

Sustainability Report 2020



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Letter from the CEO

Dear reader,

I'm proud to present the new Siteimprove Sustainability Report for 2020. While we have renamed the report from Corporate Social Responsibility to Sustainability this year, our commitment to the United Nations Global Compact and the Sustainable Development Goals (SDGs) remains unchanged. In a challenging year, we have maintained our crystal clear focus on digital inclusion and continued to live up to our responsibility as a thought leader within digital accessibility.

2020 was an unprecedented year in many ways. The COVID-19 pandemic was the dominant factor in society as well as business and as it shut down large parts of our world, it forced people to work remotely and move most, if not all, social interactions online. With everyone confined to their homes relying on virtual solutions to do their shopping, attend school, and use public services, digital accessibility has become more important than ever before.

In a sense, it was the perfect timing for us to launch our Accessibility NextGen product when we rolled out the beta version in the summer of 2020. Built on the new standards that we and our partners defined in the WAI-Tools project, Accessibility NextGen provides Siteimprove customers with new, state-of-the-art accessibility checking and helps them achieve an even higher level of accessibility conformance and improved end-user experiences, which is crucial for organizations that intend to do business online.



LETTER FROM THE CEO

Another major topic that we will remember 2020 for is systemic racism and injustice and the ensuing Black Lives Matter protests amplified by the tragic killing of George Floyd in Minneapolis. With our US headquarters located in Minneapolis, the tragedy and the following protests and riots hit close to home. I was proud to see our employees step up and help out the local community in any way possible, supporting people in need and rebuilding damaged areas of the Twin Cities. I hope that the events of 2020 at the very least have opened everyone's eyes to the injustices in society, and I urge us all to work together to overcome them.

On a more positive note, we got Nordic Capital on board in 2020 as new majority investors. From the very beginning of their ownership, it has been clear that sustainability is a priority for Nordic Capital which makes them a great fit for Siteimprove. They have been extremely supportive of our efforts and I am certain that they will help us reach new heights as a sustainable business.

I'm excited that we continue to partner up with likeminded organizations who, like ourselves, are committed to making a difference. The new partnerships we formed with key players in the accessibility industry in 2020 will enable us to take another step in making the web better for all. Together we are making the Internet of tomorrow more inclusive than it is today.



After this unprecedented year, a thank you is in order. I want to thank our employees for their dedication and commitment as this year has challenged them like never before. In the face of the pandemic, we saw our highest-ever Great Place to Work® ranking, which is a testament to our people-centric Siteimprove culture where we look out for each other and achieve amazing things together, even when we are apart and working remotely.

I look forward to continuing our work to make the digital world more inclusive and I invite all our partners, customers, suppliers, and readers to join Siteimprove on our journey toward a sustainable, inclusive future.

Morten Ersbøll Ebbesen
Founder & Chief Executive Officer

A handwritten signature in black ink, appearing to read 'Morten', with a long, sweeping flourish extending to the right.



Who we are

We operate in a digital reality. Almost every aspect of our lives takes place online. Every type of organization utilizes this digital space to serve their citizens, students, customers, and users. We want to ensure everyone can use this digital space without limitations. We also want to empower organizations and businesses to overcome their digital limitations by reaching their full digital potential.



The Siteimprove platform empowers teams with actionable insights that eliminate guesswork and prioritize the most impactful tasks.

We bring together siloed digital disciplines in one innovative solution, which integrates seamlessly with leading technology and existing workflows. Our intelligent automation software and best-in-class customer support help more than 7,000 organizations worldwide improve their digital presence.

Siteimprove was founded in 2003 in Copenhagen, Denmark, and has since expanded to the rest of the world with offices in Amsterdam, Helsinki, London, Minneapolis, Munich, Oslo, Singapore, Stockholm, Sydney, Tokyo, Toronto, Vienna, and Zurich. With more than 600 employees in our many locations around the world, we pride ourselves on having a truly global, yet truly local approach.



Our brand promises

- 1 We overcome complexity:**
Our solution cuts through digital complexity and prioritizes tasks that drive results
- 2 We make insights actionable:**
We eliminate guesswork and empower decision making
- 3 We work with you:**
Our innovative platform integrates with leading technology solutions while we support your digital development
- 4 We power growth:**
We empower organizations to meet their digital goals



Siteimprove and the SDGs

In 2015, the United Nations agreed to 17 global Sustainable Development Goals (SDGs) as part of their ambitious 2030 agenda. The overall objective is a better, more sustainable future. The 17 SDGs, and the 169 targets that go with them, address the global challenges we need to overcome within the next 10 years. We are strong supporters of the SDGs and their purpose of leaving no one behind. For the past few years, Siteimprove has worked actively with the SDGs and we encourage others to take part and join us on the path toward a sustainable future.

Siteimprove is uniquely positioned to contribute to the SDGs regarding digital human rights. We've identified the goals that align best with our core business and areas of expertise and considered where we can make the biggest impact, which means we're focusing on three specific goals that we view as great shared value opportunities. Our business model also has potential to directly or indirectly impact several other SDGs.

Siteimprove's impact on the SDGs

Focused positive impact



Potential positive impact



Potential negative impact



In this report, we will go into detail about our focused positive impact on goals 4, 10, and 17. In the Environment section, we explain how we mitigate the risk of potential negative impact on Goal 13: Climate Action.





Goal 4: Quality Education

Our focus

We want to ensure inclusive, equitable, and quality education by educating our stakeholders about accessibility and inclusion and by contributing to equal access to online education.

Why quality education is a priority

We are committed to providing equitable, quality education for all, which is why it's a key area of focus as we work toward a more inclusive world. As web accessibility is still seen largely as a niche topic, our goal is to make people aware of the issues caused by inaccessible technology, and to educate them on how to solve these issues. With our expertise, we are able to provide the knowledge and tools people need to improve the accessibility of their websites and live up to global accessibility standards.

Our targets

TARGET 4-3

The icon for Target 4.3 is a red square with a white border. It features a white graphic of an open book with a pencil to its right, and a white gear and a white wrench below the book. The number '17' is visible in the bottom left corner of the icon.

EQUAL ACCESS TO AFFORDABLE TECHNICAL, VOCATIONAL AND HIGHER EDUCATION

4.3
Equal access to affordable technical, vocational, and higher education

TARGET 4-5

The icon for Target 4.5 is a red square with a white border. It features a white graphic of an open book with a pencil to its right, and a white graphic of four stylized human figures below the book, representing diversity and inclusion.

ELIMINATE ALL DISCRIMINATION IN EDUCATION

4.5
Eliminate all discrimination in education

Our contribution

We spread awareness about accessibility and inclusion in everything we do. For those who are willing to learn more, we can educate them about the topic in a number of ways.

In Siteimprove Academy, we offer a long list accessibility courses, some related to practical topics, like creating accessible documents and emails, some aimed at specific professionals such as designers and developers, and others that are more general, like our Web Accessibility Fundamentals course. Every Siteimprove customer gets complementary access to all of our Academy courses for up to 20 of their users with their Siteimprove contract.

We also educate customers, partners, employees, and the general public through events, digital content, social media campaigns, and webinars. Our accessibility experts regularly speak at external conferences and Siteimprove-hosted events. They are also often featured in the accessibility webinars we organize over the course of the year.



SITEIMPROVE AND THE SDGS

On our website, we offer a substantial number of resources and pieces of content to help organizations become more accessible, and we always share valuable insights with the world on our social media channels.

Furthermore, one of Siteimprove's main customer segments is the education sector. By providing educational institutions with the software tools they need, we empower schools, colleges, and universities to make their information and services available to users of all abilities. When barriers on websites are eliminated, we can ensure that quality education is accessible for a larger part of society.

Key highlights from 2020



Close to **2,000 educational institutions** are using Siteimprove's tools to make information and services on their websites more accessible to people with disabilities.



We now offer **25 Accessibility courses** in the Siteimprove Academy and the courses are approved for Continuing Accessibility Education Credits through the International Association of Accessibility Professionals (IAAP).



Our customers completed a total of **12,128 accessibility courses** in 2020.





Goal 10: Reduced Inequalities

Our focus

We focus on promoting and contributing to the social, economic, and political inclusion of everyone, regardless of age, sex, disability, race, ethnicity, origin, religion, economic, or other status. We do this through our software solutions and public advocacy for accessibility and inclusion, and by sharing our knowledge and expertise.

