



GLOBE SCAN



United Nations Global Compact

# GlobeScan's 2012 Global Compact Communication on Progress

## STATEMENT OF CONTINUING SUPPORT FOR THE GLOBAL COMPACT 2012

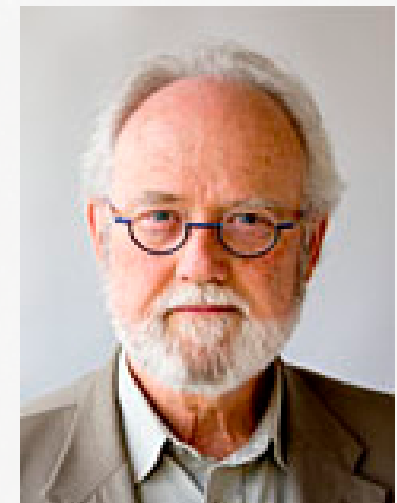
GlobeScan, like many globally focused companies, has many ambitions. One of our core purposes has always been to apply our global polling and stakeholder engagement capabilities to give voice to people's aspirations on a whole range of issues.

However, through our observation of trends and events over our 25-year history as a company, we have come to see the achievement of a sustainable and just world for all as such an over-riding imperative and huge challenge that we have decided to put our other ambitions aside to focus exclusively on this goal, both through our company's work and through our new GlobeScan Foundation.

The outward manifestation of this new focus has been the relaunching of our company over the past year, with a broader service offering aimed at better supporting our clients' efforts to contribute to progress towards a sustainable and just world for all.

As a result, we feel even more worthy and pleased to submit this, our eighth annual Communication on Progress since our company joined the Global Compact in 2004.

In addition to our client work, our major contribution to the goals of the Compact this year has been manifested in the Regeneration Roadmap, our multi-faceted initiative with our colleagues at SustainAbility, the firm, to provide a way forward for achieving sustainable development within the next generation, focusing in particular on ways the private sector can improve sustainability strategy, increase credibility, and deliver results at greater speed and scale. More information on this exciting global initiative is included in this report, and our final report, entitled "Changing Tack," can be downloaded at <http://theregenerationroadmap.com/reports.html#/changing-tack.html>



Sincerely,  
Doug Miller,  
Chairman



# HUMAN RIGHTS



# HUMAN RIGHTS

*Principle 1: Businesses should support and respect the protection of internationally proclaimed human rights; and*

*Principle 2: make sure that they are not complicit in human rights abuses.*

## *Our Commitments*

GlobeScan is dedicated and committed to upholding the United Nations' Universal Declaration of Human Rights and any other international, national, or regional laws and bylaws that apply to GlobeScan. To ensure that we are constantly improving on our commitments to the UN's Universal Declaration of Human Rights, GlobeScan is continuously reviewing and revising our internal and external policies. This includes a biennial review of our internal standards for conducting business by all GlobeScan staff, to assure that the market and public opinion research we have conducted will not be exploited in any way that would negatively impact or harm the public or society at large.

To ensure the highest standard in the industry, GlobeScan subscribes to a number of world organizations that enable better research practices. This includes the standards of the World Association of Opinion and Marketing Research Professionals (ESOMAR), which sets minimum disclosure standards for studies that are released to the public or the media. As well, GlobeScan subscribes to the World Association for Public Opinion, and to the Marketing Research and Intelligence Association.

GlobeScan has continued its previous year's commitments to various charities, not-for-profit organizations, partnerships, in-kind donations, and pro bono work.



# HUMAN RIGHTS

## 2012 Outcome

## Future Commitment

### Maintain a management-supported corporate CSR committee

GlobeScan committed a small percentage of its 2012 pre-tax income to further develop and enhance its CSR program. The committee's responsibilities include conducting reviews of the company's CSR footprint and activities, making recommendations for further implementation, and writing the Global Compact Report.

GlobeScan will continue to financially support a CSR committee. The financial commitment will total 1 percent of the company's pre-tax income. The budget will cover:

- Administration time
- Pro bono work (minimum of 50 staff working days)
- Funding for CSR-related activities (including Clean Air Commute, Bullfrog Power, etc.)

### Pro bono research: dedicate at least 50 working days and \$5000 to cover direct costs of conducting research

GlobeScan's pro bono budget and time were put toward the following projects:

- The Boys and Girls Club of Canada
- The Regeneration Roadmap

GlobeScan will continue with its pro bono commitment of a minimum of 50 staff working days in 2013, primarily focused on The Regeneration Roadmap and its summative report, Changing Tack (see box on page 21).

