



# Social Responsibility 2011

Maxibit Worldwide AB



*"A responsible and profitable business is based on ethical considerations as well as financial."*

Christian Ahlberg CEO, Maxibit



## True to the original core values

An interesting fact about Maxibit is that the original concept has never changed. In the 70s Erik Ahlberg started the company with the idea to provide a set of quality marketing tools to the leading premium brand companies. He created a lightweight, portable, and reusable solution that was more environmentally friendly than the booths built by craftsmen.

By pioneering the portable marketing industry with great innovations Maxibit created a new world standard – a standard that today is taken for granted.

## Maxibit Core Values

- Optimize the customer experience
- Swedish designed portable premium brand stands
- User centric innovations
- Environmental sustainability



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## A summary of 2010

*Financial markets around the world continued to struggle. In particular the USA and EU, who are now working hard to prevent a deepening recession. Rescue packages were issued for Ireland and Greece but the crisis didn't seem to be so easy to stop. As icing on the cake, the Icelandic government and banking system collapse was topped off with the eruption of Eyjafjallajökull, which damaged the already crippled situation in the USA and EU even further. Other major events during 2010 included the Haiti Earthquake, the explosion of the Deepwater Horizon platform in the Mexican Gulf, the Neanderthal genome was revealed, Wikileaks published over 100 000 American diplomatic documents marked as "confidential" and WHO declared H1N1 to be a pandemic.*

*People in developing countries continue to suffer from poverty and starvation and are hit hard by flooding, typhoons and earthquakes. Greenhouse gas emissions keep rising and the melting of the ice shelves have only accelerated.*

### Maxibit 2010

A major project for Maxibit has been to finalise the movement of production to fulfil the demands and goals connected with the 10 principles of UNGC. More and more parts of our products are made, either completely or partly, by recycled material. All parts are made to be recycled. UNGC-related demands on the supply chain has naturally increased as an effect hereof. The 10 UNGC principles continues to take a more central role in R&D and stakeholder communication. The CEO has promoted these issues especially threw his blog, threw his participation in the Swedish Government's group for CSR (Corporate Social Responsibility) and also threw his work as a Board Member of "Medveten Konsumtion" ("Conscious Consumption").

## Project 1 – Collecting product specifications

In a joint effort with our suppliers, Maxibit started a project to collect material specifications for all Maxibit products. The list of products now include all major products, components and parts. The work continues.

By collecting product specifications, Maxibit will be able to look at, in details, each product and thus be able to see if there are parts that need to be changed in order to make a more environmentally sound product. One of Maxibit's goals is to be able to offer customers a carbon footprint of each product. This work continues and during 2010 "Sustainable Analytics" was implemented into the standard CAD & R&D process.

## Project 2 – Recycling

*It is very important that we, in the business community, take responsibility to reduce the amount of waste we produce. Waste has an extremely negative effect on our planet. Through recycling we can reduce pollution caused by waste, we can reduce the need for new raw materials and help preserve natural resources.*

Maxibit works with one of the largest recycling facilities in Sweden, to minimize waste and maximize recycling in both the office and the warehouse. This work continues.

Maxibit's staff are being continuously updated on new technological advances in the recycle industry. This cooperation is ongoing.



## Improved office recycling

Recycling of all office material is mandatory and continuously improved. In the lunch room recycle bins are used, waste generating food is advised against, energy efficient washing is mandatory, soda machines are replaced by tap water.

## Sales car fleet

In the keeping with Maxibit's environmental commitment, Maxibit keeps a fleet of ethanol-powered cars to help reduce the emissions of carbon dioxide.

As a fuel source, the pro's and con's of ethanol has been discussed quite a lot in media due to the manufacturing process and the effect it has on people in areas where ethanol is produced. Maxibit is aware of this discussion but believes that ethanol is a better choice than fossil fuels at this time. There are a lot of consumers that are pushing for sustainable ethanol and Maxibit hopes to see verified sustainable ethanol in the very near future. The CEO, Christian Ahlberg's invitation to the european car manufacturers, to let Maxibit become an early adopter of the first hydrogyn-cars introduced or tested in Europe, has unfortunately been turned down by the car industry. But who needs a car anyway? Maxibit promotes all staff to bikes or walk when possible. In fact, the CEO walks the talk and bikes 20 km every day in sun, rain, hail or snow.

## Limit paper waste

Already in 2008 Maxibit stopped the printing of brochures, price lists and product sheets. With printing orders of 20 000 A4 brochures, 8 000 A5 price lists biannually, and around 1 000 product sheets annually, we calculate a saving of roughly 3 500 kilos of paper every two years. This policy is still adopted.

All Maxibit brochures and product sheets are available to download as PDF's on the Maxibit website, and the price lists, also PDF's, are sent digitally per request to customers. Instead of printing inspirational images for customer meetings, Maxibit show these images via phones connected to the Internet or on laptops brought to the meeting.

During 2010, Maxibit encouraged all suppliers to stop sending paper invoices to Maxibit and promoted them to send digital invoices instead. At the same time, the use of digital invoices to customers (as oppose to paper) also became policy.