Why reducing inequalities is a priority

We believe that equal access to digital platforms is a fundamental right. As the world becomes increasingly digital, digital accessibility is more important than ever. Our objective is to use our technology to make a genuine difference, and to give everyone the knowledge and tools they need to contribute to the change. This doesn't just apply to those with disabilities — as the world population ages, the need for accessible websites continues to increase.

Our targets



10.2
Promote universal social, economic, and political inclusion



10.3
Ensure equal opportunities and end discrimination

Our contribution

Our Siteimprove Accessibility software tool first saw the light of day more than 10 years ago and we have continued improving it ever since to better help organizations remove digital barriers from their websites. We also provide free resources that contribute to reduced inequalities on the web, including the Siteimprove Accessibility Checker for Google Chrome that we released in 2017.

The expertise of our employees is another asset in our efforts to create awareness and provide education about accessibility and inclusion. With our resources and knowledge, we can influence people and organizations around the world, whether through the content we create, the events we host and take part in, or through our interactions with customers and partners.

As we believe equal access to information and services on the web is a fundamental right, our contributions to this cause are described further in the section Human Rights.



Key highlights from 2020



Our free **Accessibility Checker for Google Chrome** reached more than 70,000 weekly users, up from 58,000 in 2019.



Our free **Accessibility Statement Generator** was used more than 1,300 times.



Our free **Color-Contrast Checker** was used more than 3,200 times.



Goal 17: Partnerships for the Goals

Our focus

We focus on encouraging and promoting effective public, public-private, and civil society partnerships. This helps put accessibility on the global agenda and extend our reach, enabling us to have a positive impact on even more people around the world.

Why partnerships for the goals is a priority

We believe that reducing the digital divide can only be achieved by the joint efforts of multiple stakeholders. Strategies and policies jointly defined by governments, industry, and civil society have far-reaching effects on closing the digital gap. We are committed to bringing together key stakeholders to understand the issues, find solutions, and collaborate to deliver change.

Our targets

TARGET 17-16

ENHANCE THE GLOBAL PARTNERSHIP FOR SUSTAINABLE DEVELOPMENT

17.16
Enhance the global partnership for sustainable development

TARGET 17-17

ENCOURAGE EFFECTIVE PARTNERSHIPS

17.17
Encourage effective partnerships

TARGET 17-19

FURTHER DEVELOP MEASUREMENTS OF PROGRESS

17.19
Further develop measurements of progress

Our contribution

Siteimprove partners with public and private entities worldwide to leverage our accessibility knowledge and solutions. At the end of 2020, we wrapped up the WAI-Tools project, on which we collaborate with key players in the accessibility industry, national authorities, and the World Wide Web Consortium (W3C). The 3-year project resulted in the creation of more than 70 accessibility conformance testing (ACT) rules that will make a huge impact on digital accessibility in the years to come.

We also partnered with other industry organizations on several projects and continued to engage with policy makers, civil society, and standards organizations. Our goal with every collaboration is to use our knowledge and resources to contribute to more people-centric accessibility guidelines, legislation, and solutions.



Key highlights from 2020



We concluded the **WAI-Tools project**, an Innovation Action project under the European Commission's Horizon 2020 program, which resulted in more than 70 ACT rules being created.



For the second year running, we co-funded **W3C's Diversity Fund** helping people with limited resources and diverse backgrounds attend the W3C's TPAC event.



We stroke up **partnerships** with key players in the industry, including AbleDocs and Fable.

Human Rights

Global Compact Principles 1-2

- The company should:
- 1 Support and respect the protection of internationally proclaimed human rights.
 - 2 Make sure that they are not complicit in human rights abuses.

Our commitment to human rights



In addition to our obligation to the UN Global Compact and its principles, Siteimprove's commitment to human rights is also stated in our Code of Conduct. The section "Contributing to the Global Community" describes how Siteimprove and all our employees are committed to universal human rights and oppose exploitive, inhumane labor practices.

Our commitment to human rights expands outside of the organization as well. As stated in Siteimprove's Supplier Code of Conduct, Siteimprove Suppliers must support and respect the protection of internationally declared human rights. Moreover, Siteimprove's suppliers shall ensure that they do not contribute to the violation of human rights. Siteimprove also conducts annual vendor audits checking for violations of human and labor rights.

At Siteimprove, we believe that accessing the internet is a human right. No one should be excluded online irrespective of age, sex, disability, race, ethnicity, origin, religion, economic, or other status, which is why Siteimprove works actively to put digital accessibility on the public as well as the private agenda. Creating awareness of the need for an inclusive web and educating customers, partners, the public, and other stakeholders about how to do it right are key focus areas at Siteimprove. Our efforts to make digital information and services accessible and removing technological barriers are our key contribution to human rights, and to the Sustainable Development Goals. In this section, you can read about what we do to promote and improve digital human rights and inclusion.

Siteimprove's technology has contributed to digital inclusion since 2007

The Siteimprove Accessibility tool saw the light of day back in 2007. Since then, it has seen numerous improvements, new functionality, and an ever-increasing number of users. Today, more than 6,000 organizations around the world use our accessibility software to remove barriers from their websites and make them more inclusive. We are proud to report that 95% of our revenue comes from customers that have our accessibility tool as part of their solution.





With the Siteimprove accessibility tool, users can prioritize issues based on responsibility, conformance level, and severity, so that they can efficiently remove accessibility barriers that affect the way their users interact with the brand. We pinpoint issues via on-page and in-code highlights. With our integrations, users can jump right into their content management system and fix the issue right away.

In 2017, our software solution was accompanied by the Siteimprove Accessibility Checker for Google Chrome, which is a free extension available for all Chrome users worldwide. With the tool, users can check individual pages for accessibility errors and receive guidance on how to fix those issues. The free extension now has more than 70,000 weekly users. The accessibility checker has since been accompanied by additional free tools, including our Color-Contrast Checker and our Accessibility Statement Generator both of which were used thousands of times in 2020.

To complement our automatic accessibility testing software, we also offer manual testing for customers who are interested in user testing their websites and ensuring that they live up to all accessibility standards. Our manual testing teams provide a high level of service and enable us to assist customers in all aspects of digital accessibility. In 2020 we took a major step within manual testing when we added a whole new accessibility testing team to be based in Helsinki, Finland.

Our latest inventions: Accessibility NextGen

Starting in the summer of 2020, Siteimprove customers could sign up to begin using the brand new beta version of Siteimprove's upgraded Accessibility tool known as "Accessibility NextGen". At the end of 2020, 600 customers had started using the new powerful tool that officially is scheduled to launch in early 2021.

Siteimprove has joined forces with W3C and other prominent industry partners in defining a set of new standards that take digital accessibility testing to the next level and beyond. For Siteimprove users, this means a range of brand-new accessibility checks, helping organizations achieve a higher level of accessibility conformance and improved end-user experiences.

Clear documentation is at the core of the new Accessibility experience which will help customers to quickly be on their way to finding and fixing accessibility issues through easy-to-understand descriptions and code examples.

Even though we re-engineered our core engine and have included new features and a new set of accessibility conformance testing rules based on the official W3C ACT Rules Format 1.0, making it a more streamlined experience to fix accessibility issues, Accessibility NextGen comes at no extra cost for Siteimprove customers.

Our latest inventions: The Accessibility Explorer

4% of the world's population is color blind. If you're not color blind yourself, you have the ability to tell colors apart which makes it difficult to identify color-related accessibility issues in your designs. In 2020, we added a new feature to our Accessibility tool called "Accessibility Explorer" to solve that problem.