### Lord Holme Memorial LEAD Scholarship

In memory of the former Chairman of GlobeScan and LEAD International, the late Richard Holme, GlobeScan provides an annual grant to an individual or groups of candidates from developing nations with a commitment to sustainable development. In 2012, we provided £7000 to cover air fares for seven Senegalese and Gambian LEAD Africa Fellowship participants to attend the Pan-African Session in Lilongwe, Malawi (see page 22 & 23 for short descriptions of our 2012 beneficiaries).

GlobeScan will continue to financially support The Lord Holme Memorial LEAD Scholarship. GlobeScan will provide our 2013 candidate with £7000 to attend the 2013 LEAD Europe Sustainability Leadership Programme in London, UK.

# HUMAN RIGHTS

## 2012 Outcome

## Future Commitment

### The GlobeScan Foundation

GlobeScan Incorporated financially supported the GlobeScan Foundation, which is dedicated to helping achieve a sustainable and just world for all. The Foundation focuses on developing and applying a range of social science tools to help collaboration and accelerate progress (see box on page 21 for more information about the GlobeScan Foundation).

In line with the company's commitments to sustainable development, GlobeScan will continue to support the GlobeScan Foundation and will provide funding to the foundation through a small percentage of the company's pre-tax income.

### Discounted rates for non-governmental organizations and academics and in-kind research

GlobeScan recognizes the importance of not-for-profit organizations. To assist them with their work, GlobeScan offers discounted rates to these clients. Additionally, GlobeScan has always provided single historical results to university students for academic purposes at no cost.

In 2012, GlobeScan provided the following organizations with discounted and/or in-kind research:

- Business for Social Responsibility (BSR)
- Canadian Business for Social Responsibility (CBSR)
- Business in the Community (BITC)

GlobeScan will continue to offer discounts of 25% to our not-for-profit clients and provide research upon request to academics, as well as providing in-kind research when requested.

### Encouraging charitable giving through company-matched employee donations and survey participant incentives

GlobeScan encourages its employees to contribute to charities by matching employee donations dollar for dollar. Annually, charitable donations are made as a collective by both the company and by employees. In 2012, charitable donations were made to BasicNeeds, CapAids Canada, and the Surfrider Foundation. GlobeScan and its employees contributed about \$185.00 per capita in donations.

GlobeScan also actively encourages its clients to make charitable donations—between \$25 and \$100—on behalf of survey respondents. GlobeScan annually helps a number of its clients donate on average between \$10,000 and \$15,000 collectively to hundreds of charities worldwide.

Additionally, for the fifth consecutive year, GlobeScan staff collected and donated food to the Daily Bread Food Bank in Toronto.

GlobeScan will carry on its charitable commitments through company-matched donations to charities to be chosen by way of staff vote.

Staff will also continue to make annual donations to the Daily Bread Food Bank.

GlobeScan will continue to encourage its clients to make charitable donations as incentives for respondent participation.



# HUMAN RIGHTS

## 2012 Outcome

## Future Commitment

**No-cost research findings via Salons, website, webcasts, blog, and social media**

To better inform professionals and the public of CSR-related issues and trends, GlobeScan hosts a series of free seminars called Salons. In 2012, these were conducted via The Regeneration Roadmap, our joint project with SustainAbility. Salons were hosted in cities around the world, including London, Washington, Silicon Valley, Shanghai, and Beijing.

GlobeScan also maintains and updates a series of Featured Findings through its website, which provides brief summaries of research results free to the public on various societal issues and trends.

GlobeScan also actively blogs, and provides research findings via various social media outlets (i.e., Facebook, Twitter, LinkedIn, Google+).

GlobeScan (and SustainAbility) have begun offering its Sustainability Survey—which regularly tracks sustainability professionals' opinions—at no charge to its clients.

GlobeScan will continue to educate professionals and the public on CSR, sustainability, and other issues through our Salons, website, webcasts and social media outlets.

**Promote and champion the protection of human rights within our supply chain**

GlobeScan added appropriate clauses reflecting the requirements of Global Compact membership to all contracts and license agreements that it has with its partners and suppliers across the world, thus introducing our research suppliers and major partners to the Global Compact and encouraging their participation as well.

GlobeScan continued with the evaluation of customer satisfaction and improving its practices and processes while adhering to rigorous international research standards.