## Toner cartridges

Maxibit continues to recycle used toner cartridges.

## Project 3 – Energy efficiency

Light fixture, computers and computer monitors are shut down as soon as the office hours are finished to save energy. In the office we use fluorescent ceiling lights that are more energy efficient than traditional light bulbs.

A shift towards even more efficient light sources are continuously explored. For instance the shift to LED came closer during 2009, and during 2010 Maxibit participated in development and testing of a new branch of standard floodlights.



## Education, Seminars, CSR Reference Group

### The importance of environmental education

*It is widely agreed that education is the most effective way to get people to understand how we interact with and are dependent on natural ecosystems. To save the ecosystems for the next generation we have to learn how we should work and live to protect them. Most of us want to do the right thing but do not always have the know-how. Through education, workshops and seminars Maxibit are striving to give its employees a greater understanding of how each and every one of us can make a difference.*

### Maxibit Sustainability Policy Education

In the beginning of 2009 the annual seminar 'Maxibit Sustainability Policy' was held for the employees of Maxibit HQ. Every aspect of the policy was discussed and explained to the further understanding as to why Maxibit has chosen to work with these issues. The employees got an opportunity to add their comments and a unanimous decision was made to give World Wildlife Fund and The Childrens Villages a contribution in 2009.

### Reference group for Corporate Social Responsibility (CSR)

The participation in the Swedish Governments Group for CSR is ongoing. On one of the meetings during 2010 the Maxibit CEO, Christian Ahlberg was asked to give a report from the 2010 UN Global Compact Leaders Summit in New York.

Outside the CSR-forum, Mr Ahlberg blogged about the UNGC Summit and present at the Summit he was very active proposing several acts to encourage a faster move toward "the tipping point" specifically promoting the importance of SME in the UNGC community.

## Maxibit 1 % Back Programme

*As of October 2007, Maxibit started the Maxibit 1 % Percent Back Programme. Through this programme, Maxibit is committed to give one percent of its net profit every year to non-profit organisations. We choose organisations that work with environmental and humanitarian aid work.*

### Contributions 2009

#### SOS Children's Villages

SOS Children's Villages is the world's largest organisation for abandoned and orphaned children. [www.sos-childrensvillages.org/](http://www.sos-childrensvillages.org/).

Maxibit is a corporate sponsor for the village Dhassa-Zoumé in Benin, Africa and has been so since October 2007.

#### World Wildlife Fund

*"World Wildlife Fund for Nature is dedicated to stop the degradation of the planet's natural environment and to build a future in which humans live in harmony with nature."*  
[www.wwf.org](http://www.wwf.org).

Maxibit is a friendship company to the World Wildlife Fund for Nature and has been so since October 2007.

### Community sponsoring



During 2010 a number of students working with environment, quality or innovation has been supported by Maxibit as well as dedicated people in local youth athletics. Maxibit was also a sponsor of the sustainable focused event "Innovations Days". At this event Maxibit specifically promoted the UN Global Compact initiative.

## Maxibit – a member of UN Global Compact

*"The UN Global Compact is a strategic policy initiative for businesses that are committed to aligning their operations and strategies with ten universally accepted principles in the areas of human rights, labour, environment and anti-corruption."*

[Source: <http://www.unglobalcompact.org/AboutTheGC/index.html>, 20090112]

Maxibit got its membership, as the first company in the portable marketing industry, approved by the UN Global Compact (GC) in 2007.

Believing in the value of the GC's 10 principles, Maxibit has made an effort to promote the UN Global Compact to the business community in a variety of ways. On the Maxibit website there is information about the UN Global Compact and an abbreviated version of its 10 Principles, <http://www.maxibit.com/about/csr/>.

Maxibit also made a decision to print the UN Global Compact web address on all Maxibit product sheets and brochures that are sent to customers in the premium market segment.

Maxibit has also produced a short film about the importance of ethical business and the environment and the values of the UN Global Compact program – "The Greener Choice". This film is available at <http://www.youtube.com/maxibitab>.

In addition to this, the CEO of Maxibit Worldwide, Christian Ahlberg, has continued his blog as a continuous source of updates regarding Maxibit's progress. This blog can be found at <http://www.maxibit.com/blog/>.

Maxibit and the UN Global Compact 10 Principles 2008

### Principle 1

Business should support and respect the protection of internationally proclaimed human rights.

To ensure that the employees at the manufacturing plant are provided with a safe work environment Christian Ahlberg, CEO, and Erik Ahlberg, Founder, visits important plants on a regular basis. They also check that the production process follows the environmental demands of the Maxibit Code of Conduct.

Maxibit also continues to support SOS Children's Villages (part of Maxibit 1 % Back Programme) that give orphaned children a stable family environment, education and training.

### Principle 2

Business should make sure they are not complicit in human rights abuses.

All Maxibit suppliers have to sign the Maxibit Code of Conduct, where they agree to fair business practice. The agreement states that all employees have the right to a safe and comfortable working environment, that child labour and forced labour is not tolerated, the wages have to be fair, overtime must be paid, work hours regulated, that there are freedom of association and that there is no discrimination due to gender, religion, sexual preference,





age, disability, political or union membership.