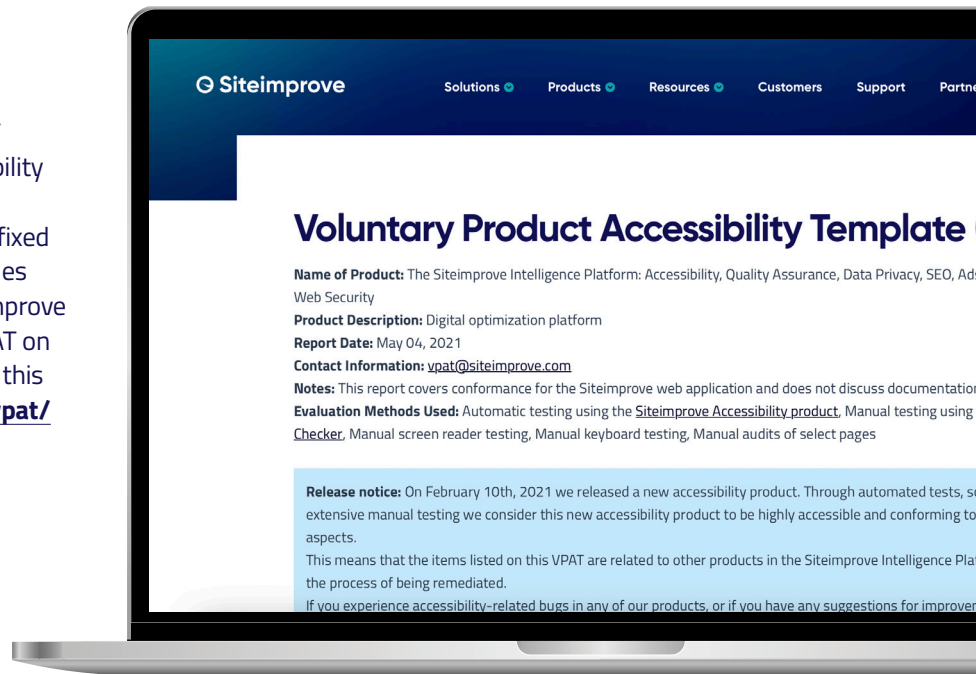
With the Accessibility Explorer, Siteimprove users can experience websites in different color spectrums based on types of color blindness. It also has an option to render the page entirely in grayscale, which resembles how some people with a more severe color blindness see the world. This new tool makes it easy to test a website and identify problems that affect many real users when they access a website.

When you avoid relying on color alone, you make your site more usable for everyone. You give users more options for how to scan and interact with your content. You make your product work well for different cultures, where colors might symbolize different things. It also helps users who are working in direct sunlight, or who have enabled warmer screen colors at night, which often causes colors to become less distinguishable. In essence, the new Accessibility Explorer is a great empathy-creating tool for gaining a better understanding of the challenges that color blind users face.

Creating an accessible SaaS platform

At Siteimprove, we want our products to be accessible for all users. The Siteimprove Platform has been developed with accessibility in mind, and the majority of all functionality is accessible and usable. In 2020, we continued to build on the strong foundation that we created in the past years. For the purpose of identifying accessibility issues in the development phase, we have installed a thorough procedure, which, in addition to automated accessibility evaluations and heuristic evaluations, involves manual testing performed by experts in a variety of browser and assistive technology combinations.

If you want to know more about the accessibility of the Siteimprove platform, you can check out our VPAT (Voluntary Product Accessibility Template). This document provides transparency into fixed accessibility issues and issues yet to be fixed on the Siteimprove platform. You'll find the VPAT on our homepage by following this link: siteimprove.com/en/vpat/





Inside the machinery

Interview with Tobias Jensen, Digital Accessibility Specialist, about improving the accessibility of the Siteimprove platform.

What did we achieve in 2020 in regard to the accessibility of the platform, and of our product development in general?

“We successfully built a design system of reusable components and got adoption from all our product teams. This means that we can enforce a strict accessibility policy for this small number of components, which is now being used accessibly on a large scale throughout our platform. We have already gotten a lot of wonderful feedback from people who use screen readers, and I have personally also enjoyed how everything now works more consistently and seamlessly.”

What has been you and your colleagues’ key accessibility learnings in 2020?

“By focusing on accessibility and inclusion, you simply build better and more robust products. It takes a bit of changing your mindset, especially if you are in the habit of building products a certain way, but often we found that developing features with accessibility in mind from the start simplified the experience for the user and also reduced the time required to build it. This is something I already preached, but it was nice to see it confirmed again and again.”

What would be your advice to other software companies who have yet to start building accessible software?

“Spend time on making sure your culture supports big accessibility efforts. In 2020 we started rewarding teams who excelled in building inclusive products; each month we gave out an accessibility award filled with candy. I have found that building a culture of “we can do this” works much better than ‘you have to do this’.

Creating awareness about digital accessibility



Creating awareness and educating customers, partners, and the general public is one of our key contributions to the SDGs. We do it through events, campaigns, trainings, content on digital channels, and webinars. In a typical year, we participate and plan countless activities, including organizing events and attending conferences, to create awareness about digital accessibility and the importance of inclusion online, and our accessibility experts would be busy speaking at conferences and at our Siteimprove-hosted events. In 2020, the pandemic forced us to move many of these activities online.

CSUN 2020

We, and the rest of the CSUN Assistive Technology Conference attendees, were fortunate that the 2020 edition of the conference was scheduled in early March, allowing it to move forward as a physical event. Hosted by California State University, the conference is the largest of its kind about assistive technology in the world, with more than 5,000 people in attendance. At 2020's conference, Siteimprove contributed with several talks about accessibility targeted for different professions and industries such as agencies and software development teams, and with the talk "Don't Leave Money on the Table", we presented the business case for accessibility, which is relevant for anyone who wants to do business with as many customers as possible. After the conference we shared the sessions on our website to allow people who didn't attend or missed us in person to benefit from these great learning opportunities.

#OhMyGaad

For our annual Global Accessibility Awareness Day (GAAD) celebration, we launched our global #OhMyGAAD initiative where we invited people online to take part and become accessibility ambassadors. GAAD is a global initiative focusing on digital accessibility and inclusion for the more than one billion people with disabilities and impairments around the world. It is marked annually on the third Thursday of May every year. With #OhMyGAAD, our aim was to get people talking, thinking, and learning about digital accessibility and inclusion by having them commit to the 7-day accessibility challenge where they would receive new useful information each day. In total, more than 570 people signed up and participated in the week-long challenge.

A year of virtual events

Moving events online has its advantages. Being able to access our webinars and virtual conferences from anywhere meant that we saw impressive attendance numbers. We organized a long list of webinars, fireside chats, and online conferences for our different locations, either on our own or with partners, with notable events in Sweden, United States, the DACH region, Finland, Canada, and Australia all exceeding 100 attendees. Our Accessibility Day event for Austria, Germany, and Switzerland, for instance, was a virtual conference with more than 400 attendees who spent the day learning about accessibility from 8 different speakers. Our online sessions are also recorded, making them available for an even larger audience who we can teach about digital accessibility.

Siteimprove Academy

Siteimprove Academy provides our customers and partners with a vast library of educational resources, including multiple training courses. In the past year, we added six more courses so that our partners and customers now have access to 25 different Accessibility courses in the Siteimprove Academy, all of which are approved for Continuing Accessibility Education Credits through the International Association of Accessibility Professionals (IAAP). Siteimprove Academy includes courses on accessibility for web developers, designers, purchasing, virtual classrooms, PDFs, Microsoft 365 tools, and much more.

In total, 12,128 accessibility courses were completed by Siteimprove users in 2020. Siteimprove's users clearly have great will and determination to learn about accessibility and contribute to a more inclusive web. Our extensive academy course program also shows our commitment to SDG 4 (Quality Education) and proves that we can create online learning that engages many people around the world.



Our partnerships make us stronger

Establishing partnerships with other key organizations in the industry enables us to become an even more inclusive company and lets us expand our sphere of influence so that we can help even more people with accessibility. It's important to understand that digital accessibility is more than just websites. Documents, videos, apps, and other kinds of content online that Siteimprove doesn't necessarily specialize in also need to be accessible, which is why partnerships across the accessibility community make perfect sense.

The final year of the WAI-Tools Project

One of our main partnerships for the past few years has been the Web Accessibility Initiative (WAI) Tools Project, where we have cooperated with other key players to build high-quality, standardized, and open-source checks for accessibility conformance testing to support the implementation of the EU Web Accessibility Directive.

2020 was the project's final year and in the end, Siteimprove had contributed to more than 70 standardized Accessibility Conformance Testing (ACT) rules. ACT Rules define how to test for WCAG accessibility conformance in accordance with the W3C Accessibility Conformance Testing Rules Format 1.0. In addition to other requirements, all ACT Rules must define what is being tested (Applicability), what the outcome should be (Expectation), and examples of Pass, Fail, and Inapplicable test cases. This creates clear and transparent interpretations of what is and isn't an accessibility issue.

We were able to put these new ACT rules to the test quickly as they were implemented in our beta version of Accessibility NextGen that we rolled out for selected customers in the middle of 2020. The new rules will be in high demand in the industry and they form the core of our new accessibility product, NextGen, and will be incorporated into our free Google Chrome extension as well.

