

A large, stylized yellow brushstroke graphic of the year '2018' is positioned at the top of the page. The numbers are thick and have a textured, hand-painted appearance. The entire page is framed by a dark blue border, and a dark blue rectangular box is located in the lower half of the page.

Corporate Social Responsibility Report

 Siteimprove



Table of Contents

4-5	Letter from the CEO
6-7	Who We Are
8	Siteimprove and the Sustainable Development Goals
10-11	Goal 4: Quality Education
12-13	Goal 10: Reducing Inequalities
14-15	Goal 17: Partnerships for the Goals
16-17	Accessibility State of the Globe
18	Human Rights
20	Creating Much-Needed Awareness and Providing Quality Education
25	Influencing Others to Embrace Accessibility
26	Our Key Accessibility Partnerships
28	Siteimprove's Accessibility Testing Continues to Improve
28	Protecting Personal Data
30	Building the Next Generation of Accessibility Testing and Reporting
32	Goals
33	Labor Rights
34	Our Employees Are Our Greatest Asset
35	Employee Satisfaction – A Key Priority
37	Diversity
39	Goals
40	Environment
42	Siteimprove's Environmental Policy
42	Minimizing Our Carbon Footprint
43	Minimizing the Environmental Impact of Our Hardware
43	Upping Our Recycling Efforts
45	Goals
46	Anti-corruption
49	Goals
50	Local Initiatives
50	Amsterdam
50	Minneapolis
51	Sydney
51	Toronto

Letter from the CEO



It's with great pleasure I again introduce Siteimprove's Corporate Social Responsibility (CSR) report, reaffirming our support of the United Nations Global Compact and the Sustainable Development Goals (SDGs). As we approach 2030 the SDGs are gaining global momentum, and in 2018 we further outlined and solidified our contributions to the global goals.

Since committing to the Global Compact back in 2010 our customer base has continued to grow, and we welcome more and more new colleagues. To me that's a clear sign that we're doing something right and that people from around the world want to join us in making the web better for all.

We hit some impressive milestones in 2018 when our Siteimprove family reached 500 employees and more than 7,000 customers worldwide. Our new colleagues and customers help us continue to drive innovation and contribute to a better digital experience for everyone. I was also proud to see us open offices in Singapore, Stockholm, and Zurich. With our newly added locations, and the successful strengthening

of our existing offices, we are now closer to our customers than ever before, and able to provide an even better customer experience.

On the CSR front we continue to be a global digital accessibility advocate. Our expertise within the field puts us in a unique position to help other organizations become more inclusive online. Siteimprove is a strong partner for like-minded organizations and in 2018 we made great progress with our partners. We are already seeing results of the WAI-Tools project and have established a new powerful partnership with the European Disability Forum.

Also worth mentioning is the Accessibility World Map project with which we are taking significant steps toward reliable, automated large-scale monitoring. We aim to show how accessible websites around the world are and provide visitors with easily actionable data that will help them champion for a more digital world.

Employee satisfaction remains one of our highest priorities at Siteimprove. We believe it's a measure of success and strive to be inclusive of people of all abilities and backgrounds. As we continue to grow we work hard to make everyone feel welcome and happy to go to work every day which is why we ran the Great Place to Work® survey in all our locations in 2018 and continue to keep a finger on the pulse going forward.

Finally, it's encouraging to witness the passion and engagement among our employees. In 2018 we introduced new frameworks for volunteering and community engagement, with many Siteimprove employees supporting various local causes. It's something that really characterizes Siteimprovers: not only are they passionate about being successful, they also act as inclusion ambassadors in their local communities showing great passion for reducing inequalities.

I hope you'll join us on this journey toward a sustainable and inclusive future, and that this report inspires you to take action and contribute to the Sustainable Development Goals.



Morten Ersbøll Ebbesen,
Chief Executive Officer & Founder



Who We Are

Founded in 2003

510 employees

43 nationalities

We Are Siteimprove

We are a people-centric company driven by the desire to help customers make the most of their digital presence. We provide the knowledge and tools they need to help make the internet better and more inclusive for all.

As the digital world becomes more complex, it's crucial for organizations to maintain an error-free, consistent, up-to-date, and accessible digital presence. Our intelligent automation software and best-in-class customer support have helped more than 7,000 organizations worldwide improve their digital presence.

13 locations worldwide:

Amsterdam
Berlin
Copenhagen
London
Minneapolis
Oslo
Singapore
Stockholm
Sydney
Tokyo
Toronto
Vienna
Zurich

Our Products

At Siteimprove, we collaborate across departments and borders to improve our platform and experiment with new processes to make our products, services, and customer support even stronger.

Our primary product is the Siteimprove Intelligence Platform, which provides solutions for SEO, analytics, data privacy, quality assurance, and accessibility. The eye-opening insights our platform provides enable our customers to optimize performance, drive traffic, improve accessibility, and perfect the quality of their content, all while protecting the personal data of their visitors. Along with our product, we provide organizations with access to experts, a vast library of educational resources, and multiple training courses in Siteimprove Academy.

Our Customers

Our customer base is made up of more than 7,000 organizations across the globe in a wide variety of



The Siteimprove Intelligence Platform



Quality Assurance identifies spelling mistakes, broken links, content issues, and more.



SEO finds issues that impact performance in search results. Keyword insights, search engine analytics, activity plans, and backlink overviews make SEO tasks transparent and easy to correct.



Analytics measures and tracks visitor behavior. Organizations can define their KPIs, identify which pieces of their content perform the best, and watch over everything with live analytics.



Data Privacy gives customers an overview of the personal data that exists on their website. It includes an IP and Domain Map, a Cookie Tracker, and a Personal Data Inventory.



Accessibility enables customers to keep their website up-to-date with global web accessibility standards. We use the Web Content Accessibility Guidelines (WCAG 2.1) as our guide.

industries, including higher education, finance, government, healthcare, retail, non-profit, and more.

The Siteimprove Intelligence Platform and our support services are adaptable to organizations big and small. We work with organizations of all sizes, from start-ups to Fortune 500 corporations, and everyone in between.