GlobeScan will continue to promote and champion the protection of human rights within its supply chain.

# LABOUR STANDARDS



# LABOUR STANDARDS

*Principle 3: Businesses should uphold the freedom of association and the effective recognition of the right to collective bargaining;*

*Principle 4: the elimination of all forms of forced and compulsory labour;*

*Principle 5: the effective abolition of child labour; and*

*Principle 6: the elimination of discrimination in respect of employment and occupation.*

## *Our Commitments*

GlobeScan recognizes that our employees are our greatest asset, and to ensure that we are able to recruit, hire, and retain the most talented individuals for our organization we strive to assist all of our employees in maintaining a work-life balance and to provide flexibility to employees on an individual basis.

GlobeScan is committed to supporting and contributing to the well-being of our employees and offers a competitive health plan that all employees are invited to participate in. Maternal/paternal benefits are available to all employees as required. To ensure that employees' work is challenging, creative, and rewarding, we have established the GlobeScan University (GSU). The GSU is a professional development program aimed at enhancing and broadening the skills and knowledge of our employees.

In addition, employees are encouraged to develop their professional skills through enrollment in courses and attendance at conferences.

To maintain the highest standard of honesty, openness, and accountability, employees are encouraged to express their opinions and concerns to any member of management in regard to internal practices and the practices within the company's network of suppliers and subcontractors. Moreover, all employees are included in discussions surrounding the creation of internal and external policies that directly affect their well-being and involvement within the company and the network of suppliers and subcontractors.

# LABOUR STANDARDS

## 2012 Outcome

## Future Commitment

### Joint Health and Safety Committee

GlobeScan's Joint Health and Safety Committee was reinitiated in 2012. One staff member from the Toronto office completed the first of two phases for professional training and certification from the Ontario Workplace Safety and Insurance Board's Joint Health and Safety Certification Program. The Committee will be comprised of both management and staff and will meet regularly, conduct safety audits, and submit recommendations to the management team for evaluation and remedial action.

The Committee organized a flu vaccination clinic in Toronto.

GlobeScan is committed to having its Toronto office staff member complete the second phase of the Certification Program in 2014.

A staff flu vaccination clinic will be scheduled again for Toronto as well as our London office.

### Performance bonus and profit-sharing

Performance bonuses and profit-sharing are awarded to each employee on an annual basis.

In 2012, GlobeScan introduced a Group Pension Plan in each of its offices: a Group Stakeholder Pension Scheme for the London office, an RRSP Pension Plan for the Toronto office, and a comparable plan for the San Francisco office. In its inaugural year, GlobeScan matched employee contributions to their plans at a small percentage of their gross salary (up to a maximum); however, it is the company's intention to increase its contribution in future years.

GlobeScan will conduct full compensation and benefits review consulting with all employees with a view to improving compensation packages for 2013 and beyond.

### Financial updates

To maintain transparency throughout the company, GlobeScan provides quarterly financial updates to employees, and openly answers questions about the company's current financial position and future growth potential.

GlobeScan is committed to maintaining the highest standard of transparency and communication with all of its employees.



# LABOUR STANDARDS

## 2012 Outcome

## Future Commitment

### Working conditions and work-life balance

GlobeScan is committed to ongoing enhancement of its workplace conditions and to providing all of its staff with a good work-life balance. The company provides flexible work schedules and permits staff to work from home when required.

We are committed to continuous improvement of the quality of our working conditions and to providing our staff with flexibility to ensure a balance between their work and personal lives.

In 2013, GlobeScan will move its Toronto office to a location more centrally located for staff (to shorten commute times) and smaller in size (to minimize our carbon footprint and control costs).

In 2013, GlobeScan will implement a Workplace Wellness Initiative to encourage and support staff in living healthy and active lifestyles. In partnership with a local exercise gym, we will supply all interested staff with pedometers, inviting them to log their steps online. The friendly competition will reward those who take the most steps and travel furthest along a virtual trek.

### Employee Intranet : "The Hub"

To sustain the highest standards of honesty, openness, and accountability, GlobeScan maintains an Intranet web forum for all its employees. All news, developments, and announcements are regularly communicated to employees via "The Hub." The website is updated on a daily basis.

GlobeScan will continue to maintain "The Hub" for communicating and interacting with employees.

