



BPA Worldwide Sustainability Report

2011-2012



BPA
WORLDWIDESM

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A message from our president and CEO



GLENN HANSEN
President & CEO, CSR-P, ACSAP

1.1, 3.5, 3.6 With the launch of the iCompli division of BPA in 2011, BPA searched for opportunities to provide assurance of claims of conformance to industry standards. On April 29, 2011, BPA retained consulting firm LeapFrog Sustainability, to advise on the issue of sustainability and how BPA might play a compliance role in the industry. The first target was the trade show industry because the international exhibition association, UFI, which has a trade show attendance audit requirement for admittance into membership, announced its “Sustainability Committee”, was calling for industry comment on sector supplement reporting guidelines drafted by the Global Reporting Initiative (GRI) for the Event Sector. As a UFI-certified auditor and an associate member of that organization, BPA participated in the public commenting on the sector draft.

Following on to the introduction to GRI, LeapFrog introduced BPA to other standards bodies in this space, most notably AccountAbility and its AA1000 standard. This organization certifies assurance providers which then verify companies’ implementation of AA1000 standards. However, it became immediately apparent that not only must we talk the talk, and walk the walk; we have to walk the talk. BPA needed its own CSR plan. It had to be implemented, and goals set and achieved.

To accomplish this, LeapFrog introduced BPA to the Center for Sustainability Excellence (CSE), a firm which provides training to educate people tasked with CSR within their respective companies. I attended such training June, 22-23, 2011 in New York City and John Mikstay, CEM, then BPA’s Manager of Events Audit and chair of BPA’s CSR staff committee, attended similar schooling in Toronto in early November 2011. The action step required at the end of the course was the creation of a two-year CSR plan for each student’s company. If the plan incorporated all the elements for a viable CSR plan, the Institute of Environmental Management and Assessment (IEMA)

would anoint the student with CSR Practitioner credentials. Mr. Mikstay, Mr. Tim Peel of our Toronto office and I are now certified “CSR – Practitioners.” This report tells of the fruits of our labor in creating and implementing our CSR plan.

What was our “Green Committee” met on September 7, 2011, and immediately renamed itself the “CSR Committee” and reorganized using the Four Pillars of Sustainability (Workplace, Marketplace, Environment and Society) as the model. Each pillar has a “team leader” and CSR Committee members volunteered for up to two pillars in which they have interest. We have 36 active committee members or 31% of our staff and full global participation with at least one active representative from each of BPA’s five international offices.

The full CSR Staff Committee meets frequently and has implemented the use of a “Work-In-Progress” (WIP) tracking spreadsheet to create measureable accountability.

3.5, 3.6, 3.8 One of the main initiatives in developing the CSR plan was for the company to undergo a Carbon Footprint, Waste and Water Audit and to be rated based on that footprint. A baseline year for starting the process was first established which allowed for progress to be measureable in the ongoing process to reduce the size of the footprint through effective and responsible energy and water use, reduction of waste, careful consideration of the impact of corporate travel and the responsible use of carbon offsets. In order to perform this audit, a carbon footprint calculator was populated with data from all of the aforementioned areas.

3.6, 3.8 To this end, BPA has compiled data from all offices on energy use, paper use, employee commuting information and a new expense report was developed to more effectively track corporate travel impact. On November 16, 2011 LeapFrog Sustainability held a Carbon Footprint, Waste and Water Audit kickoff meeting with BPA Pillar team leaders from the

CSR Staff Committee. This kickoff meeting moved the CSR plan into the next phase with corporate measurement becoming vital.

Another important step in the CSR plan was to inform and educate the BPA Board of Directors on CSR and their responsibilities to BPA and to the industry. We report to the Board at each December and May meeting on the progress we are making with our sustainability initiative. Our agenda for 2014 includes the establishment of a Board-level committee to review progress reports of BPA initiatives for our corporate self and set the agenda for CSR for the membership we serve.

The Executive Committee of the BPA Board, at its August 10, 2011 meeting, approved the two-year CSR plan with the understanding it will be re-evaluated each year.

3.6 At the end of June 2012, Leapfrog presented BPA Worldwide with its first baseline report on its carbon footprint titled BPA ECO-FOOTPRINT: Greenhouse Gases, Water and Waste Baseline and Reduction Recommendations for Calendar Year 2011. This document provides proof of BPA completing its first phase of its CSR planning process, having conducted an eco-audit to establish a base year environmental footprint of greenhouse gases (GHG), water and waste. The findings of the audit are outlined in this report providing a framework for BPA to evaluate its reduction options, set reduction targets and assess the effectiveness of its footprint reduction strategies. This report is also a key resource for developing BPA's CSR reporting and communication tools.

ABOUT THIS REPORT

Independent third-party verification is the foundation of a trusted brand. Brand owners and guardians strive to create trust among those who buy their products and services. Trust can be undermined by factors such as unsupportable claims, failure to protect confidential customer data, keeping company with lesser brands or letting the brand be seen in offensive, off-brand or dishonest content. As a leading provider of compliance and assurance services, BPA protects brands from those dangers. Reducing brand risk is a competitive advantage. It's a brand solution and a business solution. This is who we are.

As a result of BPA's internal corporate social responsibility (CSR) initiative, we are moving forward in the marketplace as a CSR thought leader. As an assurance provider serving many industries, including within the sustainability field, we continue to guide and lead by example.

3.1, 3.6, 3.10, 3.11 Fiscal year 2011-12 marked BPA's inaugural foray into sustainability standards reporting based upon GRI guidelines. Our CSR journey has taken us down the path of carbon footprint analysis and as such, our environmental assessments have been completed using the calendar year as the reporting period for baseline establishment. Our financial indicators, however, are reported as fiscal year data. While this is our first Sustainability report covering each of our seven operating offices in five countries, BPA staff members in all regions have already begun to witness a change in corporate culture toward a more sustainable future for the organization.

3.2, 3.3 For our inaugural report, we are utilizing the Global Reporting Initiative (GRI) G3.1 guidelines and are self-declaring a Level C report with no third-party assurance. As part of our five-year Sustainability improvement plan, it is our goal to increase the level of GRI reporting to 4.0 and add third-party assurance as we move forward. Look for BPA's GRI reports annually following the close of each fiscal year, (June 30th).

This report is the culmination of much effort by many on the BPA team and our consultants, LeapFrog. It has been a labor of love.

As a result of BPA's internal corporate social responsibility (CSR) initiative, we are moving forward in the marketplace as a CSR thought leader.

NOTE: 3.6 - 3.8 This report excludes an analysis of a single leased storage facility in Long Island City, NY USA. The leased storage facility is a shared space and we were unable to acquire the necessary data to compile an accurate analysis. Environmental data gathered for the Carbon Footprint Analysis did not include five home office locations in the US. These locations were included however, as they related to employee count, financial performance and operational performance.



AROUND THE WORLD WITH BPA

2.1, 2.4, 2.6, 2.7 BPA Worldwide, a 501 (c) (6) corporation, has served as a not-for-profit organization since 1931. We are governed by a tripartite board comprised of media owners, marketers and their advertising agencies. Headquartered in Shelton, CT USA, BPA is a leading independent third party assurance provider serving members spanning more than 20 countries—including those in North America, Europe, Asia Pacific and the Middle East.

MEMBERS ARE LOCATED IN THE FOLLOWING COUNTRIES:

BAHRAIN | BELGIUM | BRAZIL | CANADA | CHINA | COLOMBIA | FRANCE | HONG KONG | INDIA | ITALY | JORDAN
KUWAIT | LIBYA | MEXICO | THE NETHERLANDS | OMAN | SAUDI ARABIA | SINGAPORE | TANZANIA | THAILAND
TURKEY | UNITED ARAB EMIRATES | UNITED KINGDOM | UNITED STATES OF AMERICA

2.2 BPA provides assurance for media properties including, business-to-business publications, consumer magazines, newspapers, web sites, face-to-face events, email newsletters, databases, mobile apps and social media channels. Through our auditing work, we assure buyers of media of the veracity of media owners' claims. Such assurance provides the marketplace with efficient advertising/sponsorship opportunities and we count more than 2,700 advertiser and advertising agencies among our member clients.