Siteimprove and the Sustainable Development Goals



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 11 years. We are strong supporters of the SDGs and their goal to leave no one behind. Siteimprove encourages others to take part and join us on the path toward a sustainable future.

Siteimprove is uniquely positioned to contribute to the SDGs, especially those 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. This means that we're now focusing on three specific goals that we view as great shared value opportunities.

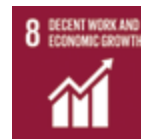
Siteimprove's impact on the SDGs

While Siteimprove could have a positive impact on SDGs 1, 2, 3, 8, 9, and 12, and will actively work toward reducing the potential negative impact on SDG 13, we have chosen to focus our efforts on SDGs 4, 10, and 17.

Focused positive impact



Potential direct or indirect positive impact



Potential negative impact



4 QUALITY EDUCATION



Goal 4: Quality Education

Our Focus

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

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 created by inaccessible technology, and to educate them on how to solve these issues. With our expertise, we are able to provide the skills and tools people need to improve the accessibility of their websites and live up to global accessibility standards.

Our Targets



4.3 Equal access to affordable technical, vocational, and higher 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 have a number of

accessibility courses, some related to practical topics, like creating accessible documents and emails, and others that are more general, like our Web Accessibility Fundamentals course. In 2018, we made some key parts of Siteimprove Academy free to access, which was a major milestone on the way toward a more inclusive web.

We also educate customers, partners, employees, and the general public through activities like events, blog posts, social media campaigns, and webinars. Our accessibility experts speak regularly at both external conferences and Siteimprove-hosted events, like our big Web Accessibility Live events around Europe. They are also often featured in accessibility webinars we organize over the course of the year.

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

Furthermore, one of Siteimprove's main customer segments is the education sector. By providing them 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 2018

- Roughly 10% of our customers are within the education sector, meaning we currently support approximately 700 educational institutions around the world with our software.
- We added 16 posts about accessibility to our blog, bringing it to a total of 64 educational blog posts about the topic.
- Siteimprove Academy now offers 20 courses on digital accessibility.
- In 2018 7,205 Siteimprove users and 189 Siteimprove employees completed an accessibility course in Siteimprove Academy.

10 REDUCED INEQUALITIES



Goal 10: Reducing 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 accessing and utilizing websites is a fundamental right. Our objective is to use our technology to make a genuine difference, and to give everyone the 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

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 all around the world, whether through the content we create and 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](#).

Our Contribution

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

Key Highlights from 2018

- The number of users of our free Google Chrome extension increased by 80%.
- 97% of our revenue comes from customers with our Accessibility product as part of their Siteimprove suite.
- Our Stories from the Digital Divide campaign videos have more than 17,000 views on YouTube and Vimeo and reached more than 21,000 people on social media.

17 PARTNERSHIPS FOR THE GOALS



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 so we can 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



17.16 Enhance the global partnership for sustainable development



17.17 Encourage effective partnerships



17.19 Further develop measurements of progress

Our Contribution

Siteimprove partners with public and private entities worldwide to leverage our accessibility knowledge and solutions. In 2018 we established new key partnerships and continued to engage with policy makers, civil society, and standards organizations by participating in conferences and panel discussions. Our goal with every collaboration is to use our knowledge and resources to contribute to more people-centric accessibility guidelines, legislation, and solutions.

One of the partnership highlights of the year was when we formalized our sponsorship agreement with the European Disability Forum (EDF) and partnered with them on an event to accompany the Conference of State Parties (COSP) to the Convention on the Rights of Persons with Disabilities (CRPD).

In 2018, we also made great strides in our WAI-Tools project, on which we collaborate with a consortium of key players in the accessibility industry, national authorities, and the World Wide Web Consortium (W3C). The WAI-Tools project is part of the European Commission's Horizon 2020 Programme and you can read more about it on [page 30](#).

Key Highlights from 2018

- We successfully established a partnership with the European Disability Forum (EDF) and participated together in the UN's Conference of State Parties (COSP) to the Convention on the Rights of Persons with Disabilities (CRPD).
- We made great progress in the WAI-Tools project, which is part of the European Commission's Horizon 2020 Programme.

Accessibility State of the Globe

Building on the foundation of the Accessibility State of the Globe, which we published for the first time in last year's report, we have developed the Accessibility World Map, an interactive map that compares the accessibility of websites around the world.

A free resource, the Accessibility World Map presents the worldwide accessibility levels in an easy-to-understand, accessible, and interactive dashboard. With this website we aim to empower visitors to advocate for a more accessible online world.

Please see how the different countries score in the table to the right. The higher the score, the more accessible the websites in the country are. Find out more about how accessibility levels in countries and specific industries compare on: www.accessibilityworldmap.org where you will also find an Accessibility Statement Generator, a free Real-time Accessibility Page Checker, and links to Siteimprove's Accessibility Chrome Extension and the Siteimprove Academy.

We hope this data will allow you to better understand the web accessibility landscape and advocate for accessible websites worldwide.



Average score: **63**

Top score: **67**

Lowest score: **59**



Country Score

Country	Score
Australia	67
Austria	66
Japan	65
Netherlands	65
Norway	65
Portugal	65
United States	65
Denmark	64
Iceland	64
Sweden	64
Switzerland	64
United Kingdom	64
Canada	63
Estonia	63
New Zealand	63
Spain	63
Belgium	62
Finland	62
Germany	62
Italy	62
Mexico	62
Brazil	61
France	61
India	61
Chile	60
Russia	60
South Africa	59
United Arab Emirates	59

Methodology

The results are based upon Siteimprove's Accessibility Digital Certainty Index™ (DCI). The accessibility DCI is a metric developed by Siteimprove to indicate the level of a website's accessibility.

Siteimprove's automated accessibility checks are based on techniques used to evaluate conformance to the Web Content Accessibility Guidelines (WCAG) success criteria.

The DCI Accessibility Score is a quantitative ratio value based on a combination of automatically tested properties that indicates the level of accessibility barriers identified for a given website, and therefore, is not a conformance level score.