### Global Teams and mentoring

In 2012, GlobeScan's new Global Teams allowed staff at various offices to work together more closely to increase communication throughout the GlobeScan hierarchy. A Director was assigned to each Team, not only to lead their practice area but to act as mentors to their team members. This new structure effectively replaced a formal peer mentoring program. It continues to offer a personal channel for all employees to voice their concerns to their Director, and to discuss challenges that they may be facing in their personal and professional lives.

GlobeScan is committed to having an "open door" policy and actively encourages its staff to discuss issues of concern, both personal and professionally, with their Director or with other various senior staff and members of management.

# LABOUR STANDARDS

## 2012 Outcome

## Future Commitment

### GlobeScan University

In 2006, GlobeScan University (GSU) was created based on the principle of the Marketing Research and Intelligence Association (MRIA). GSU invites all employees to partake in a series of learning sessions that are aimed at developing their professional skills and, in turn, those of GlobeScan as a whole.

We will continue to expand the GlobeScan University for the professional development of GlobeScan staff.

### Staff survey

On a regular basis, GlobeScan conducts a staff survey. The survey is used to:

- assess views about GlobeScan's brand and corporate culture
- understand engagement at GlobeScan, and
- track employees' job satisfaction (from as far back as 2007)

GlobeScan will conduct the regular staff survey again in 2013, as well as a compensation and benefits evaluation survey.

### Staff dialogue meetings

In 2012, GlobeScan revised its staff communications to align with feedback from a staff survey asking for smaller, more intimate groups that allowed for more open conversation and feedback, and that improved overall communication within the organization.

GlobeScan will continue the staff dialogue meetings for communicating and interacting with employees.

### Supply chain labour standards

GlobeScan has various screening policies in place to ensure that all of our suppliers and supply chain is free of all forms of forced and compulsory labour and any other unethical labour practices.

We will continue our screening policies of new suppliers and supply chain.

