

FOR IMMEDIATE RELEASE

COOi Studios Joins UN Global Compact, Committing to Responsible Innovation and Sustainable Practices

[Johannesburg, 7th of May 2024] – COOi Studios is pleased to announce its participation in the United Nations Global Compact initiative, a voluntary leadership platform for the development, implementation, and disclosure of responsible business practices. By joining this global initiative, COOi Studios joins thousands of other companies committed to taking responsible business action to create a better world for all.

The UN Global Compact calls on companies worldwide to align their operations and strategies with ten universally accepted principles in the areas of human rights, labour, environment, and anti-corruption, and to support UN goals embodied in the Sustainable Development Goals (SDGs).

Launched in 2000, the UN Global Compact stands as the largest corporate sustainability initiative globally, with more than 15,000 companies and 3,000 non-business signatories based in over 160 countries, along with over 70 Local Networks.

Empowering Women in Tech and Business

In 2024, COOi Studios will continue its efforts to empower women in the tech and business sectors. This includes hosting the COOi Sustainable Business Summit, facilitating connections between female entrepreneurs and valuable resources for sustainable business growth. Additionally, COOi Studios will launch a coding boot camp for high school girls from KZN, equipping them with the necessary skills and confidence to thrive in the tech industry. COOi Studios is committed to maintaining

transparent communication policies that ensure equal pay for equal work, regardless of gender.

Driving Responsible Innovation

COOi Studios recognises the importance of responsible AI development and will prioritise ethical guidelines to minimise societal harm. To achieve this, the company will implement data governance and ethics training for employees involved in AI solutions. Furthermore, COOi Studios will collaborate with innovation leaders through the Innovation Directors Forum, fostering the exchange of knowledge and best practices within South Africa.

Championing Sustainability

Sustainability lies at the core of COOi Studios' operations. In 2024, the company will expand its commitment to sustainable procurement by prioritising eco-friendly materials and suppliers aligned with its environmental values. Additionally, COOi Studios will introduce initiatives to reduce overall resource consumption and implement a responsible e-waste disposal program. Employee training workshops will raise awareness about environmental issues and sustainable practices.

Cultivating a Thriving Workplace

COOi Studios remains dedicated to fostering a positive and inclusive work environment for its employees. The company will continue offering remote work options to promote work-life balance and explore additional resources and programs to support employee mental health and well-being. Regular employee satisfaction surveys will be conducted to implement initiatives based on feedback, while upskilling opportunities will be provided for professional development.

Strengthening Partnerships

Co Open Innovation Studios (Pty) Ltd

Address: 151 12th Ave, Woodmead, Sandton, 2191

Email: hello@cooistudios.com



By partnering with organisations like Rio Tinto, COOi Studios aims to share its expertise and empower future generations through initiatives like the COOi Sustainability Coding Bootcamp. The company will also formalise additional community engagement strategies to create a broader positive social impact beyond the current COOi Sustainability program. Transparent communication with clients and stakeholders will ensure they are informed about COOi Studios' progress in environmental, social, and governance (ESG) initiatives.

Quotes:

"We are thrilled to join the UN Global Compact and reaffirm our commitment to responsible business practices and sustainable development goals," said Sandiso Sibisi, Director of COOi Studios. "Through collaboration and innovation, we believe we can drive positive change for the environment, society, and the future workforce."

"COOi Studios is dedicated to empowering women in tech, driving responsible innovation, championing sustainability, cultivating a thriving workplace, and strengthening partnerships," said Tshepang Masuku, Marketing Lead at COOi Studios. "We encourage the press to review our initiatives on our website and social media platforms and reach out to us for more information."

For media inquiries, please contact:

Tshepang Masuku

Marketing Lead, COOi Studios

Email: tshepang.masuku@cooistudios.com

Phone: 067 037 5378

About COOi Studios:

COOi Studios is a tech innovation company committed to driving positive change through responsible business practices and sustainable development goals. With a

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focus on gender equality, responsible innovation, sustainability, workplace culture, and community engagement, COOi Studios aims to empower individuals and organisations to thrive in an ever-changing world.

[End of Press Release]