2.3, 2.9 In 2011, BPA launched a new division, iCompli, which provides independent, third-party review and testing for compliance with government, industry or internal guidelines. iCompli Tech Assurance is focused on data collection and usage practices, data privacy protection, system security, access controls, disaster recovery, and adherence to internal documentation standards. Engagements are performed by our Certified Information System Auditors (CISA) and supervised by an

executive staff Certified Public Accountant (CPA). Ad iCompli is an online advertising assurance tool which tracks every online ad that runs, determines if it is a viewable ad, and verifies if it is in compliance with the agency media plan.

Ad iCompli scores performance giving the user actionable information to better manage and make adjustments to the campaign. At the conclusion of the campaign, an iCompli analyst documents findings in a detailed objective evaluation.

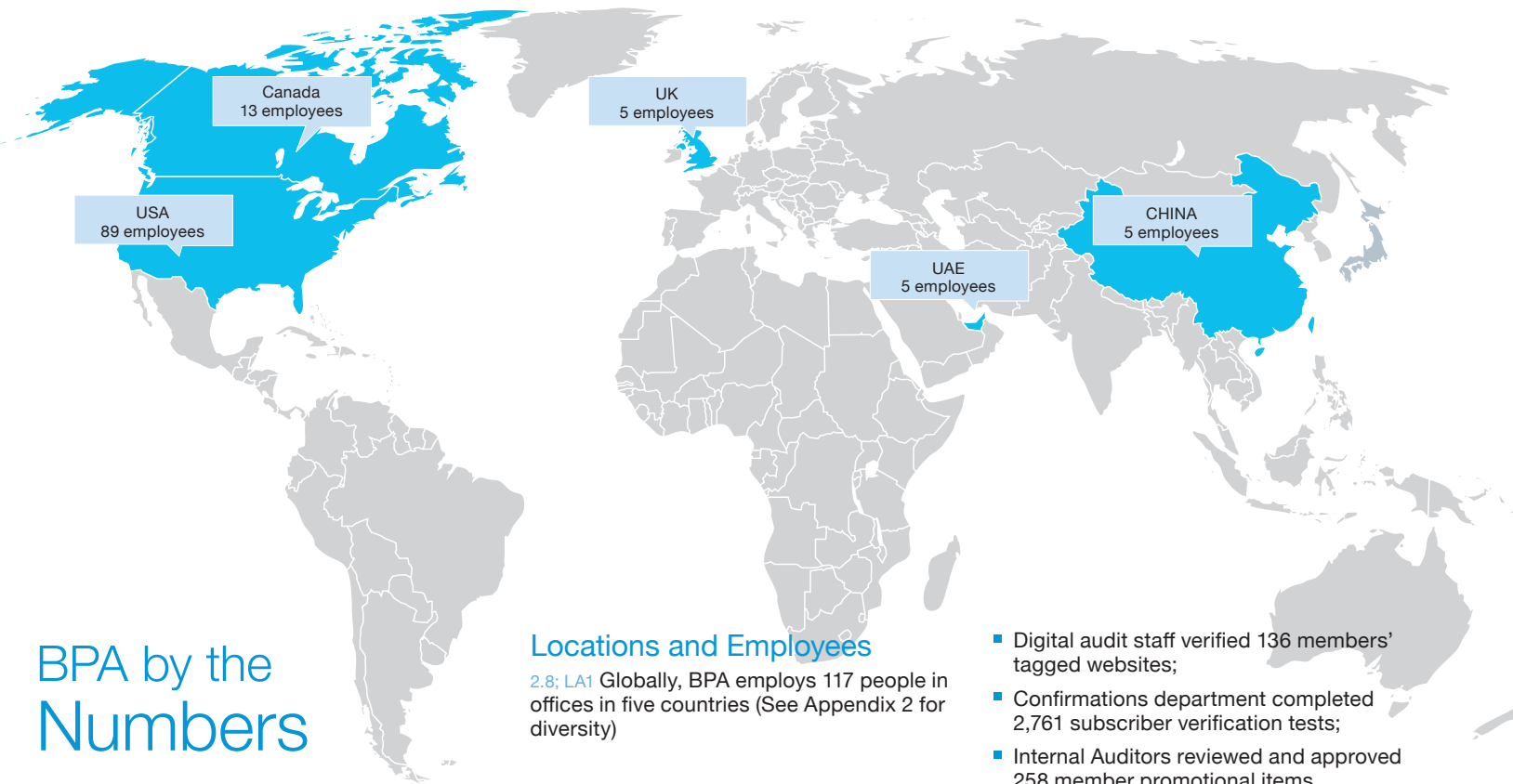
iCompli Sustainability was created to focus on two primary areas: certifying compliance to sustainability standards in the events industry; and providing external assurance on sustainability reports. In the process, we designed an online tool to help companies in the events business complete a CSR report following GRI.

2.3-2.5, 2.10, 3.6, 3.8 Headquartered in Shelton, Connecticut (CT) USA, BPA operates regional offices in five countries around the world. Offices are located in Canada (Toronto and Montreal), China

(Beijing), the United Arab Emirates (Dubai) and the United Kingdom (London). BPA's regional structure includes one subsidiary, BPA Worldwide (China) (BPA China), a wholly-owned foreign enterprise. All regional offices participated in the gathering, measuring, analyzing and reporting of measurable data for this report. No awards were received by BPA during Fiscal Year 2011-12.

2.9 On January 21, 2011, BPA's corporate headquarters changed locations from 2 Corporate Drive to 100 Beard Sawmill Road in Shelton, CT USA. The move allowed us to reduce our office footprint from 29,000s.f. to 26,000s.f. Our Beijing, China office also changed locations to China Central Place, 89 Jianguo Road, Chaoyang District, as a space-saving move.

BPA by the Numbers



Locations and Employees

2.8; LA1 Globally, BPA employs 117 people in offices in five countries (See Appendix 2 for diversity)

- Digital audit staff verified 136 members' tagged websites;
- Confirmations department completed 2,761 subscriber verification tests;
- Internal Auditors reviewed and approved 258 member promotional items.

Financial Performance

2.8; EC1 Total net revenue for all offices is US\$14,532,690. The US represents 73% of total revenue at \$10,556,045 (with total costs of \$11,615,950) and Canada's two locations represent 13% of total revenue at \$1,850,788 (with total costs of 1,357,513). At the conclusion of December 2011, BPA had \$12,846,051 in total assets. BPA maintains no beneficial ownership, and has no majority stakeholders.

Note: The China, UK and UAE offices each constitutes less than 5% of BPA's total net revenue.

SO2 As part of BPA Worldwide's annual financial audit, all business units are analyzed for risks related to corruption with none revealed.

Employee Benefits

LA3 According to an industry analysis of employee compensation in 2012, it was determined that BPA's salary scale is very competitive. In fact, BPA's benefits package for US-based, full-time employees were at the top end of the scale. In the US, full-time employees are eligible for health and dental insurance, life insurance, short-term and long-term disability insurance, retirement benefits (pension and 401k), flexible work schedules and personal days. For employees outside the U.S., BPA supplements national health care benefits.

EC3 BPA's pension funding policy is to contribute amounts to its plans sufficient to meet the minimum funding requirements of the Employee Retirement Income Security Act (ERISA), as amended by the Pension Protection Act, plus such additional amounts as the organization determines to be appropriate. In 2011, BPA made sufficient contributions such that the Adjusted Funding Target Attainment Percentage (AFTAP) at January 1, 2012 was 102.79%. Employees in Canada and the UK are eligible for retirement (pension) benefits, to which BPA contributes. In the UAE, BPA donates a comparable amount to a gratuity fund, which is paid out as an end-of-service benefit to each eligible employee upon separation from the Company. The Chinese government provides pension benefits for our employees there. All are eligible for flexible work schedules and paid vacation leave.

As part of BPA Worldwide's annual financial audit, all business units are analyzed for risks related to corruption with none revealed.

Operational Performance

2.8 During our fiscal year ended June 30, 2012, BPA auditors conducted 1,949 total engagements.

BPA audits result in verified data that is typically utilized in the marketplace to promote members' brands. The audited data is presented in various statements and reports to be analyzed by marketers and media buyers when considering placement of advertising.

