainable business. Thinking through all possible aspects of its operation and the local community, it has significantly reduced its impact on the environment. Responsible sourcing has led GSM Germany to reduce 60% of its paper consumption and replace white paper with recycled; unbleached paper on all internal documents. All generated waste is also accounted for and separated for recycling, reused whenever possible. Even the office water has a sustainable solution – it only uses reusable glass bottles from a local mineral spring, minimizing waste, and carbon emissions from transportation while still supporting a local traditional business.

Thinking globally, GSM Germany has decided that environmental consciousness is not enough for a true sustainable business. It is also important to support the wellbeing of the society, and for that it has selected important projects to support, such as Germany's heart disease association. "It is important to address different aspects of corporate responsibility to have a true sustainable business. No matter your business size, it is always possible to have responsible posture." says Robert Moll, President of GSM Germany.

GSM Germany helps kids to chase their goals – literally! – by supporting a local children's football club. GSM staff helps the team to advertise its matches, sponsors uniforms and all other aspects needed for the kids to play in their league.



iCare



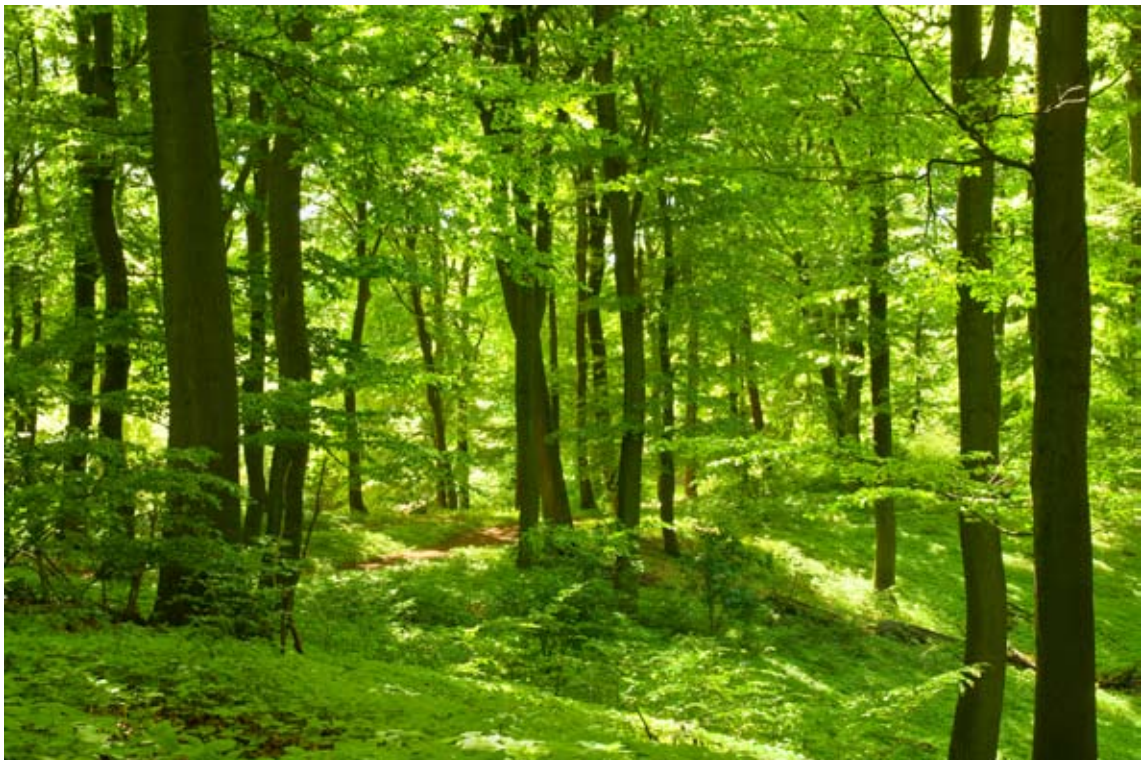
iCare is the ongoing GSM UK charity initiative whose primary objective is to help individuals, external to the company, who have to live in less fortunate conditions or who struggle with their current way of life. iCare was started in 2009 to accompany the independent ventures that GSM UK already have in place – such as supporting various charities through the London Marathon, and also an annual Christmas Toy Collection for CENIT, a non-profit organisation devoted to helping children and their families overcome grinding poverty and improve their quality of lives. iCare improves the way of life for the less fortunate whilst providing the opportunity to have fun with a diverse set of people from different backgrounds.

iCare also holds an 'iCare Challenge' quarterly to achieve something different in just one day to benefit others. The very first challenge for iCare was at The Orchard Primary School in Hackney, London in connection with the Kids Company. The task was to create a friendlier and more welcoming environment in the school for children who experience severe deprivation in their home environment. The children and GSM UK volunteers (including Richard Boardman, CEO) spent the day painting murals, Wendy houses and furniture around the playground. The 'Colour a Childs Life' challenge was the biggest challenge to date. In September 2010, two groups were sent to two different areas of London. The end result was freshly decorated bedrooms, living rooms and hallways for each of the selected houses that children were living in, previously of substandard conditions.