To generate a balanced metric, and to control sensitivity, Siteimprove designed an algorithm that weights several qualities of the pages across a website. The result is a singular score between one and 100. The higher the score the fewer accessibility barriers are identified.

All sites included in this project were collected from publicly available databases.

The overall accessibility score of each country is calculated by combining the overall accessibility scores of seven industries within the country:

- Education
- Financial Services
- Government
- Healthcare
- Manufacturing
- Retail
- Tourism and Hospitality

For each industry, 100 websites (specific to the industry and based in that country) were randomly selected. The first 500 pages of each website were crawled. The data presented in this report was collected in April 2019.



Human Rights

2018

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.

At Siteimprove, we believe that accessing the internet is a human right. No one should be excluded online regardless of age, sex, disability, race, ethnicity, origin, religion, economic, or other status. That's why Siteimprove actively works to put digital accessibility on the public, and private, agenda. Our efforts to make digital information and services accessible and remove technological barriers are our key contribution to human rights, and to the UN's Sustainable Development Goals. In this section, you can read more about what we do to promote digital human rights and inclusion.

Creating Much-Needed Awareness and Providing Quality Education

9965 = The number of downloads of accessibility content from Siteimprove's website in 2018

2734 = The number of readers of accessibility blog posts on Siteimprove's website in 2018

The Most Popular Accessibility Blog Posts in 2018:

- [How to Be More Accessible on Social Media](#)
- [Why Web Accessibility Should be a Priority Now: 3 Stats to Prove It](#)
- [Creating a Development Culture That Prioritizes Software Accessibility](#)

Siteimprove Breaks the Internet

On the 3 December 2018, Siteimprove turned off style sheets, images, and JavaScript across our websites in support of "International Day of Persons with Disabilities" (IDPD). The purpose was to give website visitors and customers a powerful, effective view of how a website "looks" to screen reader users. A screen reader is a form of assistive technology that uses software applications to convey what is on a screen. The software application renders the page content using non-visual means, such as text-to-speech, sound icons, or Braille.



We employ a number of people who use screen-readers to navigate the web and we want to open the eyes of others to their experiences.

– Morten Ebbesen, CEO

The decision to effectively strip our websites of their design for a day was an easy one for our CEO Morten Ebbesen who said: “*Actions speak louder than words, which is why I fully support the idea to use our biggest*

business component – our website – to demonstrate the importance of accessibility elements such as alt texts for images. We employ a number of people who use screen-readers to navigate the web and we want to open the eyes of others to their experiences.”



An Open Letter to LinkedIn

On September 28, we published an open letter to the social media platform LinkedIn, encouraging them to implement more accessibility features. LinkedIn is a popular platform for professionals and has more than 500 million users. Still, users with visual disabilities have been excluded from using the platform on equal terms with sighted users due to missing accessibility features, including the ability to add alt text to images.

After we began adding alt text descriptions at the end of our text posts as a workaround, we asked LinkedIn to make alt text a standard, mandatory field for images to make visual content on the platform accessible for everyone.

When we posted the letter on our global LinkedIn page in September, it was shown more than 11,000 times in users’ feeds. In December of 2018, three months after our open letter was published, LinkedIn introduced alt text on images!

Siteimprove Academy

In 2018, we also announced that Siteimprove Academy now offers free access to accessibility courses. Now, people can get quality education about accessibility and learn how to contribute to an inclusive internet. Web Fundamentals: Accessibility, Analytics, and SEO is available for free for everyone, and Siteimprove customers get free access to the following course tracks:

- Accessibility for Content Contributors and Designers
- Accessibility for Web Developers
- Accessibility for Leadership
- Accessibility for Microsoft Office
- Mastering Web Optimization with Siteimprove



Web Accessibility Live

After our successful Web Accessibility Live event in 2017, we followed it up with two similar events in 2018, one in Amsterdam and one in London. Web Accessibility Live is an exclusive event with which we aim to educate, inspire, and instill a new perspective on accessibility and inclusion. We provide hands-on knowledge about web accessibility and the impact of EU regulations, and guide attendees on how they can be more inclusive in their own work.

For our London event, we collaborated with Open Inclusion, an accessibility research and solutions consultancy that strives to create a more open world. In Amsterdam, we teamed up with our partner Stichting Accessibility and donated the total proceeds from ticket sales to HandicapNL, a charity committed to promoting accessibility.

On September 25, managing director of Siteimprove Benelux, Auke Grondsma, had the pleasure of handing over a check of €10,000 to Jeroen van de Koppel, Head of Fundraising of HandicapNL.

Webinar: Bridging the Gaps in Web Accessibility & Inclusion

In October, we organized a free webinar aimed at marketers, web designers, UX professionals, web accessibility and inclusion managers, and anyone with an active interest in creating a more accessible web presence. Teaming up with the Centre for Inclusive Design we showcased the importance of combining inclusive design principles with manual and automated accessibility solutions.

On the webinar, we covered how to establish an accessible web presence, along with the business case behind accessibility. We especially highlighted how accessibility can generate higher customer satisfaction, higher conversion rates, better Search Engine Optimization, and an improved experience for all users.

Global Accessibility Awareness Day

For the 7th annual celebration of Global Accessibility Awareness Day (GAAD) we celebrated by organizing web accessibility lessons for students and by launching our “Stories From the Digital Divide” videos, while also providing treats for some of our customers who are helping to make the web better for all. Finally, we created some internal awareness and engagement by celebrating the day with cake in all our offices.

Stories From the Digital Divide

In honor of Global Accessibility Awareness Day, we teamed up with three inspiring people who each live with a different disability. In the videos, the protagonists show that their disability does not hold them back from following their passions, but technology sometimes does. In addition to the three personal stories, we also created an animated movie explaining what accessibility means and why it is important.

Making websites more accessible to everyone means designing with simplicity.

- Christine Há

[Our first video](#) features U.S. MasterChef winner, Christine Há, who shares her point of view on making websites more helpful to all users. As a blind cook, she gives a perspective that makes us all think about inclusive technology. Christine was the first blind contestant of MasterChef and the winner of its third season in 2012. She relies strongly on websites being accessible every day and calls for simplicity when designing websites.