Throughout Fiscal Year 2011-12, the overall audit process was assisted by several BPA departments:

Information Services produced more than 3,600 digital member reports, with 679,236 copies printed and shipped;

BPA Governance

4.1 As a not-for-profit membership organization, BPA Worldwide is governed by a Board of Directors consisting of 32 directors representing the three divisions of members, marketers, advertising agencies and media/event owners. Seventeen directors represent the marketers looking for brand safety and their advertising/planning agencies with a split of nine and eight, respectively, or eight and nine. Fifteen represent the media and event owners. With a quorum, all are elected by a majority of the marketer, advertising agency and media/event members. Six of the 32 must be directors from Canada (See Appendix 1 for a listing of the current board members).

LA13 As part of diversity and equal opportunity, BPA provides a breakdown of its governing body and all advisory boards and committees by their diversity grouping. Of the 281 positions, 74% are filled by males and 26% by females, 92% by whites and 8% are of other groups (See Appendix 2 for BPA Governance diversity).

The Board has the following responsibilities:

SO2 Administrative: The Board responds to BPA Worldwide’s need to perpetuate itself, whereby its operations will be solvent and its assurance engagements and pronouncements will be respected as authoritative among marketers, advertising agencies, media/event owners and the press.

The Board must also oversee the personnel that are dedicated to 1) authenticated audits of circulation/web access/downloads/attendance designed to justify the investment of advertising dollars by marketers and their advertising agencies; and 2) providing assurance against standards created by any other organization. The Board exercises leadership and counsel to assure audits reflect integrity plus worthwhile communications for all concerned.

The Board ensures good jobs, wages, working conditions, work satisfaction and opportunities for advancement conducive with the most productive performance and also the most stable possible employment, all in exchange for loyalty, initiative, skill, care, effort, attendance and teamwork on the part of the employees.

Legislative: The Board strives to create a climate in which auditing, certification and assurance services can progressively evolve to adequately serve changing factors relating to markets served and stakeholders.

Judicial: The Board supplies a prudent advertiser/agency/media owner tribunal which, humanely and legalistically, rules on indictments and infractions relating to BPA

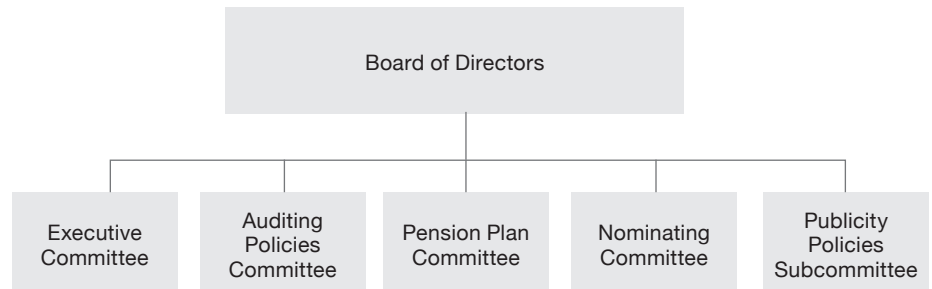
Worldwide bylaws and well-accepted free enterprise principles of fair play.

The President and CEO is a non-voting member of the Executive Committee of the Board, but otherwise no staff is a voting member of any board, nor advisory board/committee. Staff serves as liaison only.

4.2 & 4.3 The Chair of the Board and chairs of all the advisory boards and committees are not executives of the organization. Directors are not executive members of staff.

4.1 There are a few board-level committees comprised of board members as delineated in the chart below:

The responsibilities of these committees are as follows:



The EXECUTIVE COMMITTEE, elected by the Board of Directors, is composed of the six officers of the Corporation, Immediate Past Chairman, the President and three other directors, totaling 11 members. Included shall be three Canadian Directors. The committee’s responsibilities include advising the Board of Directors on administrative and financial policies. The committee serves to review the membership status of any member who, in the opinion of the President of BPA Worldwide, may have violated the Bylaws and/or Rules of the Corporation. The committee also receives reports of findings of the Publicity Policies Subcommittee on appeals of publication publicity rule violations in accordance with the Bylaws. As well as receiving reports of the Asia/Pacific, Canadian, European, Middle East, Events and Interactive Advisory Boards and US Publishers Advisory Committee. It reviews and evaluates the performance of the President and assures an equitable compensation program. And, finally, it reviews the Strategic Plan and Communications Plan of the corporation.

The AUDITING POLICIES COMMITTEE is appointed by the Chairman of the Board and is composed of up to six marketer, six advertising agency and 11 media owner representatives. The committee's responsibilities include advising the Board of Directors on BPA Worldwide auditing policies.

It establishes and reviews BPA Worldwide rules and auditing requirements, and supervises procedures for audits, in order to maintain their quality and consistency. It reviews member appeals of staff decisions pertaining to the interpretation of BPA Worldwide rules and audit requirements. It researches and develops, with the staff, new auditing services for members. And it reviews the actions of the Audience Development Advisory Committees for Business Publications, Consumer Magazines and Newspapers (European, Canadian and Asian), US & European Teleservices Committees, Fulfillment Managers' Advisory Committee and the Media Managers Advisory Committee.

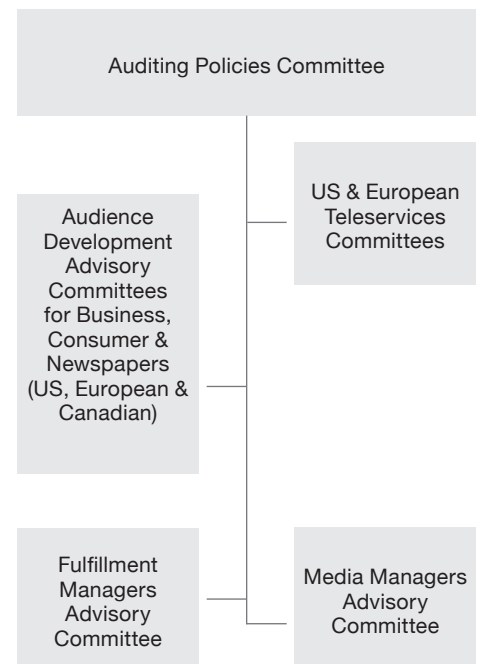
The PENSION PLAN COMMITTEE is elected by the Board of Directors and is composed of the Executive Committee. Its responsibilities include advising the Board of Directors on policy concerning the administration of the Pension Plan. It is to be alert to changes required in the Plan through legislation and maintain a progressive Pension Plan which shall provide good pension arrangements for long-time, loyal employees. It reviews the annual actuarial valuation reports from the Pension Plan consultant regarding the assets and liabilities of the Plan and the amounts of contributions by BPA Worldwide to the Plan.

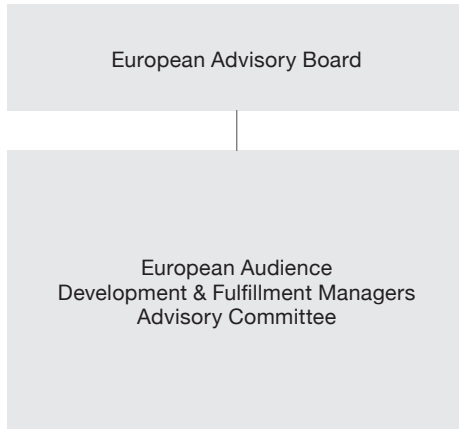
The NOMINATING COMMITTEE is comprised of the officers of the Corporation and the President. Its responsibilities include selecting qualified candidates each to serve a three-year term on the BPA Worldwide Board. It submits a slate of nominees to the Board of Directors for approval. The nominees are elected to the Board by the members of the Corporation at the Annual Meeting held each May. Generally speaking, the committee marketer and agency members shall be responsible for recruiting marketer and agency candidates and the media owner members shall be responsible for recruiting media owner candidates. The staff representative is the President, who is responsible for recommending candidates in all three categories. The committee members themselves, however, are expected to recommend candidates in addition to those provided by the staff.

The PUBLICITY POLICIES SUBCOMMITTEE of the Executive Committee is appointed by the Chairman of the Board. The tripartite committee is composed of up to three marketer, three advertising agency and five media owner representatives. The Chairman must be a marketer or advertising agency representative. Its responsibilities include acting on appeals of publication publicity rule violations in accordance with BPA Worldwide Bylaws and Rules.

It serves as a resource to the BPA Worldwide staff regarding publicity complaints and it reviews BPA Bylaws and Rules regarding publicity, as well as any fees and the general administration of these cases.