The WAI-Tools Project was an Innovation Action project, co-funded by the European Commission under the Horizon 2020 program, Europe's largest research and innovation program, and was successfully approved and closed in March 2021. In addition to Siteimprove, the WAI-Tools consortium consisted of the W3C, Norwegian Agency for Public Management and eGovernment (Difi), Portuguese Ministry for Science and Technology, University of Lisbon, Deque Systems, and Accessibility Foundation.

The W3C's Diversity Fund

Like we did in 2019, we made a contribution to the World Wide Web Consortium's (W3C) Diversity Fund. The W3C is, in essence, the organization that sets the standards for how the web works. They have developed standards like HTML, CSS, and the WCAG. Each year, the W3C working groups gather for their technical plenary conference to get inspired, work on web standards, and learn from each other.

To ensure that underrepresented groups get the opportunity to attend these events, Siteimprove and other tech companies have established the Diversity Fund to fund travel and participation for people who would otherwise not have been able to attend and make their voice heard. Applicants must be from a traditionally underrepresented and/or marginalized group in the web community, including but not limited to: persons identifying as LGBTQ, women, persons of color, and/or persons with disabilities; and be unable to attend without financial assistance. However, due to the COVID-19 pandemic, this year's conference took place online which meant the funds, instead of covering travel costs, helped people who lacked the proper technical equipment and internet access to attend the virtual conference.



The Diversity Fund is important in order to ensure that we keep hearing all voices and not only the loudest voices backed by the large tech companies. It aligns perfectly with Siteimprove's strategy and our focus on contributing toward Sustainable Development Goals 10 (Reducing Inequalities) and 17 (Partnerships for the Goals).

New partnerships within the accessibility industry



In 2020, we established formal partnerships with two other industry-leading organizations. Our new partnership with the manual testing experts at Fable is an ideal partnership as we complement each other perfectly. This partnership with Fable makes it possible for digital teams to complement their existing automated accessibility efforts by continuously getting feedback from people with disabilities.

Fable joined us at our booth at the CSUN Assistive Technology Conference, allowing them to co-present with us, and together we were able to highlight the importance of combining manual and automated testing to cover all your accessibility bases.

AbleDocs, which is another of our new industry partners, also joined us at our booth at CSUN. AbleDocs is a leader in document accessibility and with our new partnership they are helping us with accessibility remediation of our PDF files. The people at AbleDocs also contributed to Siteimprove Academy courses, where they helped develop our "Accessibility for PDFs with InDesign" course, bringing their expertise to our Siteimprove Academy users.

The importance of accessible PDFs

Documents in Portable Document Format, commonly known as PDF, have been one of our focus areas within accessibility in the past year. We have long been paying attention to the accessibility of PDF documents that we create but it has always been challenging to make this particular format 100% accessible. Now, thanks to a new partnership, we are in a really good position to deal with PDF accessibility and we want to share our experience in the hope that other organizations can learn from it and start making their own PDF documents accessible.

Interview with Corbb O'Connor, Accessibility Testing Operations Manager, about the AbleDocs partnership and the importance of accessible PDFs.

Why is it important that PDFs are accessible?

"When we transmit information to other people, it's often in PDF. This format has been used a lot to ensure that the document won't suddenly change its look, and now we are often using the format because the file size is just gargantuan otherwise. We communicate very important information in PDF but it's sort of been the global warming of digital accessibility in the way that we all know it's a problem but we have no idea how to solve it. When you try fixing it, you find many more issues, so what you need is the help from someone who does this for a living because they can make it readable and navigable for someone using assistive technology much easier than you can."



Why are PDFs especially difficult to make accessible?

“Because no one is making it easy to create an accessible PDF. Once you click the “Convert to PDF” buttons in different tools that we’ve all been accustomed to using for more than a decade, you lose all the accessibility that you’ve put into the document.”

We’ve partnered up with a leading partner in the field to help us with PDFs. What does this partnership entail?

“AbleDocs is our preferred partner for remediation. We can send them a document and they will turn it into an accessible document that complies with WCAG and PDF/UA. They can even help with forms and scanned content. By partnering with AbleDocs, we know that the documents that we produce are accessible, and our team can focus on the content instead of having to be trained in all the intricate tagging structure of PDFs.”

What have we learned in the past year about PDF accessibility?

“We learned how pervasive the PDF problem is but we’ve also seen more people taking PDF accessibility seriously. We’ve seen it among customers, partners, and vendors. The word is out that it can be done. So as a leader in the field, we obviously should be frontrunners.”

What’s your recommendation for other organizations that want to make their PDF documents accessible?

“Don’t try to do it yourself. Outsource it and accept that it’s an ongoing expense. You should also evaluate how many documents you need on your public-facing website. In most cases, your website doesn’t need to be a historical archive so it’s just as much about pruning the stack of documents that you have to make accessible and deciding which of these documents need to be available to the public. Scaling it down from 3,000 documents to 400 makes it much easier to remediate and then you can set the expectation going forward for all future documents.”

Continued improvement and learning internally

After introducing the Siteimprove Accessibility Pledge, which is intended to guide employees and re-enforce for everyone how important accessibility is to the company, and our mandatory accessibility training in 2019, we further increased our efforts to learn and improve internally in 2020.

One of our major internal accessibility activities in 2020 was the “Innovation & Learning Sessions” hosted by our Accessibility Testing team. These biweekly sessions were open for anyone inside Siteimprove and each session had a different focus on a specialized topic or event. The purpose of the sessions was to offer personal development and accessibility education for our employees, and we saw that sessions have helped the accessibility professionals inside Siteimprove share knowledge and stay up to date on the ever-changing accessibility and technology industries.

The key learnings from these sessions include the increased knowledge of the more technical aspects of web design and accessibility, such as WCAG guidelines, accessibility testing methodologies, WAI-ARIA markup and the correct applications, agile development, using markdown language, and even tips and tricks about Excel. For the Accessibility Testing team, the initiative has empowered them to have a better balance between the daily tasks as accessibility testers and professional development. In essence, these



meetings have contributed to the team becoming better meeting hosts, report authors, team members, and auditors, which all will benefit Siteimprove's customers who utilize the services of the Accessibility Testing team.

Close to 40 Innovation & Learning sessions have now been conducted.



The Siteimprove Accessibility Pledge

We champion global inclusion by empowering people to do more through digital accessibility, which is at the heart of our company.

We are committed to ensuring that digital solutions and content developed, or acquired, by Siteimprove meets a high level of accessibility. This means either conformance with level AA of the Web Content Accessibility Guidelines (WCAG) 2.1 or ensuring that the solutions are effective, efficient, engaging, error tolerant and easy to learn for users of all abilities.

We pledge that should a conflict arise between release deadlines, aesthetics and the production of accessible solutions and content that accessibility will remain a priority.

Accessibility is here to stay

It's been 10 years since we joined the UN's Global Compacts so it's logical to look back and see if our contributions have made the digital world more accessible than it was 10 years ago.

After years of hard work to create awareness about the importance of digital accessibility, the topic is now, finally, getting some traction. An increasing number of organizations are realizing the need for inclusive solutions and the potential of accessible digital platforms, as our Managing Accessibility Consultant, Kevin Rydberg, notes:

// For the first time in years, we are going into businesses and do not have to explain digital accessibility.
– Kevin Rydberg

We're now going in and helping organizations get accessibility programs off the ground. It's exciting to meet teams that are eager to learn; many of those teams have had a 'taste' of digital accessibility and are hungry for more.

As more and more organizations' digital programs mature, accessibility is being addressed at the same level of importance as security or privacy. Compliance has been a huge driver for accessibility the past few years, especially in the US, but we are seeing two additional drivers now: digital transformation and revenue.

The concept of digital transformation (governance) has come back around as the evolution of the Web continues. Organizations are now looking at building sustainable digital programs, and Siteimprove is ideally positioned to assist. Accessibility can be a key driver for digital transformation, and in turn, show the strong correlation between all of the services Siteimprove provides. As Siteimprove continues to improve with NextGen and add resources, accessibility is firmly planted in planning, budgets, project management and employee education. Accessibility is here to stay. This in turn is putting an emphasis on accessibility education.



Once we show the ‘big picture’ and how there is a cause-and-effect for accessibility, SEO, quality, performance, analytics and other website attributes, the connection to revenue is clear. Accessibility improves the experience for all users and can contribute to completed transactions as well as customer loyalty and retention.”