[Our second video](#) features Marc de Hond, who's a Dutch TV presenter, professional basketball player, and actor. Relying on a wheelchair to get around has never stopped him from accomplishing great things in life. That said, overcoming accessibility issues is a daily task. Marc draws parallels between physical and digital accessibility, saying that just like people with physical disabilities need ramps to access buildings and get around, people with other disabilities need “ramps” in the digital world to access websites and get information.

[In our third](#) and final story from the digital divide we meet Kirsten Skov, who's a Danish Tai Chi instructor. While Kirsten's age and hearing disability don't prevent her from practicing and teaching her passion, Tai Chi, she finds it difficult to navigate the internet. When there's too many moving elements or too much information presented at once on websites, it confuses her. Kirsten explains that simplicity is important if you want the older generation to be able to use your website.

To be a part of society today, you need to be able to use the internet.

-Kirsten Skov

[Watch the full videos to learn more.](#)

The Improvers Project

In celebration of Global Accessibility Awareness Day, we organized “The Improvers Project” in collaboration with Groves Academy, a school for students with learning disabilities and attention disorders. Groves works to transform lives through education and help struggling students achieve success, confidence, and purpose through transformative learning experiences. On GAAD approximately 20 Groves upper school students participated in The Improvers Project, getting a hands-on lesson about the importance of web accessibility.

The interactive event was led by Keith Bundy, Siteimprove’s Digital Accessibility Consultant and Trainer, who highlighted some of the issues people with disabilities face. Keith demonstrated the technology he uses in his everyday life to navigate the web and his surroundings.

Siteimprove has actively been marking and celebrating Global Accessibility Awareness Day since its initiation in 2012.



2012: Internal Awareness Campaign and Donations: We experienced how it was to work on our PCs relying on assistive technologies, the same way as users with different impairments might. We donated money to Junior Blind of America, Action for Blind People, Dansk Blindesamfunds Ungdom, and Synskadades Riksförbund.

2013: Customer Awareness Campaign and Donations: We asked our customers to perform website accessibility tasks. We donated money to Dansk Blindesamfunds Ungdom.

2014: Free Course and Donations: We released our free website accessibility training course and donated money to Dansk Blindesamfunds Ungdom for each person who listened to our interview with our accessibility experts.

2015: Denmark’s largest ever tandem bike ride: In collaboration with the Danish Association of the Blind we arranged a tandem bike ride event with 100 bikes. After the event, the bikes were donated to blind associations and individuals.

2016: We produced a number of free educational materials on accessibility, including a video, an eBook, and a blog post.

2017: Biggest Global Accessibility Awareness Day in Copenhagen: We organized an event in Copenhagen that was free to attend for the public. Alongside respected accessibility experts from around the world, inventor of the World Wide Web Sir Tim Berners-Lee hosted a talk about an open and inclusive World Wide Web.

2018: The Improvers Project & Stories from the Digital Divide.

Influencing Others to Embrace Accessibility

It can be difficult to make sure products and software purchased from a third-party vendor comply with your organization's accessibility policy. Many software products aren't inherently accessible straight out of the box, which can make choosing a provider more difficult, especially

Articulate, like Siteimprove, is committed to ensuring that its software is compliant with the internationally recognized Web Content Accessibility Guidelines (WCAG). However, compliance isn't always a quick fix, as we've discussed in our blog ["Creating a Development Culture That Prioritizes Software Accessibility."](#)

provided Articulate with detailed, actionable information on how to increase their products' conformance with accessibility standards. This way, they can continue to develop world-class software that not only serves the needs of their customers, but is accessible to users of all abilities.

Working with Pendo

Interacting with customers within Siteimprove's platform is an essential part of strengthening the customer experience and supporting marketing activities. For the Release Management team, it was vital that the tool they chose to support this action was accessible. Having previously used software that posed accessibility issues for users, the team decided to change the way they work and look for a solution more in line with Siteimprove's greater accessibility goals.



for companies like Siteimprove that champion web accessibility.

As we believe accessibility is an ongoing process, rather than a one-off project, we work hard to give our users the support they need to work around issues they encounter. We also use our expertise to assist third-party vendors as they work through web accessibility issues.

Working with Articulate

Siteimprove uses several products from Articulate to provide customers and prospects with access to Siteimprove Academy, our comprehensive e-learning hub.

As part of the ongoing relationship between us and Articulate, we have provided Articulate with detailed, actionable information on how to increase their products' conformance with accessibility standards. This way, they can continue to develop world-class software that not only serves the needs of their customers, but is accessible to users of all abilities.

As part of the ongoing relationship between us and Articulate, we have



As part of the vendor management process the Release Management team first prioritized what they needed from a potential software solution. Among their requirements



was access to the code and backend so they could work with developers to make things accessible. Additionally, the process included educating potential vendors about the importance of accessibility and searching through vendors' help centers and documentation to see whether they had knowledge about accessibility.

It was at this time that Siteimprove first met Pendo, a software solution that helps product teams understand and guide users to create a better overall customer experience. Pendo demonstrated their solutions and the release team enlisted two of Siteimprove's internal accessibility advocates to review the software to see how it interacted with their assistive technologies.

While Pendo wasn't fully accessible right away, they did offer options and, unlike others, were open to learning about accessibility and making changes. As such, we chose Pendo. Since then, Siteimprove has used this opportunity to share their expertise in accessibility with Pendo, which Pendo has called "an insightful and eye-opening experience."

Our Key Accessibility Partnerships

Partnering with other organizations is crucial to achieving the UN's Sustainable Development Goals—in fact, goal number 17 specifically calls for partnerships across sectors. To strengthen our partnership focus and provide a better partner experience, we established our accessibility relations group in September 2018.

The group is headed by Stein Erik Skotkjerra, who's an international digital accessibility specialist and public speaker with more than a decade of experience in the universal design of information and communication technologies (ICT). The group focuses on championing global inclusion and on the provision of large-scale automated accessibility testing and monitoring. Siteimprove is proud to lead the charge toward a more accessible internet by building on our commitment to partnerships, community, and thought leadership.

