



Atípica CoP 2022

Time period covered: July 2021 to July 2022

In 2021, we initiated an important commitment – to adhere to the Global Compact of the United Nations (UN). Our participation aims to align our motivation and deepest essence of communicating with a focus on human rights with our actions and processes as a company, achieving coherence but, above all, achieving a positive impact through our work.

Last year was particularly tough, as the entire world faced the adversity of a health crisis and an ensuing economic crisis that has impacted the operations of organizations of all sizes. At Atípica, we maintained our purpose despite the adverse socio-economic conditions. In our first year of commitment, we achieved good results regarding the proposed goals, and we strongly believe that we are a positive company with social impact.

1. STATEMENT BY THE CHIEF EXECUTIVE OFFICER EXPRESSING HIS CONTINUING SUPPORT

To our stakeholders:

I am pleased to confirm that Atípica reaffirms its support for the Ten Principles of the United Nations Global Compact in areas such as human rights, labor, environment and anti-corruption.

In this annual Communication on Progress, we describe our actions to continuously strengthen the integration of the Global Compact and its principles into our business strategy, culture and daily operations. We are also committed to sharing this information with our stakeholders through our main communication channels.

Sincerely,

Fernanda Soto Mastrantonio

Executive Director

Atípica



2. DESCRIPTION OF

MEASURES Human Rights

To ensure an environment with equitable and satisfactory working conditions.

During 2021, the health crisis due to COVID-19 infections continued to rage on, forcing the authorities to impose quarantines and sanitary protocols in the workplace. At Atípica, several measures were adopted to ensure the health of employees and to provide a safe working environment.

We complied with a hygiene and safety protocol; among the measures implemented to work on-site, we carried out the following:

- Cleaning and sanitizing after each workday.
- Body temperature control.
- Constant hand washing and correct use of hand sanitizer.
- Cleaning and disinfecting supplies and equipment.
- Supplying masks to workers for their commutes.
- Maintaining social distance in work and common areas.
- Strict protocol in suspected cases of transmission.
- Flexible working hours to avoid overcrowding.

We strictly follow the protocols and steps outlined by the Chilean Ministry of Health.



Commitment and affirmation to adhere to and promote the Sustainable Development Goals.

Achieving Gender Equality and Empowering All Women and Girls

Ending all forms of discrimination against all women and girls worldwide
At Atípica, we work to integrate the gender perspective in all our services, which helps us create new communicational realities in which women and girls are brought to light without gender discrimination.



8 TRABAJO DECENTE
Y CRECIMIENTO
ECONÓMICO



Promoting inclusive and sustainable economic growth, employment and decent work for all.

Promoting development-oriented policies that support productive activities, the creation of decent jobs, entrepreneurship, creativity and innovation, and fostering the formalization and growth of micro, small and medium-sized enterprises, including access to financial services

As an organization, we promote and strengthen the creation of decent employment, that is why all of our national suppliers are located in regions with a high level of vulnerability, according to the Casen 2020 report, which contributes to the economic development of these sectors.

This statement can be viewed in the section Nosotras of our website. This page was created with the purpose of clearly communicating our purpose.

Focus on communication with a gender and human rights approach.

The commitment to have a social impact through our work led us to focus our business processes and activities on the promotion and defense of human rights. Some of the concrete actions carried out are:

- Change in Atípica's mission and vision: <https://www.atipica.com/mision-vision>

Queremos reivindicar la industria creativa como motor importante de la economía, enfocando nuestro trabajo en hacer comunicación con perspectiva de género y de derechos humanos, de este modo creamos nuevas realidades y fomentamos el desarrollo de empleo digno, logrando que nuestro trabajo impacte en el bienestar de los sectores más vulnerables de Chile y la región.

Somos una empresa que nos mueve la vocación, las ganas de crecer, el compromiso social, el amor por el oficio, las ganas de aprender, la pasión y la sinergia que se generan en espacios de trabajo libres de discriminación de género.



- Gender equality and human rights communication and distribution plan in our sales materials.

Our website was updated: www.atipica.com Development of new sales brochures

Update of our own channels and social media:

- Instagram [@AtipicaStudio](https://www.instagram.com/AtipicaStudio)

- LinkedIn [Atipica Studio](https://www.linkedin.com/company/Atipica Studio)

- Atípica's content plan with new a working approach. Monthly and weekly posts on our social networks curated to serve our purpose.



Gender training and sustainable development objectives available to the team. We facilitated and promoted the training of collaborators in topics aimed at strengthening communication, design and marketing work with a human rights approach. Access to UN Women's virtual training space was communicated and delivered: www.trainingcentre.unwomen.org. In addition, we recommended the ODS and "Yo sé de género" I, II and III courses.

Similarly, there are spaces promoted by the marketing and human resources area in similar training, providing time and format flexibility in order to attend/participate.



Work

Switching to remote working to ensure safe and stable conditions

In May 2022, the decision was made to transition to remote working, which meant implementing several changes to ensure a good working space for the team. Some of the measures implemented and offered to the team were:

- Changes in employment contracts specifying remote working and ensuring that all legal and contractual processes are complete.
- An additional bonus was provided in the employment contracts to improve internet connection in the homes of the employees, so that they can carry out their work and communicate with the team daily.
- Each employee was given a computer with the required software and other necessary equipment. Desks and office chairs were made available for this purpose.
- The internal communication channel was enabled and improved in order to do everything virtually and to ensure efficiency as close as possible to in-person activities. This software is funded by Atípica and each employee can access it with their corporate email address.