Data privacy and security

At Siteimprove, we believe people have the right to privacy online and that your data is yours. Siteimprove takes privacy very seriously and has a reputation for safeguarding our customers’ data.

Siteimprove processes data for all our clients through the Siteimprove Intelligence Platform. In addition to complying with data privacy regulations, it’s Siteimprove policy not to sell or otherwise share our clients’ data to third parties. Our clients own their data and we ensure that their data is kept safe and not shared with other entities, commercial or otherwise.

In addition to our own measures, we encourage our suppliers to make data privacy a priority in all their operations through our Supplier Code of Conduct.

Siteimprove Data Privacy and Web Security

In addition to our efforts within accessibility and inclusion, we also provide our customers with tools that help them keep their websites safe and their personal data secure. The latest Siteimprove product, Web Security, was launched in 2020. It’s becoming an increasingly important priority for organizations of all types to keep their websites and visitors secure, and Siteimprove Web Security addresses that need.

Web Security greatly complements our Data Privacy product in this matter as our customers look to protect their digital platforms and the rights of their users. Siteimprove Data Privacy helps our customers locate the personal data that they store online, including ID numbers, cookies, and more. We empower our customers to find and remove personal data across their website and in turn help them adopt better data privacy practices. Together, we minimize the risk of their user and customer data being abused.

At the end of 2020, more than 400 organizations were using Siteimprove Data Privacy and/or Web Security to protect their personal data and keep their websites and users secure.

Protect your personal data with Siteimprove’s Share Widget

The Siteimprove Share Widget offers social engagement while protecting personal data. The Share Widget does not collect data from users or visitors and does not sell visitor data to third parties. This distinguishes us from other content-sharing widget services that add cookies to collect data to re-sell to advertisers.

In the past, alarms have been raised, particularly in the public sector, that content-sharing services sell data to or share data with third parties. With our product, customers can safely implement a share widget that respects privacy.



GDPR Compliance and Training

Siteimprove is committed to General Data Protection Regulation (GDPR) compliance in both its own internal processing of personal data as well as customer use of the Siteimprove Intelligence Platform. These compliance efforts have direct executive-team oversight and are implemented by the Siteimprove Legal, Information Security, and IT departments.

Siteimprove's approach to GDPR compliance includes, but is not limited to, the technical and organizational measures below:

- Transparency in the processing of data and the sub-processors used
- Offering customers a Data Processing Agreement to assist them in meeting their GDPR obligations
- Implementing principles of privacy by default and privacy by design into the development process
- Enhancing our infrastructure to implement encryption of data-at-rest and increased access controls
- Conducting awareness sessions on what personal data is and how it should be treated
- Regularly auditing individual departments to verify adherence to personal data business processes and identify any new procedures or personal data flows
- Increasing vendor security requirements in both vetting processes and contracts
- Annual ISAE3400 audits performed by external auditor (PwC)

Every year, Siteimprove employees complete a GDPR training course, obtaining a GDPR certification. The course equips our employees with the necessary knowledge about what personal data is, how to safeguard it, and how to be GDPR compliant.



Goals

Siteimprove's Human Rights Goals	Goals achieved 2020	Goals for 2021
 <p>Contribute to making the web better and more inclusive for all</p>	<p>The number of weekly users of our free Google Chrome Accessibility Checker increased to more than 70,000, while our other free tools also gained thousands of users.</p> <p>We launched Accessibility NextGen, integrating the latest Accessibility Conformance Testing (ACT) rules that Siteimprove helped develop in collaboration with W3C.</p> <p>We organized, hosted, and participated in numerous events around the world with the purpose of spreading awareness and knowledge about digital inclusion and accessibility.</p>	<p>We will continue developing and improving our accessibility software to provide other organizations with the best possible tools to improve their accessibility.</p> <p>We will continue to offer high-quality free tools for accessibility checking to allow everyone to improve their website accessibility.</p> <p>We will continue to support and organize events to create awareness about digital inclusion.</p>
 <p>Provide quality consulting and education</p>	<p>We continued to add educational courses about accessibility to Siteimprove Academy. We are now offering 25 different accessibility courses.</p> <p>Siteimprove customers and partners completed 12,128 accessibility courses in the Siteimprove Academy.</p> <p>With our accessibility tool, we helped 2,000 educational institutions make information and services on their websites more accessible to people with disabilities.</p>	<p>We will continue to offer expert consultancy and education on accessibility to Siteimprove customers, partners, employees, and the general public.</p>
 <p>Form effective accessibility partnerships</p>	<p>We concluded the cross-sector, EU-funded WAI-Tools Project after successfully contributing to more than 70 new ACT rules.</p> <p>We established partnerships with other thought leaders in the accessibility industry, including AbleDocs and Fable.</p>	<p>We will continue to look for partnerships in the public as well as private sector that can help us toward a sustainable future and digital equality.</p>



Labor Rights

Global Compact Principles 3-6

The company should:

- 3 Uphold the freedom of association and the effective recognition of the right to collective bargaining.
- 4 Uphold the elimination of all forms of forced and compulsory labor.
- 5 Uphold the effective abolition of child labor.
- 6 Uphold the elimination of discrimination in respect of employment and occupation.

Our commitment to labor rights

In addition to our obligation to the UN Global Compact and its principles, Siteimprove's commitment to labor rights is also stated in our Code of Conduct in the section "Working Together". The company and all employees are committed to the following clauses:

- Open and Honest Communication
- People Are Our Greatest Resource

As Siteimprove strives to create and maintain a safe, mutually respectful working environment, free of all forms of harassment, we have a zero-tolerance policy toward harassment. It is considered a collective problem and responsibility to intervene, should it take place. A safe and respectful working environment contributes to employee retention and is a precondition for productive and happy employees.

As we are part of the software industry, we recognize that we have the responsibility to take a robust approach against slavery and human trafficking. Siteimprove's Modern Slavery Act Statement sets out Siteimprove's actions to understand all potential modern slavery risks related to its business and puts steps in place that are aimed at ensuring that there is no slavery or human trafficking in its own business. Siteimprove is committed to preventing slavery and human trafficking in all our corporate activities.

Siteimprove's Whistleblower Policy enables employees, and other stakeholders, to make good faith reports pertaining to serious violations such as suspected fraud, unethical business practices, bribery, corruption, or other improper or unlawful activity, or serious health and safety concerns within Siteimprove.

Siteimprove is an Equal Opportunity Employer. We preach inclusion externally in our efforts to make the web better for all, and we find it only natural not to discriminate in our hiring process or in the way we treat employees. We are very focused on fostering a workplace culture where everyone is included and treated fairly and equally, and we take pride in being a workplace for people of all abilities. We encourage minorities, women, disabled, and veterans to apply for our jobs worldwide.



LABOR RIGHTS

Siteimprove's commitment to ensure proper labor practices expands outside of our organization as well. The Siteimprove Supplier Code of Conduct contains a section dedicated to labor rights and workplace health and safety. It clearly states that we require our suppliers to have safe and healthy working conditions, to ensure that no forced labor or child labor is used in their own operations or by their partners and suppliers, and to commit to complying with all local laws and regulations.

Our people are our greatest resource



At Siteimprove, our employees are our greatest resource. Without them there would be no innovative software, no happy customers, no Siteimprove. That's why we continue to work hard to maintain a safe, healthy, and inclusive workplace and aim for the highest possible level of employee satisfaction.

Keeping Siteimprovers safe and healthy during COVID-19

2020 was an unprecedented year in terms of keeping our people safe and healthy. The COVID-19 pandemic posed a new and unknown threat to every world citizen and it became the main challenge for companies all over the world, including Siteimprove.

Since the pandemic broke out in the start of 2020 and forced us to work at home for a large portion of the year, we have kept an even closer eye on the well-being of our employees. To deal with the unprecedented situation our employees have had to adapt their work and personal lives, and for many this new situation came with the risk of added pressure on their mental well-being. As a responsible employer, we felt obligated to do everything in our power to keep our employees safe and make the work-from-home transition as stress free as possible.

We emphasized that every office should live up to the highest hygiene standards by providing sanitizer, increasing the cleaning frequency, and ensuring enough distance between workstations and canteen seating. Our canteen in our headquarters also introduced dedicated timeslots and provided masks and disposable gloves to anyone entering the canteen area.