W3C

Siteimprove is part of the World Wide Web Consortium (W3C), the leading group of organizations, thought leaders, and community members that develop international web standards. As the organizing body behind the global Web Content Accessibility Guidelines, W3C focuses heavily on digital accessibility. These guidelines have become the baseline for internet regulations around the world, including in the European Union, the United States, and Australia.

EDF

Siteimprove has a corporate sponsorship agreement with the European Disability Forum (EDF), an independent non-governmental organization (NGO) that defends the interests of 80 million Europeans with disabilities. Having previously cooperated on web accessibility initiatives throughout the years, Siteimprove and EDF decided to formalize and strengthen our efforts by signing the commitment statement. This corporate sponsorship agreement is the first of this nature for the EDF.

For Siteimprove's Global Head of Accessibility Relations, Stein-Erik Skotkjerra, the partnership with EDF is a chance to make meaningful changes to the web accessibility world: *"EDF is such an important organization in the accessibility field. They're real go-getters that actually get things done, which is a value we share at Siteimprove. I'm confident that together we can make positive advances."*

As part of the agreement, EDF and Siteimprove organize events on web accessibility and standardization. EDF also provides technical input to Siteimprove related to the work perspectives of persons with disabilities. Each year, Siteimprove and EDF co-participate in a roundtable at the United Nations' Conference of States Parties Convention on the Rights of Persons with Disabilities in New York.

Conference of State Parties to the CRPD

In 2018, the United Nations' Conference of States Parties (COSP) to the Convention on the Rights of Persons with Disabilities (CRPD) took place in June at the UN headquarters in New York. During the conference, our partners at EDF organized the event "International Developments Toward Accessibility Standards Coherence: Let's Implement!".

The EDF invited us to join them to talk about international accessibility standards, tools currently available, and how they can be used to underpin the implementation of the UN CRPD. As part of the event, Stein Erik Skotkjerra, Global Head of Accessibility Relations at Siteimprove, participated in a panel discussion and shared his expertise with the international audience.

Additional Siteimprove Partnerships

On our quest to make the web better for all, Siteimprove is a member of the [International Association of Accessibility Professionals](#) and Denmark's Design for Alle, a branch of [Design for All Europe](#), an organization working toward a more inclusive Europe. Siteimprove also participates in the [Danish Standards](#) IT Accessibility Committee and [UNINFO's](#) eAccessibility Commission for the development of standards that are instrumental in facilitating access to the web.



Siteimprove's Accessibility Testing Continues to Improve

The Siteimprove Accessibility tool provides customers with a thorough audit of accessibility issues, tracks improvement and progress, and allows them to dig deeper into accessibility issues on a page-by-page basis. In order to keep delivering best-in-class accessibility testing services we continue to improve our software and the services we deliver.

One of our key focus areas is building the next generation of our Accessibility software, which will combine W3C Accessibility Conformance Testing rules and accessibility recommendations to help organizations achieve a higher accessibility level and improve user experience.

In 2018, our customers benefited from improved accessibility page reports and more fine-tuned accessibility checks. The team working on the accessibility software even made the page reports and our in-tool dashboards accessible in the process.

To complement our automatic accessibility testing software, we also offer manual testing for customers in the United States who are interested in user testing their websites and ensuring that they live up to all accessibility standards. We expanded the manual testing team in 2018 to provide an even higher level of service and make us capable of assisting customers in all aspects of digital accessibility.

After its launch in February 2017, the Siteimprove Accessibility Checker, a free extension for Google Chrome, has continued to increase in popularity. The free extension is available for everyone in the Chrome Web Store and saw the total number of users rise to more than 45,000 in 2018. That's an 80% increase since 2017!

Protecting Personal Data

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.

Own Your Own 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.

GDPR Compliance

Siteimprove is committed to 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)

Siteimprove processes personal data when a customer signs up and uses the Siteimprove Intelligence Platform. To be transparent and assist prospective and current customers in understanding how Siteimprove addresses GDPR obligations, we developed an FAQ, [which can be found on our website](#).

Siteimprove's Data Privacy Tool

With Siteimprove Data Privacy, we help our customers locate the personal data that they handle 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.

Protect Your Personal Data with Siteimprove's Share Feature

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, which add cookies to collect data to re-sell to advertisers.

Recently, 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.



Building the Next Generation of Accessibility Testing and Reporting

By Stein Erik Skotkjerra, Head of Accessibility Relations



In November 2017 Siteimprove started working on the three-year Web Accessibility Initiative (WAI) Tools project. We cooperate 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. The project will enable Siteimprove to provide large-scale monitoring and maintain our position as industry leaders and providers of best-in-class, innovative tools for accessibility testing.

2018 Results

During the first year, the project saw ground breaking results. One outcome is a guide on [Developing an Accessibility Statement](#) for websites, apps, and other digital content. As an additional resource, the work group also created a free, open-source accessibility statement generator tool.

We have also created, validated, and implemented 30 Accessibility Conformance Testing Rules—with 25 more to come in 2019. These rules ensure consistency in the way we test accessibility requirements. This means the same check will always return the same result in all tools that have implemented those rules.

An Open Format for Accessibility Test Results has also been developed to ensure interoperability and consistency in accessibility test reporting. All this is implemented in Siteimprove's open-source testing engine [Alfa](#).

WAI-Tools: The Go-To Solution for Public Sector Bodies in the EU

The EU Web Accessibility Directive will require Member States to monitor and report compliance progress to the EU commission beginning in December 2019. Member States and public-sector bodies will need accurate, automated tools that can process large amounts of content and assist in repairing web accessibility problems. WAI-Tools aims to be their go-to solution.