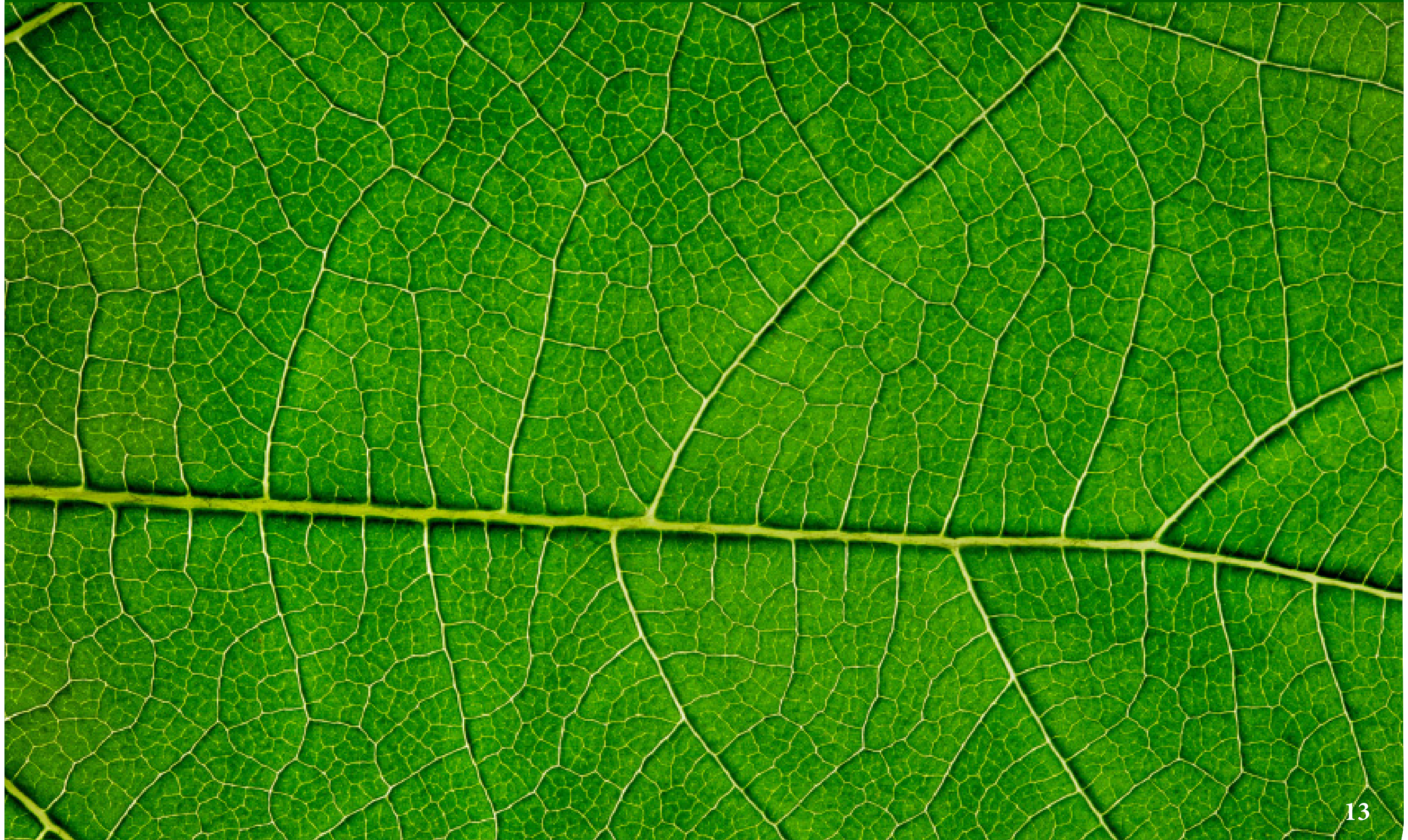
### Student internships

For the past 10 years, GlobeScan has provided training to at least one intern per year in the Toronto or London office. To date, we have provided 12 students with a placement at our company. During their internship, we have provided them with training and the necessary skills to be able to succeed in the marketing and public opinion industry.

GlobeScan will continue to offer internship placements to students when opportunities or needs arise.



# ENVIRONMENT



# ENVIRONMENT

*Principle 7: Businesses should support a precautionary approach to environmental challenges;*

*Principle 8: undertake initiatives to promote greater environmental responsibility; and*

*Principle 9: encourage the development and diffusion of environmentally-friendly technologies.*

## *Our Commitments*

GlobeScan recognizes the importance of being a socially and environmentally conscious company, and demonstrates this through a strong set of policies and objectives that shape the scope of its business and the way it deals with clients and suppliers.

The GlobeScan management team is strongly committed to working with staff to minimize the ecological footprint of GlobeScan operations.

GlobeScan and its employees continue to dedicate themselves to a variety of environmental initiatives through donations, in-kind research, memberships, and active participation.



# ENVIRONMENT

## 2012 Outcome

## Future Commitment

Participate in the Clean Air Commute and actively encourage staff to green their commute by taking public transport, cycling or walking to work

Since 2006, GlobeScan has been an active participant in Pollution Probe's annual Clean Air Commute week. All of GlobeScan's Toronto staff participate in the event by logging their commute and by choosing alternate modes of commuting. In 2012, GlobeScan achieved a 100% participation rate.

All London office staff members commute by public transport, walking or cycling, and the office building provides facilities for those wishing to cycle.

GlobeScan will not participate in the Clean Air Commute in 2013, instead choosing to devote our time and resources to support another organization.

Carbon offsets for all GlobeScan air travel

Since 2007, Climate Care has assisted GlobeScan with offsetting 100% of all our CO<sup>2</sup> emissions from air travel for all three GlobeScan offices. GlobeScan also includes carbon offsets from air travel in all contracts. Our 2012 carbon offsets amounted to 112.44 tonnes.

Additionally, to avoid unnecessary travel, GlobeScan offers "webinars" and online meetings as an alternative to in-person meetings.

GlobeScan will continue to offset all emissions related to air travel and offer online meetings and webinars to clients in order to avoid unnecessary travel-related emissions.

# ENVIRONMENT

## 2012 Outcome

## Future Commitment

Reduce office paper use by 10% of 2011 volume, measured in relation to company revenue (number of sheets per \$1000 of revenue)

GlobeScan fell short of its goal of reducing internal paper use by 10% of 2011 volume.

In 2012, Toronto, London, and San Francisco combined for an increase of 22%.

To help meet our targets, GlobeScan:

- has all staff computers automatically set to print double-sided,
- actively encourages staff to only print what is absolutely necessary, and
- delivers all research reports in an electronic format. Any other documents required were printed in limited edition on FSC certified paper to ensure that the paper products that are consumed come from responsibly managed forests and verified recycled sources.

In 2013, GlobeScan will recommit to reducing its paper use. We will once again aim to reduce paper use by 10% of 2012 volume.