As our employees started to work from home, we made a point out of sending regular communication from our top leadership and HR department. This was to ensure that employees felt safe, informed, and included. We also distributed guides and help on how to take care of one's mental well-being while working from home, and we equipped managers with knowledge about how to support a remote workforce.

Our increased focus on mental well-being also meant that our HR team reached out to all employees personally to check in and see if they needed any additional support.

During Q2, we ran an employee survey to monitor the overall well-being of our workforce after the first few months of lockdown. While people were generally coping well and good at helping each other, the survey helped us identify any areas that we needed to pay additional attention to. Through the survey and personal outreaches, our employees have expressed that the company leadership, their own managers, and the HR department all have done a good job handling the pandemic and the work-from-home situation.





Taking care of our employees during the pandemic

Interview with Gitte Hemmingsen, VP of Global HR.

What did you and the rest of the top management team decide to do when you first realized the severity of the COVID-19 epidemic?

“The situation escalated day-to-day so we quickly realized that it required very clear and frequent communication. The health and safety of our employees became our first priority, which we maintained by introducing guidelines for all our offices concerning social distancing, hygiene, etc., and we adapted those to the national regulations of each country. We also introduced working-from-home, first as an option for everyone and later mandatory when countries went into lockdown. Eventually, all of our offices experienced a complete lockdown.”

How did you ensure that it was safe to be in the offices when it was still an option?

“We had a keen focus on increased hygiene which included putting up hand sanitizer stations around our offices. We made sure to be very specific about how many employees were allowed to be together. We followed all national guidelines, which included wearing face masks in some offices. In general, we were very diligently communicating the guidelines as clearly as possible, putting up signage in meeting rooms, in the canteen, and in the offices in general.”

How have we supported our employees’ well-being as we transitioned into working-from-home?

“Employee well-being has been one of the biggest focus areas for us. We’ve been sharing well-being tips with our employees on a continuous basis on how to take care of your physical as well as your mental health. We also sent out information and reminders about using the health insurance options that we have available.

We’ve also been informing managers about their role and how important it is to reach out to their employees regularly and create the right amount of flexibility to help them adapt to this special situation we’re in. In HR, we reached out to every single employee individually to check in with them and we also rolled out a survey to collect data on how our employees were coping with the whole situation.”

How do you think the organization has adapted to the new work-from-home situation?

“Overall, amazingly well. I was impressed with how quickly our organization was able to make this turnaround. As we are a SaaS company it’s been fairly easy for us to adapt. We’ve adapted well to video meetings which has been a win for us. Whereas previously we might have had meetings where 80 percent of attendees would be sitting in the same location and the rest would be in different offices, now everyone has to join the virtual meetings on the same terms, which has created more equality in terms of how they can participate in the meetings. So that’s been a plus.

We’ve introduced tools that make it easier to work virtually and have interactive meetings. Some of these tools and ways of working have definitely come to stay. While we’ve seen increased productivity in certain parts of the business, we have also been challenged, like everyone else I assume, and some more than others. To help those who have been struggling, we’ve allowed them to come into the office during lockdown because it’s been important for us to keep a good balance between a full lockdown and taking care of our employees’ mental health. We have been able to make it completely safe to be a few people in the office.”



How have our employees reacted to the way the Siteimprove leadership team handled the COVID-19 situation?

“Especially in the first month of the pandemic when things evolved day-to-day we communicated very frequently and I think our employees responded really well to that. I personally received quite a few emails thanking us for making them feel safe and showing them that we were on top of things, and that we cared. On the survey that we did, we scored high on how we had informed people and made them feel safe, which really meant a lot to me. Our managers have also done a great job and deserve a lot of kudos. They’ve been present and created flexibility for their employees. As humans, we react differently to a situation like this, and our managers have been able to adapt to these different reactions from their employees, which has been key.”

What has been the biggest challenge in keeping everyone in Siteimprove safe and healthy during the pandemic?

“I would say that, especially in the beginning, keeping up with the daily changes and new restrictions was the biggest challenge. It was very stressful. At that point we didn’t know what was ahead of us so it was worrying not knowing how bad this was going to be. It was so important for us to make our employees feel safe so we had to keep up and communicate the changes to our employees. As the months passed, we’ve gone into operations mode. Now we all know the restrictions and we know how to cope. It’s been amazing how people have been able to adapt to the situation.”

Health and safety



As a SaaS company our product is software, and all production of the Siteimprove software is conducted by highly skilled IT professionals under safe conditions, usually in our headquarters in Denmark but in 2020 it also happened remotely due to the national lockdown. The main initiatives for ensuring that our workplaces provide a safe work environment are our company-wide Code of Conduct, our work environment organization, and our people-centric approach to doing business.

In terms of employee safety, Siteimprove is committed to the following:

- Siteimprove strives to eliminate potential hazards from the workplace and to comply with all applicable occupational safety and health laws and standards.
- Siteimprove helps maintain a safe, healthy, and productive work environment for all Siteimprove employees by:
 - prohibiting the possession, use, sale, or transfer of illegal drugs or drug paraphernalia on Siteimprove property or time;
 - prohibiting the conduct of Siteimprove business while under the influence of alcohol;
 - prohibiting any acts that could be perceived as violent, threatening, degrading or intimidating; and
 - requiring that any instance of drug or alcohol abuse, violence, or unlawful weapons possession be reported to management immediately.



To further ensure that Siteimprove is a safe and healthy workplace, a working environment organization has been established. The group is based in Copenhagen and consists of four employee representatives elected by their colleagues along with representatives from the Legal department. The working environment organization takes mandatory courses and monitors the work environment in the offices based on a list of parameters, including room temperature, sound, air quality, and ergonomic conditions. The working environment group also organizes free first aid courses and have helped set up two defibrillators in the HQ office so that we can quickly assist if someone suffers a heart attack.

A great place to work



The happiness and well-being of our employees is a top priority, which is why we put a lot of effort into maintaining a workplace culture that nurtures professional growth and maximizes employee happiness. Every year we run employee satisfaction surveys in collaboration with external experts to keep track of how our employees are doing and to identify areas where we need to up our game.



Great Place to Work® is a global research and consulting firm that we've collaborated with for the past six years and we ran their employee satisfaction survey for a sixth time in September 2020. All our locations participated in the survey. This year we are very happy to report that our overall ratings improved compared to the year before, which we believe is testament to the hard work that everyone, and especially the management, put in to improve even after we in 2019 saw our highest Great Place to Work® rankings ever. Our global response rate remained at 90% of all employees, which was the same as the year before.



We are proud to report that we scored 91% on the "Great Place to Work Index", which is the amount of Siteimprovers that agree or strongly agree with the statement "Taking everything into account, I would say this is a great place to work." This is a significant increase from 2019 where we scored 84%.

Our headquarters in Denmark is included in the Great Place to Work® rankings. For the second year in a row we saw our highest rankings ever as Siteimprove ranked number 6 among the best IT companies to work for in Denmark with more than 50 employees, and number 16 among the best mid-size companies to work for in Denmark.

However, our participation in Great Place to Work® is not a branding exercise for us - we take the survey results very seriously. The results are instrumental in our work with maintaining a healthy working environment and nurturing an inclusive, open culture. The survey can help direct our attention to areas that need improvement, which we might not have identified otherwise before it was too late. We strive to be open about the results, which means they are shared with the Executive Management Team while each manager receives the results for their team. The global results are shared with the whole organization at a global staff meeting.



LABOR RIGHTS

Based on our highest scoring statements globally from the Great Place to Work® survey, this is what characterizes Siteimprove as a workplace:

- It's a physically safe place to work.
- People are treated fairly regardless of their race, sexual orientation, disability, age, and gender.
- People are able to take time off from work when necessary.
- It's a friendly place to work.
- People are made to feel welcome when they join the organization.

In addition to the Great Place to Work® survey, we also partake in the Star Tribune annual rankings of Minnesota's best workplaces. Based on the results of a third-party employee survey that measures engagement, organizational health, and satisfaction, the Star Tribune ranked Siteimprove as one of the 150 best workplaces in Minnesota in 2020. On the list of mid-size companies, Siteimprove was ranked 43 and it's the fifth time that Siteimprove is part of the top 150.

Giving back to the community



Taking care of our local community was more important than ever in 2020. As if the COVID-19 pandemic didn't already put enough strain on our employees, Minneapolis became the epicenter of Black Lives Matter protests and the social unrest that followed in the wake of the murder of George Floyd.

