



CRECEA A/S

Communication on Progress 2009

Reporting on the UN's Global Compact

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1. CRECEA A/S

CRECEA A/S was established as an Occupational Health and Safety (OHS) consultancy in 1980.

Over time CRECEA A/S has added advisory services on Environment, Social Accountability (SA), Workplace Health Promotion and Human Resources (HR) to our key competencies.

Today CRECEA A/S is Denmark's largest advisory company of its kind with more than 100 employees in Denmark and subsidiaries in Kenya and China.

While our services in Denmark include many different aspects and methods, advisory services in the developing countries still tend to be very "classic":

They are either audits in relation to national and international regulations on Occupational Health and Safety (OHS), Environment and SA - or support and training in implementation of improvements.

In 2009 CRECEA A/S' turnover is expected to be 65 million DKK.

Vision

We want to be the preferred company in Denmark and China regarding practical handling and implementation of CSR.

We wish to contribute to creating a responsible way of making a business and thereby contribute to a sustainable development in Denmark and China.

Mission

We convert knowledge into tools and action and create local ownership.

CRECEA will be able to meet the customer's requirement taking every single customer goals, resources and specific features into consideration. This will allow us to motivate companies and individuals to act and make action possible.

Strategic targets, employees and customers

Employees:

On a scale from 1-10 (10 is best) the general employee satisfaction should be between 7 and 8 on average.

Customers:

80% express satisfaction with the professional outcome

90% express satisfaction with the service provided

85% will want to do business with CRECEA again

90% agree that working with CRECEA has created value.

2. Statement from the CEO

CRECEA's key competencies support our effort to live up to the UN Global Compact. This is very true as especially OHS and SA are cornerstones in Global Compact.

This, however, should not lead to the conclusion that CRECEA A/S has no need to focus on the 10 principles. On the contrary: as everyone will expect us to be a good example, we think that CRECEA has a special obligation to give priority to Global Compact issues.

The conditions in the Danish Mother Company are quite well regulated, but also in Denmark our customers expect us to be much better than the average company. So even though the conditions are well regulated, our employees need to be aware of the 10 principles. Our international consultants must possess a good understanding of both the principles and guidelines which we make use of in our international assignments.

In reality it is hard to say when there are no more you can do to live up to the Global Compact (GC): it is really an ongoing process.

In 2009-2010 CRECEA A/S will again focus especially on the 10 principles in the developing countries.

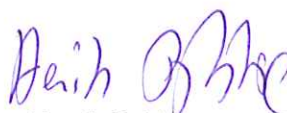
For the period 2009-2010, CRECEA has chosen the following main levels for GC activities:

- Information about GC to staff, customers and other stakeholders about the engagement in GC
- Establish partnerships in order to support principle 10 (corruption) internally and externally.
- Establish partnerships in order to support principle 6 (discrimination) internally and externally.

As will appear from our visions for 2010, we aim at combining our own business innovation with implementation of Global Compact Principles.



Poul Münster Schmidt
Managing Director
CRECEA A/S



Henrik Dybbroe
Chairman
CRECEA A/S

3. Actions taken and process of implementation concerning the 2008-2009 visions

No.	Global Compact Principle	Specification
6	Elimination of discrimination	<p>Staff interviews in January 2009 and June 2009 in the Chinese department resulted in a score 8.5 on a satisfaction indicator (1-10) for the sociality and friendliness of the environment.</p> <p>An employee satisfaction investigation (questionnaires) in Denmark caused a score 8.3 for the questions covering "sociality and friendliness of the environment".</p>
10	Business should work against all forms of corruption.	<p>The topic bribery was discussed with the GM in January 2009 in the departments in China and Nairobi. This leads to the conclusion that in order to both develop the business and develop our internal understanding, CRECEA must seek cooperation with other players in the market and try to develop a product regarding bribery.</p> <p>A specific incident indicating a high risk of corruption has caused us to internally publish the incident as a case story – to serve as a learning experience for all in similar situations.</p> <p>Corruption has specifically been described in staff handbooks – including guidance on how to distinguish between bribery and hospitality.</p>
1-10	All ten principles	<p>Information activities regarding Global Compact have been accomplished in our home page, annual statement, and on the internal staff development day in Denmark and via e-mails to all staff.</p> <p>The participation in the local Global Compact Network has been postponed due to lack of resources.</p>

4. Visions for 2009-2010

No.	Global Compact Principle	Specification
6	Elimination of discrimination.	<p>We will establish a formal partnership with one or more players in this field and thereby become stronger both internally and externally to present and defend the prevention of discrimination. Discrimination is in this context interpreted broadly and the concept "cultural intelligence" will be used as one of the methods to prevent not only discrimination, but also misunderstandings and miscommunication. As a result of this we will offer public training on corruption prevention and thereby gain more knowledge for internal purposes.</p>
10	Business should work against all forms of corruption.	<p>We intend to continue to focus on this particular topic in the coming period.</p> <p>We will do this in order to secure a stronger implementation and understanding and also to support our more business-orientated intention to be able to deliver services to customers regarding Bribery.</p> <p>We will establish a formal partnership with one or more players in this field and thereby become stronger both internally and externally to present and defend prevention of corruption. As a result of this we will offer public training on corruption prevention and thereby gain more knowledge for internal purposes. As part of this activity case stories – mainly based on own experiences – will be produced.</p> <p>It has now been established as a common routine that superiors in CRECEA via an external coach or an internal peer should discuss whether they create situations for local staff where corruption is just becoming too tempting and too easy.</p>

1-10	All ten principles	CRECEA A/S will do its utmost to inform customers, employees and other stakeholders about GC at a general level. International consultants and consultants in overseas subsidiary departments must be personally informed and interviewed about the issue.
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Implementation of 2009-2010 visions (GMI is General Manager, CRECEA International)

No	Specified vision	Action	Responsibility	Deadline	Follow up
6	Elimination of discrimination	CRECEA A/S will find 1-2 other players in the field and produce a training concept regarding cultural intelligence including prevention of discrimination. This concept is intended to be offered to customers as a supplementary service. As a side benefit this activity will also urge and allow us to develop our own standards and level of enhancing cultural intelligence.	GMI	31.21.09	CEO
10	Corruption	CRECEA A/S will find 1-2 other players in the field and produce a training concept regarding bribery. We intend to offer this concept to customers as a supplementary service. As a side benefit this activity will also urge and allow us to develop our own standards and level of combating bribery.	GMI	30.06.10	CEO
1-10	Information and networking.	CRECEA A/S will like in previous years resend a message about the Global Compact to all employees and a more thorough version to the international advisors.	GMI	01.02.10	CEO
		In the yearly report and one edition of the CRECEA newsletter, the GC principles will be communicated to our customers. This also includes examples of implementation.	GMI	01.04.10	CEO
		CRECEA will present speeches at least at three public events and introduce GC.	GMI	01.08.10	CEO
		CRECEA will join and participate in the national Danish network about GC.	GMI	01.09.10	CEO

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