### **Principle 3**

Business should uphold the freedom of association and the effective recognition of the right of collective bargaining.

All of Maxibits' suppliers have to sign the Maxibit Code of Conduct to prove that they respect the right of freedom of association.

### **Principle 4**

The elimination of all forms of forced and compulsory labour.

All Maxibit suppliers have to sign the Maxibit Code of Conduct ensuring that they use no forced labour. Before any agreements are signed with a potential supplier the purchaser visits the manufacturing plant to assess the working conditions and the production process. Human rights and environmental guidelines must correspond to the Maxibit Code of Conduct.

The Maxibit HQ leadership group have discussed the potential need to find an independent foundation to make sure that the Code of Conduct is continually being adhered to. At the main plant this is now practised on a regular basis.

### **Principle 5**

The effective abolition of child labour.

All Maxibit suppliers have to sign the Maxibit Code of Conduct ensuring that the plant uses no child labourers. Before any agreements are signed with a potential supplier the purchaser visits the manufacturing plant to make sure there are no under-age workers.

### **Principle 6**

The elimination of discrimination of employment and occupation.

Maxibit does not tolerate any discrimination of employment and occupation.

### **Principle 7**

Business should support a precautionary approach to environmental challenges.

Through the work with UNGC, the attendance at the UNGC Summit 2010, the work in the CSR-reference group and the work with Conscious Consumption the staff, partners and stakeholders are on going being updated with benchmark possibilities and best practices in sustainability. Films from previous stakeholder events can be found at Maxibits Youtube channel.

### **Principle 8**

Undertake initiatives to promote greater environmental responsibility.

Maxibit decided to stop printing concept brochures, price lists and product sheets and instead offer our customers a digital version through the Maxibit website and via e-mail. This saves the environment almost 3.5 tonnes of paper biannually. Maxibit also continues to support the World Wildlife Fund (part of Maxibit 1 % Back Programme).

To minimize carbon dioxide emissions Maxibit company cars are driven on ethanol.

The Maxibit employee includes responsibilities for all staff at Maxibit. Recycle bins are available in the lunchroom to take care of aluminium cans, plastic containers, glass bottles, paper cartons and cardboard boxes.



### Principle 9

Encourage the development and diffusion of environmentally friendly technologies.

To transfer graphic material, brochures or other marketing material to partners and end-users Maxibit has set up an FTP-server where they can pick up and drop of material. This saves Maxibit wasting CD's and DVD's and the environment energy and pollutants. For customer visits reusable USB memory sticks hold marketing materials.

### Principle 10

Business should work against corruption in all its forms, including extortion and bribery.

Maxibit do not accept any form of extortion or bribery.

## Maxibit Supplier Code of Conduct

The Code of Conduct includes requirements concerning

- Respect the rights of all workers
- Providing a safe and healthy work place
- Follow the local law in every aspect
- Minimizing the impact on the environment

### Workers

1. Safe and comfortable working environment
2. Child labour is not tolerated
3. Forced labour unacceptable
4. Fair wages, paid overtime and regulated work hours
5. Freedom of association
6. No discrimination

#### 1. Safe and comfortable working environment

Fire safety such as fire extinguishers, unlocked emergency exits and fire alarms must be in place. The workplace must also be free of harassment, abuse and corporal punishment. The factories must have working ventilation or a fan system to control the climate. The workplace should also be clean and in good condition, with all necessary sanitation facilities.

#### 2. Child labour is not tolerated

Maxibit does not tolerate child labour and requires all their suppliers to thoroughly check the ID documentation of every worker employed. The term child refers to any person under the age of 15, or 14 where the law of the country permits, or under the minimum age for employment in the country.

#### 3. Forced labour unacceptable

Forced, bonded or involuntary prison labour is not to be used. All should will be voluntary, and workers should be free to leave upon reasonable notice.

#### 4. Fair wages, paid overtime and regulated work hours

The employees must be paid, as a base-rate, the minimum wage or the prevailing industry standard, whichever is higher. All overtime worked by the employee must be fully compensated according to local law. All employees should have set work hours. Any time



above this should be paid as overtime.

5. Freedom of association

Maxibit do not tolerate any discrimination or punishment on the grounds of union or any other organised group activity.

6. No Discrimination

The workforce should be free of harassment and unlawful discrimination. The supplier should not tolerate discrimination based on race, age, gender, disability, religion, political or union membership.



## Environmental requirements for suppliers

1. Waste reduction and recycling
2. Creating products according to Maxibit environmental standards

### 1. Waste reduction and recycling

Maxibit requires all suppliers to continually work to reduce waste from production. Disposal methods must be documented and audited on a regular basis and the recycling of all products must conform to industry standards.

### 2. Creating products according to Maxibit environmental standards

Products must be produced in accordance to the specifications issued by Maxibit. The standards used by the supplier must be continually monitored so that they continually confirm to Maxibit's stringent environmental policy.

Maxibit is committed to continually working to improve all environmental issues regarding production, the materials used in the manufacturing process, packing and transportation.