The systemic racism and the violent riots that the US, and particularly the Minneapolis area, experienced in 2020 resulted in a lot of physical damage to the local community and caused a lot of psychological pain for the people of Minnesota. The Lake Street area in Minneapolis, where Siteimprove started our American adventure, was particularly hard hit with a lot of local businesses being destroyed. Consequently, Siteimprove donated \$10,000 to Lake Street council to help rebuild the area.

The events occupied the minds of many of our employees in Minneapolis so they were also granted two extra "Give Back Days" that they could use to help out in the community. Give Back Days allow all eligible employees to contribute their time, talent, and passion for good causes by volunteering for organizations or events. Usually, each US-based employee receives two days, or 16 hours, to use during regularly scheduled work to spend on these activities, but in 2020 they received double that amount – a total of 32 hours each.

In 2020, Siteimprovers spent a total of 720 hours of their working days giving back to the community through our "Give Back Days" initiative. Among many other things, Siteimprovers gave back by cleaning up in the streets after the protests, helping out at food banks, and volunteering to help with donations and distribution of food and supplies.



To help kids and families in the Minneapolis area put food on their tables in the challenging COVID-19 times, we partnered up with Second Harvest Heartland to collect donations. By reaching out to our community of friends, family, and professional networks, we managed to raise thousands of dollars that helped local families get access to food and essential supplies that they needed. All donations by Siteimprove employees were matched by the leadership team.

Taking pride in diversity



We aspire to be an inclusive company. We take pride in having a diverse workforce and we see it as one of our core strengths. Our employees hail from almost 50 different countries and all of them bring different backgrounds, abilities, and valuable knowledge and experiences to the table, contributing to our inclusive company culture and great business results.

Being an Equal Opportunity Employer, we are committed to provide employment opportunities to all qualified persons on an equal basis. Siteimprove will not discriminate against any employee or applicant for employment because of race, color, religion, sex, gender identity, national origin, ethnicity, age, sexual orientation, disability, marital status, veteran status, or any other characteristic protected by law in any of the terms or conditions of employment.

Siteimprove's commitment to offering equal opportunities is stated in our Code of Conduct, as well as in our Diversity Policy. Written in 2019, the policy sets out the elements of Siteimprove's approach to diversity, including our overall aim and the company's focus areas. Our specific goals for gender diversity that the Executive Management Team has signed off on are also included in the policy.

Our gender diversity goals

Operating in the generally male-dominated IT industry, Siteimprove is committed to working toward increasing the share of women in all levels of the company. This goal is stated in our Diversity Policy. Specifically, we have a goal of adding one woman to the Board of Directors by 2021, adding an additional woman to the Executive Management Team by the year 2021, and to have an overall gender-split of at least 40-60 (female-male) in other management levels by 2022.

By the end of 2020, our overall gender ration for the whole company was 42.3-57.7 (female-male) which is a significant improvement compared to 2019 where the ratio was 38-62. On management level, the gender ratio is 32.9-67.1 (female-male) which is a slight decrease compared to 2019's ratio of 34-66 and still some way off our 2022 target. On top management level, we reached our 2021 target of adding one additional woman to the EMT when our VP of Global HR was promoted to the EMT in 2020. The situation of the Board of Directors remains unchanged, even though we have asked our sourcing agencies to prioritize diversity. Unfortunately we have yet to find the right candidates for the tasks at hand.

We are disappointed that we've taken a small step back on the management level as we aspire to reach our 40-60 goal by 2022. Getting more diversity in among our management positions will be an important focus area for our diversity efforts in the year to come.

As we reached our 2021 goal of adding one more woman to our Executive Management Team, we intend to review our diversity policy in 2021 and set a new diversity target for the EMT level.



2020 initiatives for diversity and inclusion

The progress we've seen on the overall gender ratio can be attributed a number of factors. We increased our focus on equal opportunities and diversity in our hiring process in 2020 where we completed a Gap Analysis of our hiring process and reviewed and adjusted our job postings. We also saw great support from our hiring managers when explaining the importance of diversity in our recruitment. These efforts all contributed to positive changes which resulted in 53% of all new hires in 2020 being women, up from 41% in 2019. That led to a 4.3 percentage point increase in women among our total workforce compared to the year before.

Gender Diversity Data Report

We have created a Gender Diversity Data Report, where we track gender diversity within our teams and organizational levels as well as within recruitment, promotions, and employee turnover. This data report will help us keep everyone in the organization accountable and it enables us to identify areas that need more of our attention.

Focus groups and surveys

During 2020, we collected input and feedback from our employees through focus groups and surveys. Our employees are very engaged when the topic is diversity and inclusion so we have received a lot of useful insights about what we can do to become even more diverse and inclusive. One specific outcome of one of our focus groups is that we have made Martin Luther King Jr. Day a paid day off for our US employees.

Partnerships

We are continuously looking for valuable partnerships that can help us drive the diversity and inclusion agenda. Since 2017 we have sponsored Women in Tech and for 2021 we have established a formal partnership with HackYourFuture, a coding school for refugees. We are also members of the Disability:IN Minnesota, a leading nonprofit resource for business disability inclusion worldwide, and St. Paul Chamber of Commerce, whose focus is racial diversity, as well as The Eagle Group that focuses on veterans in Minnesota.

Global Diversity Awareness Month

October is Global Diversity Awareness Month and in 2020 we arranged a number of different activities to increase awareness about our differences and foster inclusion. We asked our colleagues to share unusual traditions and their favorite food and drinks from their countries of origin, and our Siteimprovers in Copenhagen shared what they missed the most from their countries. We also shared different educational pieces, e.g. about not putting people in boxes, and at the end of the month we made a video of Siteimprovers explaining what they really like about having colleagues from all over the world. By highlighting how we are different and how we all benefit from that, we encouraged everyone to talk about our differences and about the things we have in common, hopefully contributing to a greater sense of inclusion for everyone at Siteimprove. Because even with all the different backgrounds we have, we are all Siteimprovers.



Global Diversity CFP Day

In January, we hosted a Global Diversity CFP Day event at our office in Copenhagen. When conferences and events are looking for speakers, they start a process called “Call for Proposals”. This is an invitation for anyone interested in speaking at the event to submit their idea for a talk or workshop, which organizers then use to choose talks for their events. The focus of Global Diversity CFP Day is to assist underrepresented groups craft their proposals so that we can see a more diverse crowd of speakers at important events and conferences. At Siteimprove we are lucky to have some bright and seasoned conference speakers who volunteered on the day to help the diverse group of people who stopped by to learn more about public speaking or get help with their proposals and talks. Our Global Diversity CFP Day event was open for everyone and free to attend.

For 2021, we have many exciting D&I initiatives lined up that we anticipate will make a big impact.

Goals

Siteimprove’s Labor Rights Goals	Goals achieved 2020	Goals for 2021
Ensure a healthy work environment for all Siteimprove employees	We made the health and safety of our employees our top priority during the COVID-19 pandemic, adapting to remote working and taking care of the physical and mental health of our employees.	We will continue to focus on maintaining a safe and healthy work environment for all Siteimprove employees.
Ensure that employees and applicants have equal opportunities	<p>We continue to be an equal opportunity employer and not discriminate in our hiring process.</p> <p>We increased our gender diversity by 4.3 percentage points overall by having a strong focus on recruitment. Of the people we hired in 2020, 53% were women, up from 41% in 2019.</p> <p>45% of promotions went to women, up from 36% in 2019.</p> <p>We extended our partnership with Women in Tech.</p> <p>We continue to promote equality and inclusion internally and externally.</p>	<p>We will continue to provide and promote equal rights to employees, applicants, and the public.</p> <p>We aim to get closer to our goals for gender diversity and increase the diversity of our workforce in general.</p> <p>We want to contribute to more diversity in the IT and tech industry.</p>
Continue our focus on the well-being and satisfaction of our employees	<p>We saw our global results in the Great Place to Work® survey improve compared to 2019 and were ranked among the top workplaces in Denmark and Minnesota.</p> <p>We continue to use systematic onboarding surveys to track satisfaction and onboarding levels of new Siteimprovers.</p>	<p>We want to continue tracking employee satisfaction and increase employee engagement.</p> <p>We will continue to prioritize the professional development and work-life balance of our employees.</p>



Environment

Global Compact Principles 7-9

- The company should:
- 7 Support a precautionary approach to environmental challenges.
 - 8 Undertake initiatives to promote greater environmental responsibility.
 - 9 Encourage the development and diffusion of environmentally friendly technologies.