4.4 In addition, the Board of Directors oversees several advisory boards and committees which function to represent stakeholders from around the world. These are delineated in the charts below:





All advisory boards are appointed by the Chairman of the Board and are comprised of a number of media owner and marketer/agency representatives. Their responsibilities include continually reviewing the usefulness and acceptance of BPA Worldwide audits and services for marketers, advertising agencies and media owners. Each reviews, approves and endorses all new concepts and developments affecting marketer, advertising agency and media owner members. Advisory boards work with BPA Worldwide management to encourage new marketer, advertising agency and media owner members. And each is to communicate to the BPA Worldwide marketer, advertising agency and media owner members that this advisory board stands ready to serve as a “clearinghouse” for any suggestions or questions concerning BPA Worldwide. Recommendations on critical issues are submitted to the Executive Committee subject to final decision by the Board of Directors.

All advisory committees are appointed by the Chairman of the Board and are composed of a number of specialist professionals germane to the task of that advisory committee. Each serves to advise the Auditing Policies Committee on the effectiveness and efficiency of rules and audit procedures as they relate to media owners’ audience database management practices. This responsibility is integrated closely with the judgment of the staff. Recommendations on critical issues are submitted to the Auditing Policies Committee subject to a final decision by the Board of Directors. At the request of the Auditing Policies Committee, advisory committees review interpretations of auditing policies and procedures. And each communicates to their constituency that the committee stands ready to serve as a “clearinghouse” for any suggestions or questions concerning rules and audit procedures.

The Advisory Board and Committees meet once every six months. In advance of those meetings, all members of such are asked for material issues that arose since the last meeting. These issues thus form the agenda.

Generally, these issues are economic in nature as they relate to doing business (click for access to rule amendments), but the issues may also be tied to social (i.e. pension or compensation issues) or environmental performance (i.e. use of recycled paper for all our printing or encouraging media owners to adopt digital versions for their publications). Once each advisory board and committee has reviewed the item, recommendation is put forth to the Auditing Policies Committee or the Executive Committee for review and recommendation to the Board of Directors.

In general, all advisory boards and committees represent a constituency of stakeholders and typically address economic and business issues regarding the assurance services we provide. In 2014 we will be creating a Board-level sustainability committee to oversee our organization’s economic, social and environmental performance relative to plan. Our sustainability report will be presented to the sustainability committee for review. That committee, in turn, will report to the Board with the desired outcome being approval by the Board of our CSR report.

The Board ensures good jobs, wages, working conditions, work satisfaction and opportunities for advancement conducive with the most productive performance and also the most stable possible employment.

A message to our stakeholders

3.5, 4.14, 4.15 BPA's CSR plan has been built on the ISO 26000 Guidelines and principles, thereby demonstrating BPA's commitment to upholding industry best practices. Through these best practices, we have come to identify those stakeholders who represent the utmost importance as they relate to engagement and risk. When determining the materiality of our sustainability report, BPA first reviewed on a global level its direct and indirect stakeholders, including member groups (i.e. media owners, marketers and media agencies), Board of Directors, committee participants (represented by member groups), employees and suppliers.

Our stakeholders motivate all of our initiatives and aspirations to be a leading industry resource for verified assurance and marketplace knowledge. As we look toward the opportunities and tasks set before us, BPA will continue to treat its stakeholders with mutual respect and recognize their needs and their role in the attainment of our vision.

As an assurance provider serving many industries, BPA will guide our stakeholders through a process of continuous improvement to achieve a minimal eco-footprint and maximum positive impact on the communities we touch and the marketplace we serve.

BPA will focus on our top three priority stakeholder groups – our Board of Directors (governing body), our Employees and our Suppliers – in the first two years of our CSR plan. BPA will expand its CSR plan to address risks within its members (media owner, marketer and agency communities), as well as suppliers in reporting years three and four.

We anticipate that our stakeholder engagement initiatives will result in a mutual understanding of BPA's CSR goals and objectives and those of our stakeholders. With the release of this report, BPA has chosen to lead by example through the design, implementation and communication of our CSR plan to the aforementioned stakeholders and the general public.

While all three key stakeholders have not been engaged, contents of this report are based on analysis of BPA's primary business through engagement with its Board of Directors, employees, advisory boards and committees in Asia, Canada, Europe and the Middle East. The report is based on several standards, with guidance from Leapfrog Business Sustainability and the GRI Guidelines. Performance indicators are being selected based on existing business practices, current sustainability initiatives and recent eco-footprint analysis (carbon footprint data).

BPA Board of Directors

4.15 Our Board of Directors represents the governance by which BPA plans, implements and operates its strategic initiatives. The Board sets policy and provides guidance on all business fronts and represents BPA's global interests. As such, the Board represents not only our strengths, but also our vulnerabilities and risks.

4.16 Semi-annual Board meetings and quarterly Executive Committee meetings provide opportunity for direct engagement with this stakeholder group. Pre-meeting written agendas provide content for at-meeting presentations and dialogue which results in comprehensive post-meeting minutes dispersed to all participants. Similarly, our advisory boards and committees comprised of members around the world (et al) meet semi-annually with the same agenda process. In this way, we gather input from these stakeholders regarding our mission. We share our economic situation with these boards and address our sustainability and corporate social responsibility initiatives with the board of directors.

The BPA brand and our Board of Directors may be at risk if we do not prepare for emerging CSR trends and the responsibilities board members have for guiding BPA in this arena. BPA/Board are at risk if it does not implement board diversity measures and therefore must be and is consistently and continually engaged on our CSR strategy, initiatives and implementation. The Board's full adoption has been completed and a Board-level CSR committee will be established in 2014.

We have engaged our Board of Directors and Executive Committee from the outset to ensure broad buy-in and secure Board-level champions, who are assisting us as we position BPA as an industry thought leader.

For additional details on the makeup of BPA's Board and its associated committees, refer to "BPA Governance" within this report (pp 6-11).

Our Staff

4.16 BPA's employees are the lifeblood of our global business. Our worldwide family is diverse and plays a vital role as front-line ambassadors to our business sustainability. Our ability to attract and retain talent is at risk if it does not continue to meet current and future employees' expectations for a diverse workplace with equal opportunities for advancement and fair compensation.

Not surprisingly, when initially implemented, some BPA employees were unaware of key CSR principles, which might have put BPA's

reputation at risk due to a simple lack of understanding.

However, through survey research among global employees and continued engagement through educational meetings, we have positively moved the employee CSR needle in terms of their overall knowledge of Sustainability principles and what it means to be corporately and socially responsible through sustainability. Surveys are the preferred method of engagement and will be issued every three years for measureable benchmarking.

3.6 A positive indicator is the fact that more than 30% of our global employees participate on our internal CSR Committee (36 employees worldwide) and a number of others have taken active roles in providing support for our internal CSR programs. We continue to educate, engage and encourage employees to participate not only corporately, but personally. Eight percent of our staff has formal training in CSR and are either certified practitioners or licensed sustainability assurance providers

BPA Suppliers

4.16 Our suppliers represent a reliability of resources BPA needs to function. BPA's brand is at risk if we use suppliers that are found to be negligent or are corrupt with respect to sustainability and responsible business practices. The reliability of our vendors and the extended role they play is paramount to maintaining a high industry profile as it relates to a positive BPA brand awareness and perception in the global marketplace.

BPA is in the process of engaging suppliers through a survey that will allow us to better understand their knowledge and perception of CSR. The survey results will provide a clear picture of those areas of CSR not understood or being practiced by our suppliers and will be instrumental in ongoing engagement through enhanced meetings and education. Our Sustainability improvement plan includes another engagement survey with suppliers once our inaugural Sustainability Report is released. Before this second survey is sent out, BPA will provide news releases of the BPA report, posting of the report on the BPA website, distribution of the report to current suppliers and an informational webinar to them.

Reliability and trust continue to be a factor which not only affects our direct vendors, but also our members' vendors. To maintain BPA's reputation as an industry thought leader and agent of change we understand we must include broader supply chain in our CSR policy development as we move forward. As we have already noted, member supply chain engagement will begin in year three and continue forward to maintain positive interaction. BPA's ongoing CSR plan includes creating a survey for our members to fully understand our CSR strategies and goals, as well as to engage their suppliers. We look forward to sharing those results!

Why BPA? Why now?

BPA Worldwide has been a leader in the media industry since 1931, when it first began providing independently verified audience assurance to advertising agencies and marketers.

