

The Communication on Progress (CoP)

2026



2017

Establishment

Operating in the information space of Azerbaijan and the wider region.

Millions

Audience Reach

An internationally recognized media brand delivering timely, impartial global coverage.

15+

Media Outlets

Driving digital transformation and responsible public dialogue across multiple languages.

Global Media Group is a leading group of media companies that has operated in the information landscape of Azerbaijan and the wider region since 2017. The Group comprises more than 15 media outlets. By embracing digital transformation and innovative approaches, the Group contributes to building a reliable information environment, fostering responsible public dialogue, and ensuring the timely and impartial coverage of global events. Today, Global Media Group produces content in multiple languages, reaches millions of people, and continues to strengthen its position as an internationally recognized media brand.

Global Media Group's cooperation with the UN Global Compact



On October 9, 2024, Global Media Group signed a Memorandum of Understanding with the UN Global Compact. Under the Memorandum, the parties carry out joint activities to promote sustainable business practices and the Ten Principles of the UN Global Compact. As a member of the UN Global Compact, the Group has demonstrated its commitment to responsible business practices in the areas of environmental, social, and corporate governance (ESG), as well as to the United Nations Sustainable Development Goals (SDGs).

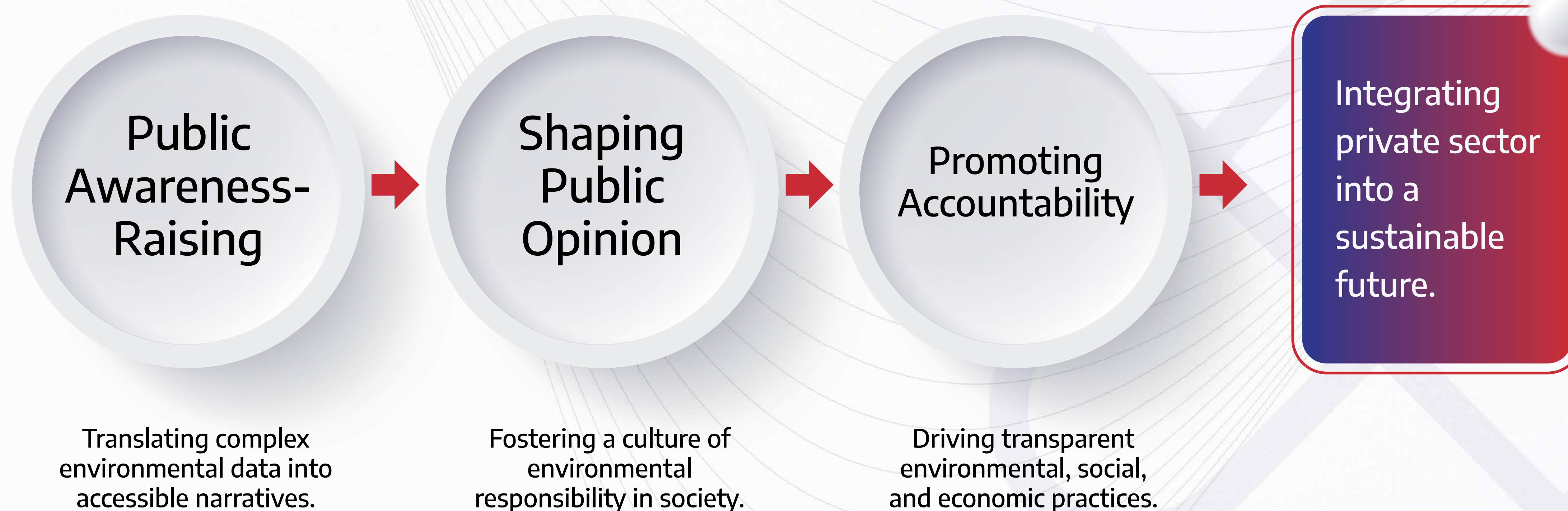
The Group's Corporate Social Responsibility strategy is based on the principles of sustainable development. Within this framework, the Group undertakes a range of measures, including improv-

ing energy efficiency, automating processes, cooperating with relevant institutions on waste reduction and recycling, reducing paper consumption through document digitalization, ensuring a fair working environment, and enhancing employees' professional skills.

Global Media Group conducts its activities in line with sustainability principles. Its member companies — the Global Management outsourcing company, Report Information Agency, Baku TV television channel, and Oxu.az news portal — hold international ISO 9001, ISO 14001, and ISO 45001 certifications.

Participation in the UN Global Compact enables the Group to further advance its environmental responsibility. Global Media Group aims to integrate sustainability principles into its strategy, operations, and corporate culture while managing its processes with greater transparency.

The media plays an important role in advancing sustainable development by raising public awareness, shaping public opinion, and promoting accountability on environmental, social, and economic issues. Global Media Group's accession to the UN Global Compact also represents an important step towards supporting the Azerbaijani private sector's transition to a more sustainable future.