As an IT company, Siteimprove's environmental impact in the production and distribution processes is significantly lower than in many other industries. However, we want to positively contribute to a better environment and a greener future, which is why we have high environmental expectations for our employees, our providers, and our suppliers. We are aware of the potential risk of negative environmental impact that our data processing poses. In this section, we elaborate on how we mitigate that risk.

Siteimprove's Environmental Policy

The Environmental Policy applies to all Siteimprove branch offices and defines the overall environmental work within the company. The policy is directly related to the principles of the Global Compact. To live up to the principles, we take the following actions:

We **exercise caution** in relation to environmental challenges by:

- Striving to be among the most environmentally conscious businesses in our industry
- Ensuring that all our providers and suppliers demonstrate environmental consciousness
- Ensuring that our internal processes are environmentally compatible

We take steps to **promote environmental responsibility** by:

- Increasing the engagement and environmental consciousness among employees
- Ensuring that our facilities comply with the highest environmental standards

We support the **development and growth of environmentally friendly initiatives** by:

- Ensuring that materials from end-of-life products to an increasing extent can be recycled, or that they can be disposed in an environmentally safe manner
- Cooperating with authorities on the establishment/operation of facilities when new legislation takes effect or better technology becomes available



Our environmental demands for our suppliers

Our Supplier Code of Conduct requires all Siteimprove Suppliers to comply with all applicable laws and regulations relating to the impact of their business on the environment. Compliance with environmental laws includes any international or applicable local laws affecting the source of materials and processes used to manufacture products. Siteimprove Suppliers should minimize their own environmental impact and continuously try to limit their environmental impact on a continuous basis.

Minimizing the carbon footprint of our data processing

As a Software-as-a-Service company, the biggest carbon footprint in our production and distribution comes from the big amounts of data we process, more specifically from the energy used in our data centers. We are aware of the environmental impact of that energy consumption, which is why we have chosen a data center that meets our demands regarding sustainable energy consumption and optimal data security.

Our data center, Interxion, has received multiple environmental awards and they support and consume energy from sustainable and low-carbon sources. 100% of their power comes from sustainable sources, including water, solar, and wind. Interxion also uses a unique cooling system that uses water from reservoirs 70 meters below ground, which enables them to exploit the natural cooling potential of the water to reduce the load on their chillers.

While Interxion is our main data center, we also use Amazon Web Services (AWS) for some of our data processes. AWS are committed to their goal of using 100% renewable energy for their global infrastructure footprint by 2030, and we are happy to see them making progress as the company is now on a path to achieve this milestone by 2025, five years ahead of the initial target. Back in 2018 they reported a 50% renewable energy usage and since then AWS have announced that they will build several new wind and solar energy farms to get closer to their goal. AWS also purchases and retires environmental attributes, like Renewable Energy Credits and Guarantees of Origin, to cover the non-renewable energy they use in certain regions.

Minimizing the carbon footprint of our hardware

As an IT company we use a lot of hardware equipment across all our offices. To ensure that the hardware we use has been produced and distributed in accordance with environmental standards, we use a fellow Global Compact Signatory, Atea, as our global IT hardware provider. From an environmental standpoint Atea is the right provider for Siteimprove because they are ISO 14001 certified, they screen their manufacturing suppliers using specific environmental criteria, and they have ambitious sustainability goals.

PCs for People



Once we no longer have a use for our hardware, we look to donate it to other organizations in need. In September 2020, our team in Minneapolis donated over 100 working desktop computers and monitors along with various other equipment to the organization PCs for People. PCs for People provide refurbished technology and equipment to low-income households and recycle electronic waste in an environmentally friendly way.

Goals

Siteimprove's Environment Goals	Goals achieved 2020	Goals for 2021
 <p>Use environmentally responsible suppliers</p>	<p>We continued our collaboration with environmentally responsible data centers and hardware suppliers.</p>	<p>We will continue our collaboration with green primary suppliers.</p>
 <p>Encourage and practice environmental consciousness</p>	<p>We have donated our second-hand hardware to organizations in need.</p> <p>During the COVID-19 pandemic, all our international business travel was suspended, significantly reducing our carbon footprint.</p>	<p>We will continue to encourage employees and external stakeholders to consider the environment in their activities and use of resources.</p> <p>We will continue to look for opportunities to recycle more and produce less waste in our offices.</p> <p>Once we've made it through the COVID-19 pandemic, we will work on keeping our business travel to a minimum to reduce our environmental footprint.</p>



Anti-corruption

Global Compact Principles 10

The company should: **10** Work against corruption in all its forms, including extortion and bribery.

Siteimprove is committed to conducting our business free from extortion, bribery, and all unlawful, unethical, or fraudulent activity. We are proud to report that Siteimprove had no cases or allegations related to bribery or corruption in 2020.

Building honest business relationships

Our company-wide Code of Conduct, which is mandatory for all Siteimprove employees to read and comply with, addresses the issues of bribery and corruption.

The section "Building Business Relationships" states that "*Honest dealing with customers and suppliers is essential to Siteimprove's relationships. Giving or receiving any kickbacks, bribes, or similar payments of any sort is prohibited.*" Furthermore, it informs employees of their responsibility in their dealings with government employees, to whom they are not allowed to offer any gifts, gratuity, or things of value, unless pre-approved by the Legal Department.

It is policy that employees at Siteimprove cannot keep gifts from providers, customers, vendors, and other partners to avoid conflicts of interest caused by such gifts.

As a global company, Siteimprove follows the strictest ethical and business standards of behavior, regardless of the leniency of local standards. Complying with the Code of Conduct is based on the use of good judgment and seeking guidance when questions arise. If employees are in doubt about anything related to corruption and bribery, they are encouraged to contact the Legal Department, who can advise on the correct course of action. If employees witness any breaches or suspect violations of the company-wide Code of Conduct, they must contact the legal department or reach out to Human Resources. The consequence of violating the Code of Conduct can be a warning, or termination.

In addition to the Code of Conduct, selected employees undergo antitrust training.

Siteimprove's Whistleblower Policy

Back in 2019, we implemented the Siteimprove Whistleblower Policy. The formal processes established in the policy enable employees, and other stakeholders, to make anonymous good faith reports pertaining to serious violations such as suspected fraud, unethical business practices, bribery, corruption, or other improper or unlawful activity within Siteimprove.

Every report of a possible violation will be investigated promptly and impartially, with every effort to maintain confidentiality of the reported individuals and the person reporting the violation. If a violation has taken place, we will take appropriate corrective and remedial action, up to termination and reporting the violation to a competent legal authority.



Siteimprove’s demands for suppliers about how to conduct business

The Siteimprove Supplier Code of Conduct clearly requires all Siteimprove suppliers to conduct business according to the highest ethical standards of conduct and in compliance with all applicable laws and regulations, including the U.S. Foreign Corrupt Practices Act (FCPA), the United Kingdom Bribery Act (UKBA), the Corruption of Foreign Public Officials Act (CFPOA), and similar laws in other countries that prohibit improper payments to obtain a business advantage.

Suppliers must not offer, promise, give, accept, or solicit any bribe, gift, loan, fee, or other advantage to any government official or employee, any customer, any Siteimprove employee, or any other person to obtain any business or improperly influence any action or decision.

The Supplier must also have appropriate whistleblowing procedures in place, which should be communicated to its employees and stakeholders. At a minimum, the Supplier must ensure that the confidentiality, anonymity, and protection of employee or supplier whistleblowers are respected, unless prohibited by law.

Goals

Anti-corruption	Goals achieved 2020	Goals for 2021
Prevent all forms of bribery and corruption in the company	We had no cases or allegations related to bribery or corruption.	We will continue doing business free of corruption.





This is our **Communication on Progress** in implementing the principles of the **United Nations Global Compact** and supporting broader UN goals.

We welcome feedback on its contents.

To find this and previous Siteimprove Sustainability Reports, please visit <https://siteimprove.com/en/company/csr/>

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Siteimprove is a SaaS solution that helps organizations achieve their digital potential by empowering teams with actionable insights to deliver a superior website experience and drive growth. Siteimprove has 550 employees across 13 offices, helping over 7,200 customers globally. We're part of the World Wide Web Consortium (W3C), the leading group developing international web standards, and an exclusive Adobe Premier partner. Learn more at siteimprove.com.