3.6 Since then, BPA has led the industry with a number of "firsts," including the first media audit identifying paid and controlled circulation separately on a single report; the first audit organization to be truly "international" completing the audit of Vision – the first European audit; the first verification of "pass-along" individuals (those who see the magazine but are not the original subscriber); and the first to include integrated subscriber data on a single report.

In 2011, we launched the iCompli service of BPA to assure compliance to defined standards and provide independent verification of technology or service claims. Customized audit engagements are performed by our staff auditors fully certified in specific areas of compliance testing and analysis. iCompli verifies adherence to the recommended guidelines of industry bodies and government regulations, as well as self-declared or internal policies, standards and controls.

As an assurance provider serving many industries, BPA will guide our stakeholders through a process of continuous improvement to achieve a minimal eco-footprint and maximum positive impact on the communities we touch and the marketplace we serve.

Currently, iCompli provides assurance for:





- Sustainability/Corporate Responsibility Reports
- Information System Security and Data Privacy Best Practices
- Industry Guidelines and Standards
- Performance and Service Claims

3.5 As we increased our focus on assuring our members' sustainability reporting efforts, it became paramount that we take an inward look at BPA's own sustainability efforts and set a benchmark from which to base our future efforts. In addition, BPA recognized the need for knowledgeable and credentialed staff if we were to be identified as market leaders. As the saying goes, "You have to walk the walk, before you can talk the talk."

A few of the benefits of a CSR plan:

- Improved risk and crisis management
- Workforce satisfaction
- Positive image to stakeholders
- Increased societal recognition
- Positive relations with communities and government
- Enhanced brand value & reputation

Green Team Initiatives

Paper Use:	Electric Use/Lighting:	Recycling:	Community
<ul style="list-style-type: none"> Switched to 30% post-consumer recycled – in office use only Purchased scanning/file management software to electronically archive all records/communications rather than relying on paper files Major initiative underway to scan existing sensitive documents into archive system to reduce printing and encourage electronic access Future documents will only be stored as electronic images, not paper files 	<ul style="list-style-type: none"> Prior to moving our head office location in January 2011, we switched to energy-efficient bulbs In addition to energy-efficient bulbs, our new BPA location features an auto shut-off from 7pm to 7am with manual override in one-hour increments for general office lighting Individual office lighting is motion sensitive on/off 	<ul style="list-style-type: none"> Recycling bins for paper, plastic and aluminum installed to encourage recycling Cardboard is recycled Plastic cap recycling initiative through Aveda (beauty products company) Toner cartridges are recycled through an HP initiative 	<ul style="list-style-type: none"> United Way Giving Tree – purchased and donated clothing and toys for two local single-parent families for Christmas. Bicycles – Assembled and donated 19 bicycles to the Shelton branch of the Boys & Girls Club of the Lower Naugatuck Valley. Toy Drive – Purchased and donated toys for the local division of Toys for Tots. Food Drive – Donated food to Prudential Annuities' Thanksgiving Food Drive to benefit families in the Valley area
			

As we increased our focus on assuring our members' sustainability reporting efforts, it became paramount that we take an inward look at BPA's own sustainability efforts and set a benchmark from which to base our future efforts.

BPA established its first "Green Team" in 2008. The team, made up of nine employees, worked with our head office building owner to affect positive operational changes, including paper type and usage, lighting, recycling and community involvement.

PR8 Since BPA's core competency is reporting verified proprietary data sets, we recognized that consumer privacy also plays an integral role in our CSR reporting. It is clear that security of that data is of the utmost importance. State-of-the-art firewall, data encryption and password technology has been installed to safeguard data. BPA centrally maintains all records in one secure facility for the entire membership. There have been no complaints regarding breaches of customer privacy and/or loss of customer data for Fiscal Year 2011-12.

These efforts provided a starting point for expanding BPA's CSR program, but we also

realized that much more needed to be accomplished.

In 2011, we increased our efforts with the goal of being recognized as a CSR thought-leader. As an assurance provider serving many industries, we will guide, and lead by example, our stakeholders through a process of continuous improvement to achieve minimal eco-footprint and maximum positive impact on the communities we touch and the marketplace we serve.

BPA is now ready to "walk the talk."

Four pillars of responsibility

3.5 According to the United Nations' World Commission on Environment & Development, sustainable development and CSR is said to be "development that meets the needs of the present without compromising the ability of future generations to meet their own needs."

As BPA continues to move forward with its own sustainability and CSR reporting, we have based all initiatives upon four "pillars" of responsibility, including Workplace, Environment, Marketplace and Society. Each pillar is managed by a committee, which is responsible for measuring and reporting on their efforts on a bi-monthly basis. After all, what you cannot measure, you cannot manage. And what you cannot manage, you cannot change. With these initiatives in place, BPA foresees great changes in our future.

Workplace

3.6 The BPA workplace and staff make up the cornerstone of the organization's ongoing success. With six offices spread across four continents, it is vitally important that we measure and report data from all regions to ensure we are applying company policies equally and consistently.

LA1 At the close of fiscal year 2011-12, BPA's total workforce count was 117. Breaking that number down further, 55% of BPA's staff is female; 45% is male. Ninety percent of our workforce consists of full-time employees, with 10% part-time staff. We utilize a 100% regular workforce with no temporary employees. Seventy seven percent of BPA's workforce is based in the US, 11% in Canada, 4% in China, 4% in UAE and 4% in the UK.

Analyzing further, four percent of BPA's staff is made up of senior management, 24% hold management positions, 48% hold professional titles, 6% technical and 18% clerical. Broken down by workforce age, 20% of BPA's employees are 18 to 29 years of age, 38% are 30 to 39, 27% are 40 to 49 and 15% are 50+.

LA13 As part of diversity and equal opportunity, we provide a breakdown of our employees by job category and diversity grouping (See Appendix 3). BPA prides itself on attracting, hiring and retaining the most talented personnel available. A testament to this point is BPA employees' average employment tenure of nearly 8.5 years across all regions.

LA2 In Fiscal Year 2011-12, BPA had 10 total new hires across all regions; 70% were female and 30% male. Sixty percent of the new hires were 18 to 29 years of age, 20% were 30-39 and 20% were 40-49. Regionally, 40% of our new hires were based in US, 20% in Canada, 10% in China, 20% in UAE and 10% in the UK.

EC7 While BPA has no policy specifying that the organization must employ personnel from the nearby locale; it is natural that a large portion of labor is recruited from the local community. Along those lines, 100% of BPA's senior management was hired and lives in the surrounding community. At our global locations, our practice is to hire local management and employees. We use many sourcing channels, including employee referrals, local job fairs, and online job boards, to fill open positions depending on the requirements of the role. We base our employment decisions on consistent, job-related criteria.

Whenever possible, we fill our open positions through the development and promotion of current employees. In fact, 100% of our senior managers were hired locally and subsequently promoted within our organization with four of the five having started at our entry level position of auditor and worked their way up the organization.

LA2 There were 17 terminations, 11 of which were voluntary and six involuntary, during Fiscal Year 2011-12. Sixty-five percent were female and 35% male. Twenty nine percent of terminations were 18 to 29 years old, 35% were 30 to 39 years old, 24% were 40 to 49 years old and, 12% were 50+. The US accounted for 65% of terminations, 5% in Canada, 12% in China, and 18% in the UK.

LA15 Of the 106 employees worldwide, 81 U.S. employees worked for BPA for at least 12 months and had at least 1,250 hours of service in the previous 12 months (prior to their leave of absence) providing eligibility for unpaid, job-protected parental leave under the Family and Medical Leave Act.

Two Shelton, CT based female employees took parental leave in 2011 and returned to work following the end of their leave. Both employees were still employed 12 months after returning to BPA.

LA10 BPA provided approximately 660.5 hours of training to staff members in 2011. Senior management received an average of 2.6 hours of training; management, 3.3 hours; professional titles, 9.1 hours; technical titles, 0.9 hours; and clerical, 1.8 hours.

BPA prides itself on attracting, hiring and retaining the most talented personnel available. A testament to this point is BPA employees' average employment tenure of nearly 8.5 years across all regions.

Female employees received an average of 7.7 hours of training, while males received 3.1 hours.

LA12 All of BPA's full- and part-time employees receive performance and career development reviews annually, typically once every 12 months.

HR4 BPA had no reported incidents of discrimination in 2011.