Environment carboncentric

Many of GSM UK's clients are now developing strategies to proactively tackle the effects of their business on climate change, and business travel is a particularly important part of this. GSM UK work to advise on green status of suppliers, the process of reduction and the opportunity of offsetting. We understand that travel is an essential part of business, and that this in turn leads to unavoidable carbon emissions. GSM UK has developed a service to help our customers better understand and control their carbon footprint which includes an innovative, quality assured programme to officially offset carbon emissions through our partner, The Carbon Neutral Company.

GSM UK also holds the ISO 14001 Environmental accreditation for ongoing measurement of consumption and reduction of waste.



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Sharing ideas to reduce impact

GSM France is currently engaged in acquiring the ISO 14001 certification as part of a wider sustainable development & environmental protection program. All employees of GSM France consider it essential to allow present generations to meet their needs, without jeopardizing the capacity of future generations to meet theirs. To achieve its CSR goals, GSM France has organized a series of round table discussions and presentations that involved all employees, creating responsibility, consciousness and setting the foundation for the new ISO certification.

“By creating CSR consciousness for the entire team, everyone becomes ambassadors that promote and implement change on our organization” says Marc Leidelinger, Président of Frequent Flyer Travel Paris, the GSM Partner in France.

With this project, everybody started measuring our waste and collaborating with ideas on how to reduce or reuse those disposable/recycled materials. Paper spent on invoices was a first common target, but the entire team started revising processes

that consumed paper.

But not only paper is on the agenda. Balancing work and personal life, voluntary work, benchmarking attitudes and practices that can reduce our impact on the environment and society, all came to the discussion. By discussing them openly with all peers, GSM France is accomplishing a great deal of change, that has now been consolidated in a structured project.

THE CHARTER FOR SUSTAINABLE DEVELOPMENT AND PROTECTION ENVIRONMENT OF FREQUENT FLYER TRAVEL PARIS

The foundation of our commitment is based on :

The awareness of the special responsibility of our profession and our activities in the construction of sustainable development.

The purpose of our project:

The success and lessons of our approach “sustainable development & environmental protection” which will be consolidated by the ISO 14001 certification.



APAC





Cross our hearts

One of GSM Australia's most recognised "global" clients is the Red Cross-Australia. We secured the Red Cross in August of 2009. Part of our initial offering was that we recognise the work that the Australian Red Cross performs both nationally and internationally and, on that basis, we would distinguish the Australian Red Cross as GSM Australia preferred charity above all other charities.

The initial contribution by GSM Australia as documented in our tender was a straight out donation. The level of the donation was based on a percentage (.05%) of their spend being returned to the organization in the form of "soft dollars" which meant it could only be returned to them in the form of airline tickets.

In the 1st year just passed this equated to \$18,000.00 which they can now use toward the purchase of airfares.

The second offering which was not part of the initial tender came as a result of the earthquake in Haiti. The dynamics of this terrible tragedy were felt around the world. As the TMC for the Australian Red Cross we were close to the "war room" for the Red Cross on how to move the Australian support contingent to and from Haiti.

It was our concern that this tragedy required a special effort over and beyond what our standard contribution entailed. In discussions with the Red Cross it was decided that GSM Australia would donate \$1.00 for every transaction fee for the months of February and March 2010. Furthermore we also presented our position to all our corporate clients and invited them to match our dollar from their own transaction fees. As a separate exercise to support the Red Cross's national campaign for donations we also opened an advertisement on the home page of our website that detailed the Red Cross charity and provided a link directly to their own fund raising effort. The changes required to our website were managed by our website developers at no cost. The outcome of the \$1.00 per transaction fee donation resulted in a donation of \$28,000.00 to the Red Cross.



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Family care Indonesia shelter home.



GSM Indonesia provides both sponsorship and active involvement in the Indonesian Family Care Centre. Through simple, yet very special events GSM Indonesia help to provide support to children suffering from cancer and their families.



GSM Indonesia work to inspire interaction and enthusiasm for children and parents who are struggling with the devastating effects of this disease. Educational support as well as encouragement of fun, such as games and clowns keeps the children active and hopeful.



GSM Indonesia also assists with the development of communities. This can range from painting of schools to arranging subsidies for the salaries of teachers. A Nutrition Program was also created as a commitment to overcoming problems of malnutrition in children. On an ongoing basis GSM Indonesia help to provide 25kg of milk for children in struggling communities.



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