WAI-Tools drives web accessibility evaluation and repair by:

- Building on ongoing WCAG Accessibility Conformance Testing efforts by the W3C
- Ensuring consistency and accuracy across automated, semi-automated, and manual testing
- Pursuing leading-edge testing technologies, including dynamic and mobile applications
- Leveraging the existing market of commercial, free, and open-source evaluation tools
- Demonstrating large-scale accessibility monitoring built on open standards and tools

WAI-Tools achieves this by carrying out key efforts in the vendor-neutral environment of the World Wide Web Consortium (W3C). WAI-Tools draws together key expertise from industry, public bodies, and research to develop a common understanding of web accessibility requirements.

Part of the EU's Horizon 2020 Program

WAI-Tools is an Innovation Action project, co-funded by the European Commission under the Horizon 2020 program, Europe's largest research and innovation program. The project was established as a response to the Horizon 2020 program's call for innovation in the area of accessibility compliance assessment.

In addition to Siteimprove, the WAI-Tools consortium consists 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.

Goals

Siteimprove's Human Rights Goals	Goals achieved 2018	Goals for 2019
Contribute to making the web better and more inclusive for all 	The number of users of our free Google Chrome Accessibility Checker increased by 80%. We organized, hosted, and participated in numerous events and webinars with the purpose of spreading awareness and knowledge about digital inclusion and accessibility.	We will continue developing and improving our accessibility software to provide other organizations with the best possible tools to improve their accessibility. We will continue to support Global Accessibility Awareness Day and organize events to create awareness about digital inclusion. We want to launch a website for large-scale monitoring of accessibility levels across the world.
Provide quality consulting and education 	7,205 customers and non-customers and 189 Siteimprove employees completed one or more of our accessibility courses in the Siteimprove Academy. We provide free accessibility courses in Siteimprove Academy. Approx. 10,000 pieces of accessibility content were downloaded from the Siteimprove website. We continued to add educational content to our blog. It now contains 64 posts about accessibility.	We will continue to offer expert consultancy and education on accessibility to Siteimprove customers, partners, employees, and the general public.
Form effective accessibility partnerships 	We successfully established a partnership with the European Disability Forum (EDF), alongside whom we participated in the 11th Session of the UN Convention for the Rights of People with Disabilities. We saw great progress in the WAI-Tools project, of which we are a member alongside W3C, public entities, and research institutions.	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.



Labor Rights



2018

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 Employees Are Our Greatest Asset

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 create a safe, healthy, and inclusive workplace and aim for the highest possible level of employee satisfaction.

The Siteimprove Workforce

Siteimprove has offices and employees around the world. Specifically, Siteimprove employs people in Australia, Austria, Canada, Germany, Japan, the Netherlands, Norway, Singapore, Sweden, Switzerland, the United Kingdom, the United States, and Denmark, where Siteimprove's

headquarters are located. Siteimprove adheres to local labor laws in all countries in which the company is represented.

Siteimprove does not use child labor or forced labor, a commitment stated in our Code of Conduct. Child labor is defined as employing any person younger than the minimum age allowed by law in the jurisdiction in question. However, in no event will we knowingly employ anyone younger than sixteen years of age.

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 in our headquarters in Denmark. The main initiatives for ensuring that our workplaces provide a safe work environment are our company-wide Code of Conduct and our work environment organization that operates in Denmark and the Netherlands.

The Code of Conduct is a comprehensive company policy to which every Siteimprove employee must adhere. The document also describes Siteimprove's commitment to its employees and 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. This group is based in Copenhagen and consists of four employee representatives elected by their colleagues. The working environment organization takes mandatory courses and monitors the work environment in the office based on a list of parameters, including room temperature, sound, air quality, and ergonomic conditions. In 2018 they organized first aid courses for the Copenhagen-based employees and were successful in getting two defibrillators for the office so that we, or anyone close to the office, can quickly assist if someone suffers a heart attack.

Employee Satisfaction – A Key Priority

At Siteimprove the happiness and well-being of our employees is a top priority and we work hard to maintain a safe and healthy workplace that nurtures professional growth. 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.

A Great Place to Work

Great Place to Work® is a global research and consulting firm that we've collaborated with for the past four years. We ran their employee satisfaction survey for a fourth time in September 2018. For the first time in Siteimprove history, all our locations participated in the survey. Although we've seen impressive progress over the past years, we did not see the trend continue in 2018 as some of the results decreased slightly.

At Siteimprove we take the Great Place to Work® survey results very seriously. Even though we continue to score highly compared to industry averages, we never rest on our laurels when it comes to employee satisfaction. After this year's survey, we're increasing our focus and intend to track the satisfaction levels of our employees more regularly.

Looking at our highest scoring statements globally from the Great Place to Work®, our employees express that the following statements characterize Siteimprove as a workplace:

- This is a physically safe place to work.
- People here are treated fairly, regardless of their race/disability/sex/age/sexual orientation.
- When you join the organization, you are made to feel welcome.
- I am able to take time off from work when I think it's necessary.
- I'm proud to tell others I work here.

For a fourth consecutive year Siteimprove was named one of the top workplaces in Minnesota by Star Tribune. The award recognizes the most progressive companies in Minnesota based on a third-party employee survey measuring engagement, organizational health, and satisfaction. Over 2,400 companies were invited to participate and the analysis included responses from over 71,000 employees at public, private, and nonprofit organizations in Minnesota. Rankings were composite scores calculated purely based on employee responses. At Siteimprove, we're proud to rank among the top companies once again in 2018.

Employee Involvement and Volunteering

While our employees are our greatest asset, they are also great inclusion ambassadors. At Siteimprove, we have a lot of passionate people who want to engage with the community and promote inclusion. To facilitate employee involvement, we have some formalized processes and initiatives for employees who are willing to spend working hours engaging in meaningful activities that promote inclusion and help others.

Give Back Days

In 2018 we launched the initiative “Giving Back at Siteimprove” in our Minneapolis office. The initiative gives all eligible employees the opportunity to contribute their time, talent, and passion for good causes by volunteering for organizations or events. Each employee receives two days, or 16 hours, to use during regularly scheduled work to spend on these activities.

During the year Siteimprovers donated more than 400 hours of their regularly scheduled work days to a wide range of charitable causes in the local area.



