

Corporate responsibility

A sustainable approach

Corporate responsibility at Transcom means:

- Taking a sustainable and ethical approach when delivering services to our clients and their customers.
- Creating honest, flexible and safe environments where employees can build their careers and enjoy their work.
- Encouraging our people's good will, energy and enthusiasm to take part in charitable activities.

We continue to support the UN Global Compact. Its ten principles, which cover aspects of corporate behavior related to human rights, labor conditions, environment and anti-corruption, are incorporated into our worldwide operations.

Our commitment to ethical business conduct is reinforced by our codes of business conduct for employees and suppliers. These were updated during 2010 in line with Kinnevik's social responsibility initiatives. Distributed to every employee, our Employee Code of Business Conduct makes clear our position on issues related to legal compliance, respect and equality in the workplace. It also gives guidance on the mechanisms employees can use to report concerns of an ethical nature. The Supplier Code of Business Conduct asks our suppliers and partners to commit to the same standards of corporate responsibility, business conduct and environmental protection that we do.

Transcom's Environmental Policy expresses our commitment to minimize the environmental impact of our operations and encourage environmentally responsible behavior within our workforce. Our New Leaf Sustainable Best Practice Guidelines make recycling and energy efficiency standard practice in all our centers.

Supporting the Transcom family

In the early hours of February 27, 2010 the city of Concepción in Chile, home to 1,000 Transcom employees serving customers in Spain, was hit by an 8.8 magnitude earthquake. The quake and the tsunami that followed disabled our operation, destroyed the homes of six of our employees and severely damaged those of 54 more.

Our business leaders in Spain quickly assembled a Disaster Response Team to ensure business continuity and to address the well-being of our people. Concerned employees in Spain responded to the team's call on the morning of the quake and came to work to provide emergency cover for customer calls re-routed from Chile. Meanwhile, efforts began to locate our employees in Concepción via our own web site, social networks and the media. All were found and a team of Chilean and Spanish business leaders took personal responsibility for ensuring their wellbeing.

It became evident that our center would be out of operation for several weeks and we decided to transfer work to our second Chilean center in Valdivia. Two hundred and fifty of our employees in Concepción volunteered to relocate for the duration. As they made the 500km journey, they took with them the equipment they would need to carry on working. We are overwhelming grateful to them. Their dedication meant we were able to maintain our service levels and win the confidence and praise of our clients.

The Transcom family worldwide responded with great generosity. Fund raising initiatives have raised more than €33,000, enough to rebuild and repair our employees' destroyed and damaged homes. The work continues.

Transcom's center in Concepción was open for business again within two weeks and fully operational within five. It has been cited by commentators across Spain as a best-practice example of disaster recovery.

Other examples of our values in action

Across the Transcom world our employees were involved in charitable initiatives during 2010 including...

- In North America our people raised €72,000 for a range of charities including the Canadian Cancer Society, Médecins Sans Frontières and the Red Cross.
- In the Philippines our 'Transcom Cares' initiative has seen employees volunteer for a range of community based assignments, working with local schools, religious groups, children's and retirement homes, homeless shelters and charitable foundations.

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- Transcom Germany donated €5,000 to the Children's Charity, 'Deutsches Kinderhilfswerk'. The money was used to support the Rostock City of Children Community project.

Building our community

Keeping our employees up to date on our strategic direction is a priority for Transcom. Our quarterly internal video, Transnews, is the central pillar of our internal communications program. It provides updates to our diverse workforce on company developments, team and individual achievements, business successes, corporate responsibility initiatives, celebrations and motivational events.

In 2010, Transnews was supplemented by a major program to introduce our employees to the new Transcom visual identity and messaging. This was well received, with a strong majority reporting positive views of the changes.

In June 2010, the Transcom European Communication Forum held its annual meeting in Barcelona, Spain. The meeting aims to foster constructive dialogue between European Works Council members and Transcom's top management and gives worker representatives from across Europe the chance to share perspectives and reach agreement on transnational issues. This year's meeting was addressed by Transcom's CEO and members of the executive team, who explained the company's strategic priorities and took part in lively Q&A sessions. Attendees also received a specialist training session in Finance Administration, with the aim of providing insight to Transcom's key business drivers.

Our annual employee satisfaction survey attracted 13,500 responses in 2010, making it arguably the most representative ever conducted in our company. Management teams across the business have conducted detailed local analyses of the survey's findings and developed action plans to target areas of concern.