Reduce the environmental footprint in all areas related to printing and paper use

- GlobeScan participates in the Canon Toner Recycling program.
- GlobeScan uses only 100% recycled, FSC paper.
- Headquarters uses EnergyStar high-efficiency printers, designed to use significantly less energy and less toner.
- Municipal recycling boxes are provided at each working and printing station to divert paper from the waste stream.
- The London office contracts First Mile for recycling of all paper waste, including recycling of shredded confidential documents.
- “Shred It” boxes are stationed in the headquarters office to ensure shredding and proper recycling of sensitive documents. In 2012, GlobeScan saved 11.8 trees by recycling paper via “Shred It” boxes.

GlobeScan remains committed to lessening the overall environmental impact of our paper consumption.



# ENVIRONMENT

## 2012 Outcome

## Future Commitment

### Improve the ecological footprint of our Toronto and London operations

- GlobeScan's Toronto HQ office is powered by Bullfrog Power, a Canadian green energy provider. GlobeScan pays a premium on its energy bill and the money is put toward developing renewable and cleaner energy in Canada.
- With the relocation of our London office, we have improved the ecological footprint of our London operations. The new location makes it easier for staff to commute by public transit, walking, or biking, and is more energy efficient via motion sensor lighting. The London office now has facilities for recycling most plastic and electronic waste, and also participates in the Nespresso "Ecolaboration" coffee capsule recycling scheme, which enables 100% of the coffee packaging to be recycled and the grounds to be composted.

GlobeScan will continue with Bullfrog Power at its Toronto location and will seek out similar green energy alternatives at its London and San Francisco locations.

### Promote an environmentally conscious office lifestyle

GlobeScan and its employees recognize the importance of living an environmentally conscious lifestyle and have incorporated it into every aspect of their office life by:

- purchasing only fair-trade coffee,
- using independent office occupant control of HVAC settings,
- using a tap water filtration system rather than bottled water,
- providing reusable dishes and cutlery,
- using energy-efficient appliances and office equipment, and
- providing biodegradable soap and cleaning supplies that come from recycled products

GlobeScan will continue to set an example as an environmentally conscious company and encourage its employees to be similarly minded.

# ANTI-CORRUPTION





# ANTI-CORRUPTION

*Principle 10: Businesses should work against corruption in all its forms, including extortion and bribery.*

## *Our Commitments*

GlobeScan is committed to working against all forms of corruption and is dedicated to developing clear and precise policies and procedures.

# ANTI-CORRUPTION

## 2012 Outcome

## Future Commitment

### Audit of financial statements

GlobeScan's financial statements are independently audited each and every year.

GlobeScan will continue to have financial statements audited annually.

### Anti-corruption policies and procedures

All employment and consultant agreement contracts clearly state that the recipient cannot accept gifts or hospitality over \$100 from any business or person.

GlobeScan is committed to developing clear and precise policies and procedures that would prevent all forms of corruption in our supply chain.

GlobeScan will continue to require new suppliers to state their commitment to anti-corruption policies and to the protection of human rights.





The Regeneration Roadmap, a collaborative and multi-faceted initiative by GlobeScan and SustainAbility, aims to provide a way forward for achieving sustainable development within the next generation, focusing in particular on ways the private sector can improve sustainability strategy, increase credibility, and deliver results at greater speed and scale.

Nearly 25 years after the Brundtland Commission released *Our Common Future*, and 20 years after the first Earth Summit in Rio de Janeiro, The Regeneration Roadmap assesses progress made on the sustainable development agenda and offers a new path forward.

This project is inspired by interviews with sustainable development pioneers, the Ray Anderson Memorial Interviews, conducted over the last year and will include perspectives from a new generation of innovators and entrepreneurs.

The beauty and challenge of The Regeneration Roadmap lies in its design: a reflective process of progressive and participatory problem-solving whose outcomes will be substantial and valuable, but which will reveal themselves gradually.

The final output of The Regeneration Roadmap, *Changing Tack*, offers the private sector a prescription for piloting the unfamiliar seas of sustainable development that lie ahead.

For more information about The Regeneration Roadmap, please visit [www.theregenerationroadmap.com](http://www.theregenerationroadmap.com)



The GlobeScan Foundation is dedicated to helping achieve a sustainable and just world for all. We focus on developing and applying a range of social science tools to help unlock collaboration and accelerate progress. We have chosen the theme “Letting Everyone Speak” to manifest our mission for two reasons. First, we believe everyone has the right to speak on matters that affect their lives. Second, when we let everyone speak we open up the possibility of collaboration, which we believe is essential for meeting humanity’s challenges.