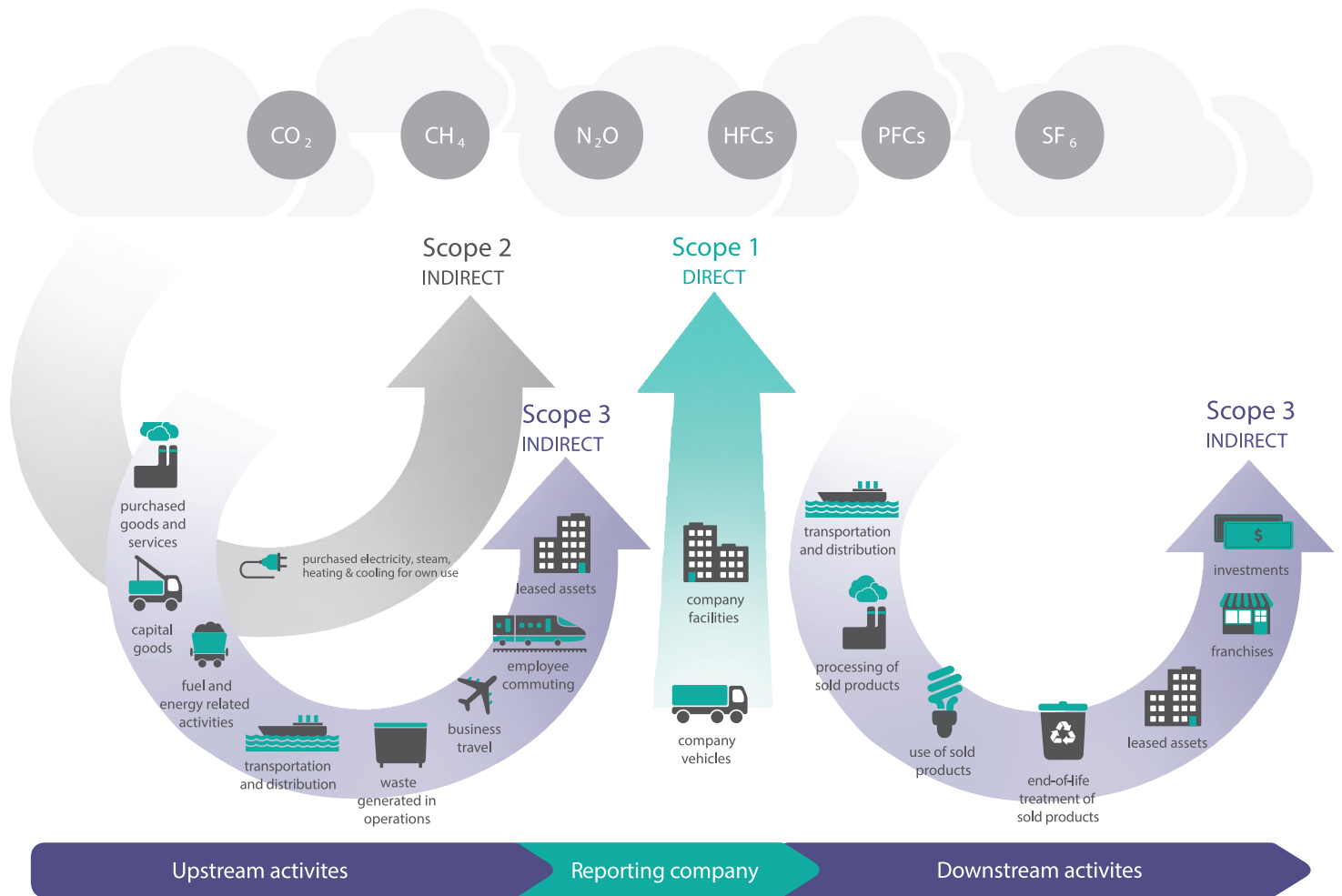


Figure 2:
GHG Emission Sources and Scopes (figure courtesy of WRI/WBCSD).

Environment

In a further effort to establish the organization as a thought leader in CSR, BPA identified and implemented several initiatives that will reduce our carbon footprint. These initiatives are a direct result of embarking on a Carbon Footprint analysis of the company's environmental impact through baseline establishment of energy and water use and waste generation.

Carbon Footprint

BPA's 2011 base year carbon footprint was established and will serve as the reference point for our future greenhouse gas (GHG) reduction efforts. BPA is currently identifying and prioritizing reduction opportunities from each of our sources of GHG, and will use this information to define our corporate GHG reduction target. Our carbon footprint is comprised of fossil fuel consumption, electricity consumption, and other indirect sources of GHG emissions.

3.6; EN3 Fossil fuel consumption: Natural gas combusted for the heating and cooling of BPA offices totaled 27,245 (m³) for our Shelton, CT, USA and Toronto, Canada offices in 2011. These are the only BPA offices that use fossil fuels as a source of direct energy consumption.

3.6; EN4 Electricity consumption: The amount of electricity consumed in all six

of BPA's offices totaled 427,969 (kWh) in calendar year 2011.

EN16 Direct and Energy Indirect GHG Emissions: BPA's GHG inventory was prepared using the guidelines of leading corporate GHG frameworks, including ISO 14064-1 and The Greenhouse Gas Protocol.

Waste Management

BPA's waste management processes were analyzed with goals in mind to see a reduction in waste to landfill in two years based on baseline benchmarks and yearly tracking through quarterly waste audits. Goals are also forthcoming related to an increase in waste diverted to be reused or recycled.

EN22 BPA staff conducted waste audits at every office between February and May 2012. Efforts were made to ensure the dates chosen for the waste audits were "typical" work days that would be representative of normal operating conditions at each office. Results from the single-day waste audits were extrapolated to an annual estimate based on the number of days each office is open per year. The audits analyzed the composition of the two major waste "streams" from BPA offices—"recycling" and "garbage."

Total weight of waste is approximately 28,500 lbs with the breakdown by waste

category and waste stream as outlined in the chart below.

Paper represents over 60% of BPA's total waste production, while the combination of plastics, metal and glass contribute about 25% of the total. Organics represent the majority of the remaining 15% of BPA's waste production. Among the major office waste categories, BPA has achieved the highest diversion rate (fraction of waste not sent to landfill) for paper and glass, both at approximately 65% diversion.

Marketplace

While most of BPA's sustainability and CSR efforts have been inwardly focused, we recognize that much can—and must—be done with an eye toward our supplier stakeholders in the marketplace. As of this report, this remains a work in progress so that we may fully develop a stakeholder engagement program that will include performance indicators and goals for improvement. Look for future reports to detail our achievements in this space.

Planned initiatives:

Develop and execute a supplier survey to establish CSR best practices and benchmarks moving forward.

- A supplier forum for co-development of a BPA supplier guideline
- Implement supplier CSR guidelines
- Collect supplier CSR progress reports
- Report to primary BPA stakeholders on supplier transition to adopting CSR
- Implement CSR minimum performance criteria to be a BPA supplier
- Sustainability training for “C”-level management within the media industry

Society

BPA has participated in a number of initiatives in support of the communities we serve. Some of those efforts have included:

- United Way Giving Tree –purchased and donated clothing and toys for two local single-parent families for Christmas.
- Kids Bicycle donation – Assembled and donated 19 bicycles to the Shelton branch of the Boys & Girls Club of the Lower Naugatuck Valley.
- Toy Drive – Purchased and donated toys for the local division of Toys for Tots.

Figure 2:

BPA GHG emissions as summarized by scope and source. Percentage labels represent the portion of each scope or source of all BPA GHG emissions.

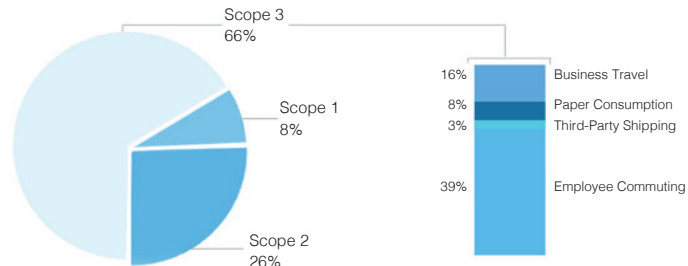


Figure 3:

Annual waste production by category for all BPA offices, as determined from single-day waste audits. The values on top of the bars represent the percentage of each category of BPA's total waste production.