Sarah Herold, Nick Dalman, Luke Jerviss, Shannon Storbeck, and Adam White volunteered for 2nd Harvest Heartland

Act to Include

In 2018, we also launched our latest volunteering initiative: Act to Include. It’s a volunteering program for all Siteimprove employees and it is centered around digital accessibility. Every employee can spend one working day, or 8 hours, doing an activity that creates



Erika Borgos volunteered for Manna Market

awareness about, promotes, or educates others about digital accessibility and inclusion.

The program especially focuses on educational institutions as we want to reach the developers, designers, and decision makers of tomorrow to make sure they think about inclusion from the beginning of their careers. By telling stories of people that experience exclusion and engaging with students about tools and strategies they can use to remove accessibility barriers, we hope they will go on to develop new solutions that make inclusion an uncomplicated, commonplace standard. The program is still in its infancy but we hope to see more and more Siteimprovers taking initiative to be inclusion ambassadors in the future.



Andrew Norbin, Phil Simondet, and Tyler Zipperer volunteered for Habitat for Humanity

CSR & Inclusion Group

At the start of the year, we combined two employee groups in our Minneapolis office into one. Our CSR group and our Diversity & Inclusion group joined forces, creating our CSR & Inclusion Group, which is an employee-run group that organizes activities for employees that focus on inclusion, diversity, volunteering, and charity. The group has an internal and external scope when planning their activities and they aspire to establish four events a year. In the final section of this report called [Local Initiatives](#) you can read more about the events that the CSR & Inclusion Group organized during 2018.

Diversity

At Siteimprove, 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 43 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.

Equal Opportunities

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're very focused on fostering a workplace culture where everyone is included and treated fairly and equally. We take pride in being a workplace for people of all abilities. We encourage minorities, women, disabled people, and veterans to apply for our jobs worldwide.

Siteimprove's commitment to offering equal opportunities is also stated in our Code of Conduct as a constant reminder to all employees:

- It is the policy, practice, and desire of Siteimprove 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.

Pride: Celebrating Diversity

In 2018 we saw more of our offices celebrating LGBT Pride than ever before. For instance, our teams in Minneapolis and Toronto celebrated Pride Month by sharing some beautiful rainbow-themed cakes, and during Pride Week in Copenhagen we proudly flew the rainbow pride flag at the top of our headquarters. We also ran a social media campaign focusing on LGBT inclusion in companies during Pride Week. For us, supporting LGBT Pride is a way to show that we are

Siteimprover Facts – 2018

Number of Siteimprovers: **510**
Average age: **33 years**
Average time of employment: **2 years**
Total nationalities: **43**
Gender split (**Female/Male**): **37/63**



against discrimination and violence of anyone because of their sexual orientation. We're a company that preaches inclusion and it's important for us to promote inclusion of all people, both externally and internally to make sure everyone can feel like they belong at Siteimprove.

HackYourFuture

HackYourFuture is a coding school that teaches computer programming to refugees. After starting out in the Netherlands in 2016 they are now active in four countries, including Denmark.



In November 2018 we hosted HackYourFuture and a group of aspiring software developers in our HQ in Copenhagen, where we'd organized for them to meet some of the people behind the Siteimprove Intelligence Platform. After showing the group around the office, the Siteimprove developers shared some insights about life as a software developer at Siteimprove. We also prepared a coding challenge, which they solved successfully to great excitement for both the students and the Siteimprovers!

HackYourFuture's goal is to teach their students how to code in order to boost their chances of gaining long-term employment, while increasing the number of talented developers on the job market—a goal we happily support at Siteimprove.

Women in Tech

Of our total workforce of 510 people, 37% are women, which is above average for the IT industry according to statistics from IT-Branchen (The Danish ICT Industry Association). However, as a company we have higher ambitions for gender diversity and that's why, in August 2017, we initiated our partnership with the community Women in Tech and extended our sponsorship in 2018.

Women in Tech organize activities to help and inspire women to pursue a career in tech, a cause that we

support. Siteimprove operates in an industry that has historically been dominated by men. We know that diversity is good for the business, so we and other players in the IT and technology industry need to be better at attracting female employees and developing them professionally. Together with Women in Tech we aim to show that technology is a great industry for everyone and, hopefully, encourage more women to pursue a career in IT.



Goals

Siteimprove's Labor Rights Goals	Goals achieved 2018	Goals for 2019
Ensure a healthy work environment for all Siteimprove employees	We re-introduced Fitimprove, which is a month of fun competitions and exercise to get healthier and improve team spirit. The work environment organization ran first aid courses in Copenhagen.	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	We continue to be an equal opportunity employer and not discriminate in our hiring process. We extended our partnership with Women in Tech. We continue to promote equality and inclusion internally and externally.	We will continue to provide and promote equal rights to employees, applicants, and the public. We want to establish a diversity policy that includes tangible goals for gender diversity. We want to contribute to more diversity in the IT and tech industry.
Continue our focus on the well-being and satisfaction of our employees	For the fourth consecutive year Siteimprove was officially recognized as a great workplace in Minnesota by Star Tribune. All Siteimprove locations were included in our annual employee satisfaction survey, Great Place to Work®, for the first time. We introduced more transparency and communication internally through the new Siteimprove app, Q&A sessions with top management, and increased employee involvement in decisions. We introduced systematic onboarding to track satisfaction and onboarding levels of new Siteimprovers.	We want to continue tracking employee satisfaction through the Great Place to Work® survey, and by introducing more frequent surveys. We will continue to improve the opportunities and transparency in regards to professional development of our employees.



Environment

2018

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 other industries. At Siteimprove 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.

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

Minimizing Our Carbon Footprint

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, which is a 10% improvement from the past years. 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 in the future and we're happy to see them making progress. In January 2018 they reported a 50% renewable energy usage and have several ongoing renewable energy projects that will help them achieve their goal.

Minimizing the Environmental Impact 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.