Over the last 25 years, GlobeScan Incorporated has done a great deal of pro bono work—for global NGOs, Complus, UN agencies, and various foundations among others. Now, with our Foundation, we are able to focus and magnify our non-commercial work in order to advance progress for all.

The GlobeScan Foundation Goals:

- To conduct non-commercial global polls on matters of public interest.
- To give a voice to influential experts and stakeholders on important topics.
- To develop and apply engagement processes that can encourage mass collaboration to solve problems.

For more information about the GlobeScan Foundation, please visit [www.globescan.com/globescan-foundation.html](http://www.globescan.com/globescan-foundation.html)

## ***The Lord Holme Memorial LEAD Schoarship***

In memory of former GlobeScan Chairman Richard Holme, this fund aims to facilitate developing world leadership for sustainable development. In 2012, GlobeScan provided air fares for seven Senegalese and Gambian LEAD Africa Fellowship participants to attend the Pan-African Session in Lilongwe, Malawi. The Pan African Session is the culmination of the African-led training program equipping new leaders with the necessary tools and networks to achieve change. The 2012 theme was “Population and Climate Change: Towards Climate Compatible Development for Africa.”

## **Profiles of 2012 Recipients**

### **Mamadou Falilou Sarr, Director, CONCEPT**

Mamadou Falilou Sarr has a background as a development worker with an overall 16 years of experience working with local Senegalese and international NGOs, as well as private consultancy groups, in different fields covering women’s and children’s rights, international security, democracy and governance, organizational development, and jobs creation. Having already received a Bachelor degree in applied economics in 1994 and a Master’s degree in project management in 2009, he completed a Master’s in international public policy at the University of Tsukuba in 2011. As a Director at CONCEPT, he is the Political Affairs Specialist and is leading the setting up of the African Center for International Peace and Development.

### **Victoria Abiosseh George, Chartered Certified Accountant, Partner at PKF Gambia**

Victoria Abiosseh George is a Chartered Certified Accountant with experience in maintaining accounting systems, financial statement audits, financial statement compilation, corporate governance review, establishment of internal audit functions, corporate and business tax consulting, and special assignments, including due diligence and working with various consultancies delivering high-management reports. She is recognized for her ability to identify continuous change actions to enhance quality of work. She is currently working as a partner at PKF Gambia.

### **Christella Ngo Innack Elouga, Program Associate, PNUD-GEF**

Josephe Clotilde Christella Ngo Innack Elouga has an engineering degree in food industry (food technology option) and an MBA in management and business creation. She is currently Associate Program Officer of the Energy and Environment team at the UNDP Regional Centre in Dakar. She previously worked as administrative assistant at the UNDP Regional Centre, Assistant Coordinator of Enda Third World Youth Action Team, and as Production Manager at Phytopharma, Dermo-cosmetic laboratory in Dakar. She evolved in the informal sector, processing and selling local fruits and poultry.

### **Matar Sylla, Civic Engineer, Technical Manager, Programme National de Biogaz Domestique du Sénégal (PNB-SN)**

Matar Sylla is a civil engineer having worked at both national and international major infrastructure projects. He is currently managing the Senegalese domestic biogas project, implemented within the framework of the African Biogas Partnership Program (ABPP), taking place in Senegal, Burkina Faso, Tanzania, Ethiopia, Uganda, and Kenya.



## **Profiles of 2012 Recipients, continued**

### **Die Marie Faye, Human Resources Officer, Ministry of Education**

Die Marie Faye is a French teacher by training and the Gender Focal Point of the Research and Training Group on Population. She monitors and coaches youths in summer and day camps. She has attended workshops on sexual and reproductive health (including family planning, abortion, and female genital mutilation) and is a member of the Steering Committee in charge of the Festival on Gender-based Violence Films.

### **Demba Baldeh, Educationist, Ministry of Basic and Secondary Education**

Demba Baldeh is an educationist specialized in mathematics and environmental studies. He holds a B.A. in development studies and management. He is involved in community mobilization in Gambia.

### **Bassirou Kane, Head, Project Development Department, Agence Régionale de Développement (ARD) de Dakar**

Bassirou Kane is the Head of Department for Project Attributions at the Dakar Regional Development Agency, in charge of technical and administrative support to local councils within the framework of the National Program for Local Development. He has a higher diploma in decentralization and territorial management.