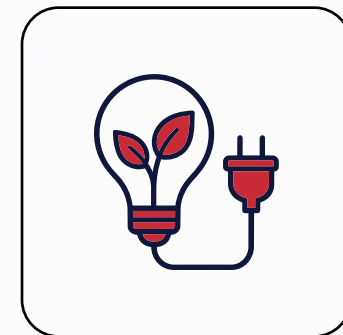


Corporate Social Responsibility

Global Media Group's Corporate Social Responsibility (CSR) policy is closely aligned with the Group's strategic objectives, mission, and core principles. To contribute to societal development, the Group establishes long-term, results-oriented partnerships with stakeholders and actively participates in social and environmental projects.

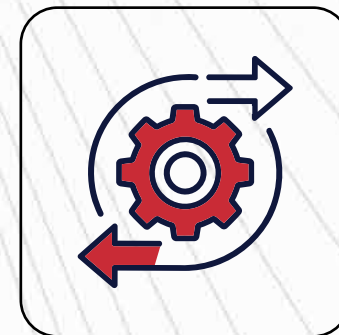
The sustainable development of the media sector has been identified as one of the Group's CSR priorities, and structured programmes are consistently implemented in this area.

True sustainability requires structural change. Our CSR framework systematically transforms our daily operations across six critical vectors.



Energy Efficiency

Optimising infrastructure to reduce power consumption.



Process Automation

Streamlining workflows for lower resource drain.



Waste Management

Partnering with institutions to process and reduce physical waste.



Paperless Operations

Accelerating the digitalisation of corporate documents.



Fair Working Environment

Fostering equity, safety, and inclusion.



Skills Improvement

Continuous development programmes for our employees.

“Sustainability Language for Media” Training

As part of the Memorandum signed between Global Media Group and the UN Global Compact, a training session entitled “Sustainability Language for Media” was organized. Held in the Green Zone at COP29, the training aimed to expand the Group’s international engagement in sustainability, help media representatives produce higher-quality content on climate change and sustainability, and raise public awareness of these issues.

Wynne Boelt, Head of Communications at the UN Global Compact, participated in the training and shared her international experience with media professionals, focusing on the role of the media in covering climate change. The training was organized as part of the commitments arising from the Memorandum of Understanding signed between Global Media Group and the UN Global Compact on October 9, 2024.



Media Session on “The Language of a Sustainable Living Environment”



In cooperation with the UN Global Compact, UN-Habitat, and the United Nations Office in Azerbaijan, Global Media Group organized a presentation and discussion session entitled “The Language of a Sustainable Living Environment” for employees of its media companies. Held in the lead-up to the World Urban Forum (WUF13), the event aimed to provide media representatives with knowledge of sustainable and green living environments, the construction sector, and urban planning.

During the session, Kanako Mabuchi, Head of the Office of the UN Resident

Coordinator in Azerbaijan, spoke about the role of the media in shaping public understanding of urban sustainability. Anna Soave, Head of UN-Habitat’s Country Programme in Azerbaijan, presented the concept of a “sustainable living environment” and explained terms such as “green” and “energy efficiency.” Regional consultant Katja Schäfer discussed urban sustainability and the risks of greenwashing. The importance of business investment in sustainability was also addressed during the event.

3

CAMPAIGNS
ORGANIZED

2,000+

TREES PLANTED
(VARIOUS SPECIES)

2

YEARS
ACTIVE

Campaign: A Green Future Takes Root in Unity



Global Media Group attaches particular importance to environmental protection and sustainable development. With the support of the Ministry of Ecology and Natural Resources, the Group regularly organizes tree-planting campaigns.



Over the past two years, Global Media Group has organized three tree-planting campaigns on its own initiative under the slogan “A Green Future Takes Root in Unity.” With the participation of company executives and employees, more than 2,000 trees of various species have been planted as part of these campaigns.

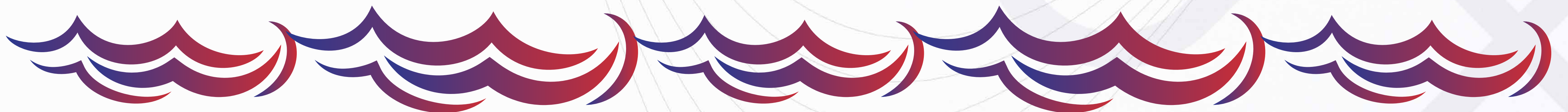
The main purpose of the initiative is to support environmental sustainability, expand green spaces, protect natural resources, and contribute to the restoration of biodiversity. Through these projects, Global Media Group contributes both to promoting environmental values in society and to creating a healthier and more sustainable environment for future generations.

Campaign: Protect the Caspian Sea!

Global Context: Part of International Coastal Cleanup Day (active in 100+ countries).