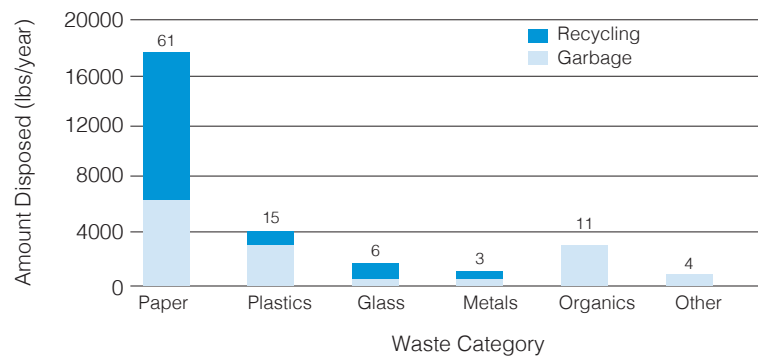
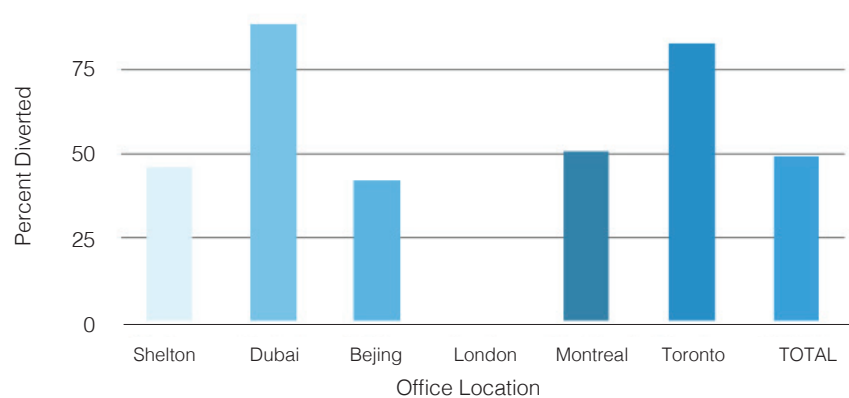


Figure 4:

Percentage of waste diverted from landfill by BPA office location, as determined from single-day waste audits. 'TOTAL' represents the diversion rate for all waste categories from all BPA offices (London totals were negligible).



- Food Drive – Donated food to Prudential Annuities' Thanksgiving Food Drive to benefit families in the Valley area.
- Book Swap & Donation – Swapped and donated extra books to the St. Vincent's Family Health Center in Bridgeport.
- Pop Tops – Ongoing collection of aluminum can pop tops to benefit Ronald McDonald House.

Back to School Supplies—In August 2011, employees shopped for school supplies and filled backpacks for donation to less fortunate children in Shelton, CT USA.

As with our initiatives in the Marketplace, much more will be done and related in future reports.

As a starting point, BPA conducted a stakeholder survey to receive graded feedback regarding the perception of BPA as a global corporate citizen, with the goal of a 50% improvement in stakeholder perception values after two years. Survey results are pending, the results of which will be shared in the 2013 report.

We also plan to develop and launch a corporate, global community engagement program that will measure the percentage of BPA employees who volunteer in their communities, the number of community members who participate, and the total dollars raised for each of the programs.

NEXT STEPS

As BPA moves forward with sustainability as not only a key business initiative, but an integral part of its corporate culture, we plan to see growth on both fronts. For example, plans are already in the works to reduce paper use through scanning, electronic audit files and online marketing collateral. The BPA tradeshow booth is being re-evaluated for its size in an effort to reduce CO₂ generation through shipping weight. Less paper use and reduced shipping costs directly benefit BPA's Triple Bottom Line approach to the CSR initiative and we'll be sure to provide news and updates as these efforts become a reality. Stay tuned.

3.4 For more information about this report, contact:

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 Manager, Assurance Services
 Telephone: +1.203.447.2881
 Email: jmikstay@bpaww.com

GRI 3.1 - CONTENT INDEX TABLE

STANDARD DISCLOSURES: PROFILE		GRI Reporting	Page #
1. STRATEGY AND ANALYSIS			
1.1	Statement from Glenn Hansen, President and CEO of BPA Worldwide	▶	2
2. ORGANIZATIONAL PROFILE			
2.1	Name of the organization.	●	5
2.2	Primary brands, products and/or services.	▶	5
2.3	Operational structure of the organization, including main divisions, operating companies, subsidiaries and joint ventures.	●	5,6
2.4	Location of organization's headquarters.	●	5,6
2.5	Number of countries where the organization operates, and names of countries with either major operations or that are specifically relevant to the sustainability issues covered in the report.	●	6
2.6	Nature of ownership and legal form.	●	5
2.7	Markets served (including geographic breakdown, sectors served and types of customers/ beneficiaries).	▶	5
2.8	Scale of the reporting organization.	▶	6
2.9	Significant changes during the reporting period regarding size, structure or ownership.	●	5,6
2.10	Awards received in the reporting period. (BPA Worldwide did not receive any awards during fiscal year 2011/2012.)	●	6
3. REPORT PARAMETER			
Report Profile			
3.1	Reporting period (e.g., fiscal/calendar year) for information provided.	●	3
3.2	Date of most recent previous report (if any).	●	4
3.3	Reporting cycle (annual, biennial, etc.).	●	4
3.4	Contact point for questions regarding the report or its contents.	●	22
Report Scope and Boundary			
3.5	Process for defining report content.	▶	2,3,12, 15,16
3.6	Boundary of the report (e.g., countries, divisions, subsidiaries, leased facilities, joint ventures, suppliers).	●	2,3,4 6,14,18
3.7	State any specific limitations on the scope or boundary of the report.	●	4
3.8	Basis for reporting on joint ventures, subsidiaries, leased facilities, outsourced operations and other entities that can significantly affect comparability from period to period and/or between organizations.	●	2,3,4,6
3.10	Explanation of the effect of any re-statements of information provided in earlier reports, and the reasons for such re-statement (e.g., mergers/acquisitions, change of base years/periods, nature of business, measurement methods).	●	3
3.11	Significant changes from previous reporting periods in the scope, boundary or measurement methods applied in the report.	●	3
3.12	GRI Content Index	●	22,23
4. GOVERNANCE			
Governance, Commitments and Engagements			
4.1	Governance structure of the organization, including committees under the highest governance body responsible for specific tasks, such as setting strategy or organizational oversight.	●	7,8
4.2	Indicate whether the Chair of the highest governance body is also an executive officer (and, if so, their function within the organization's management and the reasons for this arrangement).	●	8
4.3	For organizations that have a unitary board structure, state the number of members of the highest governance body who are independent and/or non-executive members.	●	8
4.4	Mechanisms for shareholders and employees to provide recommendations or direction to the highest governance body.	●	10
Stakeholder Engagement			
4.14	List of stakeholder groups engaged by the organization.	●	12
4.15	Basis for identification and selection of stakeholders with whom to engage.	●	12,13
4.16	Approaches to stakeholder engagement, including frequency of engagement by type, and by stakeholder group.	▶	12,13

KEY FULLY DISCLOSED CONTENT: ● PARTIALLY DISCLOSED CONTENT: ▶

GRI 3.1 - CONTENT INDEX TABLE

STANDARD DISCLOSURES: PERFORMANCE INDICATORS (Required one each from Economic, Environmental and Social)		GRI Reporting	Page #
EC1	Direct economic value generated and distributed, including revenues, operating costs, employee compensation, donations and other community investments, retained earnings and payments to capital providers and governments.	▶	6
EC3	Coverage of the organization's defined benefit plan obligations.	▶	7
EC7	Procedures for local hiring and proportion of senior management hired from the local community at locations of significant operation.	●	17
EN3	Direct energy consumption by primary source.	▶	18
EN4	Indirect energy consumption by primary source.	▶	18
EN16	Total direct and indirect greenhouse gas emissions by weight.	●	18
E17	Other relevant indirect greenhouse gas emissions by weight.	●	19
EN22	Total weight of waste by type and disposal method.	▶	20
EN26	Initiatives to mitigate environmental impacts of products and services, and extent of impact mitigation.	▶	21
EN29	Significant environmental impacts of transporting products and other goods and materials used for the organization's operations, and transporting members of the workforce.	▶	19
LA1	Total workforce by employment type, employment contract, and region, broken down by gender.	●	6,17
LA2	Total number and rate of new employee hires and employee turnover by age group, gender, and region.	●	17
LA3	Benefits provided to full-time employees that are not provided to temporary or part-time employees, by significant locations of operation.	●	7
LA10	Average hours of training per year per employee by gender, and by employee category.	●	18
LA12	Percentage of employees receiving regular performance and career development reviews, by gender.	●	18
LA13	Composition of governance bodies and breakdown of employees per employee category according to gender, age group, minority group membership and other indicators of diversity.	●	7,17
LA15	Return to work and retention rates after parental leave, by gender.	●	17
HR4	Total number of incidents of discrimination and corrective actions taken.	●	18
SO2	Percentage and total number of business units analyzed for risks related to corruption.	●	6,8
PR8	Total number of substantiated complaints regarding breaches of customer privacy and losses of customer data.	●	16

KEY FULLY DISCLOSED CONTENT: ● PARTIALLY DISCLOSED CONTENT: ▶

BPA CSR APPENDIX 1

BOARD OF DIRECTORS

MARKETERS

JACK ARMSTRONG
Executive Director
Structural Insulated Panel Association

SHARON BRONAUGH
Senior Director Marketing
Limelight Networks

SUE HUFF
Director, Global Conventions
Medtronic, Inc.