Upping Our Recycling Efforts

After having our application for a recycling grant approved by the local

county, we purchased individual recycling containers for every desk in our office in Minneapolis. With these individual containers, we were able to increase our recycling efforts significantly in 2018.

improved our recycling significantly. We also have dedicated recycling heroes that remind employees what can and cannot be recycled, and our office manager sends out reminders to the staff. Prior to receiving the grant, our 3-yard recycling dumpster



As a company we provide canned water, soda and other beverages to employees. We go through approximately 1000 aluminum cans a week in Minneapolis. By making it easier for employees to recycle, and labelling all bins to identify which items are recyclable, we've

was picked up twice a week at approximately 75% full, today it is picked up five times a week and is 100% full. That's an increase in recycling of more than 330%!

In our Copenhagen office where employees are offered breakfast,

lunch, and take-away, we focus on reducing the use of plastic containers with the goal of eliminating it entirely. In 2018 we successfully eliminated the use of single-serving butter packs, replaced our plastic

take-away boxes with biodegradable boxes, and have moved away from using plastic cutlery and plates. When single-use cutlery is needed we ensure that what we use is made from recycled and degradable materials.

With all these initiatives we have significantly reduced the amount of plastic used in the Siteimprove canteen in Copenhagen.



Goals

Siteimprove's Environment Goals	Goals achieved 2018	Goals for 2019
Use environmentally responsible suppliers	We continued our collaboration with environmentally responsible data centers, who also increased their use of power from sustainable sources.	We will continue our collaboration with green primary suppliers.
Encourage and practice environmental consciousness internally	We improved recycling rates in our offices. For instance, we saw an increase of 330% in Minneapolis and significantly reduced the use of plastic in Copenhagen.	We will continue to encourage employees and external stakeholders to consider the environment in their activities and use of resources. We will continue to look for opportunities to recycle more and produce less waste in our offices.





Anti- corruption



2018

Global Compact Principle 10

The company should

10. Work against corruption in all its forms, including extortion and bribery.

While Siteimprove operates in a low-risk market and solely in countries perceived as “less corrupt” by Transparency International’s Corruption Perceptions Index, we take additional measures to work against corruption. 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.

In the corporate Code of Conduct, 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. Instead all personal gifts that have been received during the year are thrown into one pile for our annual employee bingo, where employees then randomly win gifts as bingo prizes. That way we avoid conflicts of interest caused by gifts to Siteimprove employees from external providers, customers, vendors, and other partners.

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.

Finally, Siteimprove always advises vendors of the requirement to adhere to the Code of Conduct when working with us. If vendors fail to comply, they face the possibility of losing our business. Siteimprove also respects and adheres to customer and supplier policies to the extent that they do not contradict our own policies.

Goals

Anti-corruption

Goals achieved - 2018

Goals for 2019

Prevent all forms of bribery and corruption in the company

Our Code of Conduct is now fully integrated in the company.

We had no cases or allegations related to bribery or corruption at Siteimprove in 2018.

We will continue doing business free of corruption.



Local Initiatives

Every year our local teams take some time off from their usual responsibilities to engage with the local community and promote equality and inclusion. This is a collection of local initiatives and causes that we supported in 2018.

Amsterdam

Blind for 1 Day

In June, our Benelux team participated in an initiative from the Dutch Eye Foundation called 'Blind for 1 Day'. On the longest day of the year, the team experienced what it is like to be visually impaired, walking around Amsterdam and attempting to work wearing simulation glasses. The purpose of the initiative is to create more awareness and understanding around people with visual disabilities and to raise money for essential eye examinations.



Volunteering at an Amsterdam Day Care Center

In July, the Benelux team spent a morning at a specialized day care center for people with multiple disabilities in Amsterdam. Together, the team of Siteimprovers and the

users of the day care center went for a walk in the lovely, Dutch summer weather and shared some tasty ice cream.

Volunteering with Cordaan

In October, our Benelux team did some more volunteering work, this time with the organization Cordaan in Amsterdam. As one of the largest care organizations in Amsterdam Cordaan provides care and assistance for people that need it. The team of Siteimprovers spent a morning with some of the elderly people who go to Cordaan daily, organized activities for them, and took them for a walk in the park.

Minneapolis

Community Day

June 15th was Community Day in our Minneapolis office. The CSR & Inclusion group organized a blood drive, where Memorial Blood Centers set up a mobile blood donation center so that volunteers could donate blood. 24 Siteimprovers made donations, which will help Memorial Blood Centers provide life-saving blood products for patients in need.



In addition to the blood drive, Siteimprovers participated in a clothing drive with Disabled American Veterans of Minnesota, a pet supplies drive with the animal rescue Wags & Whiskers, and a food drive with Volunteers Enlisted to Assist People (VEAP).

Toys for Fraser Clients

In September, 40 U.S. Siteimprove volunteers made 168 beaded fidget toys for clients of Fraser, Minnesota's largest provider of autism and early childhood mental health services. The beaded fidget toys will be given to adolescent, teen, and young adult clients who can benefit from having a hand fidget toy. These toys help ease anxieties, give clients an acceptable outlet for excess energy, and are provided freely.

Cereal for Open Arms

During the month of November, our U.S. team set out to collect 500 boxes of cereal for Open Arms, a nonprofit that cooks and delivers free, nutritious meals to people living with life-threatening illnesses in the Twin Cities. The whole office chipped in and donated cereal boxes which meant that the team reached their goal before the end of November!



Sydney

Graduation Day for Assistance Dogs Australia

In September, our team in Sydney attended the graduation day for Assistance Dogs Australia, who train and place service dogs with Australians in need. The organization trains dogs that specialize in supporting people with a physical disability, autism, or PTSD. Graduation Day is the day where these hard-working dogs are officially handed over to their new owners and is a celebration of all the hard work and training that goes on behind the scenes.



Toronto

The 17th Annual Meagan's Walk and Hug

A group of Siteimprovers from our Canada office participated in the 17th Annual Meagan's Walk and Hug on May 12th, 2018. Meagan's Walk is a community event that directs 100% of donations to SickKids to support pediatric brain tumor research. The team donated their personal time and money to take part in the walk and contribute to funding ground breaking research that improves treatments and outcomes for young brain tumor patients.



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



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.

2018

Corporate Social Responsibility Report

Siteimprove