Partners: Coca-Cola, Ministry of Ecology and Natural Resources, NGOs.

Global Media Group Involvement: 2nd consecutive year of employee mobilization.



Every year, Global Media Group and its media companies join the “**Protect the Caspian Sea!**” environmental campaign organized by Coca-Cola as part of International Coastal Cleanup Day.

Conducted simultaneously in more than 100 countries, the campaign focuses on removing waste from coastlines and bodies of water. It brings together representatives of the Ministry of Ecology and Natural Resources, the private sector, non-governmental organizations, and volunteers.

By participating in this international campaign for the second time, Global Media Group has reaffirmed its commitment to environmental protection and awareness-raising.

The main purpose of the campaign is to remove waste from the shores of the Caspian Sea, raise environmental awareness, and contribute to building a cleaner and healthier future. Global Media Group considers the fight against climate change and environmental pollution to be the responsibility not only of governments but of every member of society. As a media group, it supports its awareness-raising mission through practical initiatives involving its employees.

Sustainability is a core component of the Corporate Social Responsibility strategy of Global Media Group, a member of the UN Global Compact. Within this framework, the Group implements ongoing projects in media development, public awareness, and environmental protection. It integrates sustainability principles into its activities by combining its business operations with environmental responsibility.



20,000

Batteries & cartridges safely
diverted from the
environment over 2 years.

Return-Clean World Initiative

300+
Employee
Voluntary
Participation

600 kg

Paper waste collected and
successfully recycled
over 2 years.

“Save the Tree” Initiative

“Return – Clean World” Initiative: “Recycle Batteries, Protect Nature”



As part of its “Return – Clean World” initiative, Global Media Group has joined the Ministry of Ecology and Natural Resources’ “Recycle Batteries, Protect Nature” project.

The project represents one of the Group’s ongoing steps towards responsible waste management and helps foster a culture of environmental responsibility among employees.

Used disposable batteries and printer cartridges generated by companies

within the Group are collected separately and transferred to the relevant institutions. Employees participate voluntarily, and the collection process is conducted continuously through designated collection points in each office.

Over the past two years, a total of 20,000 batteries have been transferred for appropriate processing as part of the initiative. The project helps prevent hazardous waste from harming the environment while promoting recycling and the efficient use of resources.

“Save the Tree” Initiative

As part of its Corporate Social Responsibility strategy, Global Media Group implements an internal paper-waste management initiative entitled “Save the Tree”

Used paper generated by companies within the Group is collected separately and transferred to the relevant institutions for recycling. Over the past two years, a total of 600 kilograms of paper has been sent for recycling under the initiative.

The initiative promotes the efficient use of resources and helps reduce the environmental impact of office activities. Alongside document digitalization, recycling paper waste is an important element of the Group’s internal environmental policy and helps strengthen a culture of environmental responsibility among employees.



“Card to Art” Social and Environmental Initiative



Global Media Group has joined the “Card to Art” social and environmental initiative, jointly implemented by Tamiz Shahr OJSC and the Ministry of Ecology and Natural Resources, as a media partner. The main purpose of the project is to reduce plastic waste, promote recycling, and raise environmental awareness.

As part of the project, special collection boxes are installed in banks, supermarkets, transport hubs, and other public locations. Expired plastic cards collected through these boxes are provided to local artists. The artworks created from the cards are subsequently exhibited at the “From Waste to Art” Museum, established at the initiative of the Heydar Aliyev Foundation.

As part of its “Contribution to Society” policy, CSR commitments, and partnership strategy, Global Media Group consistently supports projects focused on environmental protection. The Group’s CSR strategy is closely aligned with the environmental initiatives implemented by Tamiz Shahr OJSC. In this context, the “Card to Art” project is considered significant from both environmental and social perspectives.

As a media partner, Global Media Group aims to communicate the purpose and value of the project to a wider audience and strengthen environmental responsibility within society.

“Bring Paper – Take a Book” Social and Environmental Project

As part of its Corporate Social Responsibility strategy, Global Media Group supports the “Bring Paper – Take a Book” social and environmental project. The initiative was launched to mark Global Recycling Day.

Under the project, students bring unwanted paper from their homes to school and receive new books in return. The collected paper waste is subsequently sent for recycling by Tamiz Shahr OJSC.

The main purpose of the project is to promote a culture of recycling, raise environmental awareness, and encourage an interest in reading. The project has attracted considerable interest from participants and contributes to fostering environmental responsibility and developing reading habits.

The project is expected to continue at various educational institutions, book fairs, and other venues on dates associated with the environmental calendar.

The initiative is organized by Tamiz Shahr OJSC with the support of the Azerbaijan Publishers Association, Global Media Group, the Global Management outsourcing company, and other partners. As a media partner, Global Media Group helps communicate the importance of recycling and environmental awareness to a wider audience.



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