LAWRENCE LAPORTA*
(1st Vice Chairman)
Consultant

LINDA MCGOVERN
VP of Marketing
USG Corporation

DAVID P. NIEDERKORN
Manager, Marketing Communications
AG & Turf Division, Region 4
John Deere

DEBRA SANGIULIANO
Director, Media
Pfizer

JIM WHALEY
VP, Corporate Communications and
Sustainability
Sealed Air

MARTHA WILLIS*
Chief Marketing Officer
OppenheimerFunds, Inc.

ADVERTISING AGENCIES

LARRY CLAYMAN
Chief Marketing Officer
Clayman & Associates

TOM GRAHAM
Vice President/Account Director
Goda Advertising

PHIL JOHNSON*
CEO
PJA Advertising and Marketing

ROSS MARIN
Chairman and CEO
Marin Media Group

BRUCE NEVE*
CEO
Starcom MediaVest

ALAN QUARRY* (2nd Vice Chairman)
Chairman
Quarry Integrated Communications

RICHARD A. SEGAL, JR.* (Chairman)
President Emeritus
gyro and
Vice President of Advancement
Distinguished Lecturer of Commerce &
Vocation
Bethlehem College & Seminary

MEDIA OWNERS

KEVIN BENN
Director of Sales – Ontario RSS
Sun Media Corporation

WARREN N. BIMBLICK* (Secretary)
Sr. VP, Strategy and
Business Development
Penton Media, Inc.

JOHN COBB
Chief Executive Officer
Publishing Group of America

JOHN CREWE
COO
Haymarket Media, Inc.

GEORGIANN DECENZO
Executive Vice President
Advanstar Communications

JAMES FRANKLIN
Chairman
Marketing & Technology Group Inc.

ED GILLETTE
President and CEO
Scranton Gillette Communications/SGC
Horizons

ANDREW KENDALL*
Director of Business & Customer Service
Toronto Star

REBECCA LEGGE
Vice President, Specialty Sales
Canada Wide Media Limited

BARRY LOVETTE* (Treasurer)
Vice President & General Manager
Grand View Media

ALAN PETERSON
President
Event Producer

JOSEPH PRAMBERGER
President
Tech Briefs Media Group

JOHN SCHREI
Publishing Director
BNP Media

JAMES VICK
Sr. Director
IEEE Media

* Executive Committee

BPA CSR APPENDIX 2 GOVERNANCE DIVERSITY

Diversity Group Composition

Name of Group	Total Members	Female	Male	Female					Male				
				White	Black or African American	Hispanic or Latino	Asian	Arabic	White	Black or African American	Hispanic or Latino	Asian	Arabic
Asia Pacific Advisory Board	10	2	8	0	0	0	2	0	2	0	0	6	0
Audience Development Advisory Committee for Business Publications	16	7	9	5	0	2	0	0	9	0	0	0	0
Audience Development Advisory Committee for Consumer Magazines	5	4	1	4	0	0	0	0	1	0	0	0	0
Auditing Policies Committee	21	5	16	4	1	0	0	0	16	0	0	0	0
Board of Directors (US)	29	5	24	4	1	0	0	0	24	0	0	0	0
Canadian Community Newspaper Audience Development Advisory Committee	3	1	2	1	0	0	0	0	2	0	0	0	0
Canadian Magazine Advisory Board	14	6	8	6	0	0	0	0	8	0	0	0	0
Canadian Magazine Audience Development & Fulfillment Professionals Advisory Committee	5	0	5	0	0	0	0	0	5	0	0	0	0
Canadian Newspaper Advisory Board	13	4	9	4	0	0	0	0	9	0	0	0	0
Canadian Newspaper Audience Development Advisory Board	4	0	4	0	0	0	0	0	4	0	0	0	0
European Advisory Board	19	4	15	4	0	0	0	0	15	0	0	0	0
European Audience Development & Fulfillment Managers Advisory Committee	11	4	7	4	0	0	0	0	7	0	0	0	0
Event Audit Advisory Board	14	5	9	5	0	0	0	0	9	0	0	0	0
Executive Committee	10	0	10	0	0	0	0	0	10	0	0	0	0
Financial Advisory Committee	4	0	4	0	0	0	0	0	4	0	0	0	0
Fulfillment Managers Advisory Committee	11	3	8	3	0	0	0	0	8	0	0	0	0
Interactive Advisory Board	9	7	2	6	0	1	0	0	2	0	0	0	0
Media Managers Advisory Committee	11	8	3	8	0	0	0	0	3	0	0	3	5
Middle East Advisory Board	19	1	18	1	0	0	0	0	10	0	0	0	0
Nominating Committee	10	0	10	0	0	0	0	0	10	0	0	0	0
Pension Committee	10	0	10	0	0	0	0	0	10	0	0	0	0
Publicity Policies Subcommittee	10	2	8	1	1	0	0	0	8	0	0	0	0
Publishers Advisory Committee	11	1	10	1	0	0	0	0	10	0	0	0	0
Teleservices Advisory Committee	12	4	8	4	0	0	0	0	8	0	0	0	0
TOTALS	281	73	208	65	3	3	2	0	194	0	0	9	5
Percent	100%	26%	74%	23%	1%	1%	1%	0%	69%	0%	0%	3%	2%

BPA CSR APPENDIX 3 EMPLOYMENT DIVERSITY

BPA WORLDWIDE, INC. GLOBAL EMPLOYMENT DATA

September 1, 2012

Job Categories	Hispanic or Latino		Not Hispanic or Latino												Overall Totals
	Male	Female	Male						Female						
			White	Black or African	Native Hawaiian or Pacific Islander	Asian	American Indian or Alaskan Native	Two or More Races	White	Black or African	Native Hawaiian or Pacific Islander	Asian	American Indian or Alaskan Native	Two or More Races	
Executive/Sr. Officials & Mgrs.	0	0	4	0	0	0	0	0	1	0	0	0	0	0	5
First/Mid Officials & Mgrs.	1	0	17	0	0	3	0	0	8	0	0	1	0	0	30
Professionals	0	2	15	1	0	6	0	0	17	1	0	5	0	0	47
Technicians	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Sales Workers	0	0	2	0	0	0	0	0	2	0	0	0	0	0	4
Administrative Support	0	0	1	0	0	0	0	0	11	3	0	5	0	0	20
Craft Workers	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Operatives	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Laborers & Helpers	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Service Workers	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Total	1	2	39	1	0	9	0	0	39	4	0	11	0	0	106

ABOUT BPA WORLDWIDE

BPA Worldwide is in the business of providing assurance.

For 80+ years as a not-for-profit assurance service provider, BPA was originally created by advertisers, advertising agencies and the media industry to audit audience claims used in the buying and selling of advertising. Today, in addition to auditing audience claims, through its iCompli service, BPA verifies compliance to defined government, industry, and organizational standards as well as adherence to privacy, data protection and sustainability guidelines and best practices. Performing nearly 3,800 audits in over 20 countries, BPA is a trusted resource for compliance and assurance services. Its latest offering, Ad iCompli, measures and scores online ad campaign performance for business and consumer marketers.

For more information on BPA and its services, please visit the website.

www.bpaww.com

www.icomplisustainability.com

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