Start of Empresa B certification process

Triple impact companies, i.e., organizations that have economic, social and environmental impact objectives, are those that seek to be certified as a Empresa B. Atípica recognizes the importance of also having internal and external processes that ensure a positive impact. At present, our application is being evaluated by Sistema B, the institution that awards the certification in Chile.

Reducing the wage gap

Desafío 10X is a business movement that endorses good salary practices in companies, and encourages them to comply with two fundamental objectives to bridge the wage gap; in Atípica, we meet both seals:

- Sello 10X

The maximum salary cannot be 10 times bigger than the minimum salary.

- Sello 22UF

No salary can be below 22 UF per month.

[see reference](#)



Care and benefits for employees

This pandemic and health crisis has had severe consequences on mental health, and access to healthcare and other essential services. Since the beginning of 2022, we offer [Betterfly](#), a platform that provides benefits and wellness guides for its users while contributing to social organizations. The platform at Atípica delivers:

- Remote healthcare and free access to general practitioners 24/7.
- Promoting mental health through mindfulness exercises on the platform free of charge.
- Work incentives for the team to promote overall health and wellness.

Environment

As a company that is committed to the SDGs and promotes the triple impact, we are aware of the need to care for and preserve the environment. We recognize that we still must take concrete actions, but we have begun with tangible steps:

- Completely virtual processes and procedures, avoiding unnecessary commuting, and eliminating the use of printouts.
- In 2022, HR started an initiative to promote recycling at home, providing information with step-by-step guidelines and the initiatives we recommend to become a team committed to caring for the environment, each one of us from our respective workplaces. The first bulletin on the subject will circulate in August 2022
- We promote donations to social organizations dedicated to the protection of water and native forests through the Betterfly platform. At Atípica, we promote internal challenges focused on donating to these initiatives.

Anti-corruption

Latin America is the most unequal region and suffers the highest levels of corruption. We made progress developing and implementing the following actions:

- Code of Conduct: At present, we already have a document that expresses and disseminates the principles that guide our actions as a company and our attitudes towards our employees and related companies.



We highlight the inclusion of the Corruption Prevention Policy, in which Atípica pledges to carry out all its activities in accordance with the law:

- Not to give, promise or offer, directly or indirectly, any valuable good to any natural person or legal entity, in order to obtain undue advantages for the company.
 - Not to fund or otherwise support, directly or indirectly, any political party, its representatives or candidates.
 - Refrain from using donations to cover up improper payments.

 - Refrain from unduly requesting or receiving, directly or indirectly, commissions, payments or benefits from third parties in relation to or because of investment, bidding, financing or expenditure operations carried out by the company.
 - Pay special attention to situations in which there are signs of lack of integrity of individuals or entities with which business is conducted, in order to ensure that Atípica Studio Spa establishes business relationships only with individuals and entities with adequate reputation.
- At the monthly informative meetings, spaces are created that promote transparency, communicating to the work team the company's work situation, relevant business decisions and next steps.

3. MEASUREMENT OF RESULTS

For a communications and marketing agency, the results of this commitment to the promotion of the Sustainable Development Goals and the triple impact (economic, social and environmental) means that we can focus our daily work on the fulfillment of this approach.

Our goal: To consolidate our position as a communications and advertising agency with a human rights and gender perspective, keeping our team trained in human rights and sustainability issues in order to work on projects with actors that have a positive social impact on society.

Results: We have established concrete actions related to the 4 dimensions on which this commitment is based:

Human Rights - Labor - Environment - Anticorruption



Goals met internally:

- Organizational culture geared towards positive social impact. Change in the mission and vision, presentation and sales materials in which our commitment is conveyed explicitly.
- Development and application of the Code of Conduct, which delivers specific information about promoting equality, labor rights and anti-corruption.
- Additional employment benefits in addition to those established by law for all employees.
- To open and promote training instances on topics related to human rights, gender and sustainable development objectives.

Goals met externally:

- Monthly content plan in our own channels, which promotes topics associated with communication and human rights and/or triple impact.
- Website that explains our commitment and work approach.
- Organizations and brands with whom we have worked during this period implementing communication with a rights and gender perspective:

UN Women Chile	Design, layout and editing services for digital publications.
Universidad de Santiago de Chile and CIESCOOP	Communication plan and positioning campaign of the Ibero-American Network for the New Economy.
National Institute of Human Rights	Development and production of an informative graphic novel to educate children about human rights.
IOM Chile	Campaign to raise awareness about the inclusion of refugees and migrants in Chile
UNICEF New York, Office of Evaluation	Informative video production for CLAREII program evaluations
UN Women Chile, Originarias program	Production and design of a catalog of products made by indigenous businesswomen.

Atípica reaffirms its commitment to make the Global Compact and its principles part of our strategy, culture and activities, as well as to get involved in cooperative projects that contribute to the Sustainable Development Goals.