



CRECEA A/S
Communication on Progress 2008
Reporting on the UN's Global Compact

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 departments in Vietnam 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 the implementation of improvements.

In 2008 the CRECEA A/S' turnover is expected to be 68 million DKK.

Values

It is a management objective to involve the staff in formulating common values for working together towards common objectives.

Management values

Management cooperation is characterized by mutual trust, respect and loyalty with room for differences both professionally and personally.

The management will strive to create realistic/positive results. The fundamental ideas behind the cooperation are openness, the will to seek clarification, structure, honesty, mutual challenges and mutual loyalty.

The framework for the cooperation are characterized by the will to listen, of feeling safe enough to state one's point of view and of support to the individual member of the staff in difficult cases and hard times.

Mission

When our customers need to improve health, safety and environment, we contribute with well qualified consultants who provide our customers with excellent advice and service.

Stated objectives

- To give advice to small and large businesses at home and abroad
- To give advice that contributes to the individual company's growth
- To tailor our advice to the needs of the individual company
- To be visible and active in all local areas
- To encourage our consultants to combine theory with practical experience
- To enable companies to create healthy work places
- To be among the leading advisory companies within safety, health and environment
- To always act in a socially and ethically responsible way and always give independent and unbiased advice
- To be an attractive place to work
- To create an atmosphere with room for initiatives and new ideas

Strategic targets, employees and customers (Denmark)

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 2008-2009 CRECEA A/S will again focus especially on the 10 principles in the developing countries.

During the period 2008-2009, CRECEA has chosen the following main levels for GC activities:

- Information about GC to staff, customers and other stakeholders about the engagement in GC
- Establishment of guidelines and implementation relating to principle 10
- Review of the implementation of principle 6 with addition of the concept "cultural intelligence".

Poul Münster Schmidt
Managing Director
CRECEA A/S

Henrik Dybbroe
Chairman
CRECEA A/S

3. Actions taken and process of implementation concerning the 2007-2008 visions

No.	Global Compact Principle	Actions 2007-2008
1	Business should support and respect the protection of internationally proclaimed human rights.	Social events such as dinners and trips have been accomplished in China and similar events are being planned in Nairobi. Job satisfaction was measured in 2007 in Vietnam: average 7.5.
4	Compulsory labour	All staff in Kenya and China has been interviewed about means of retention and contracts have been reviewed.
6	Elimination of discrimination	In 2008 CRECEA has incorporated the guideline from 2007 in the staff handbooks in Kenya and China as an appendix. The guideline underlines that employment must be based on references, skills and qualifications only.
10	Anti bribery	Implementation has been via a compulsory signature from employees that they will not participate in bribery and report if anybody is discovered to take part in such activity. Follow up has so far been limited to discussing one single incident in China, where an offer that could be interpreted as bribery, was correctly rejected by the staff.
1-10	Participation in the GC network in Denmark	This has unfortunately been postponed due to lack of resources and excessive activities implementing the new branches in China and Kenya.
1-10	All ten principles	In relation to the new establishments in China and Kenya, the International Director has interviewed every single local employee in the branches in Kenya and China to test whether the principles have been understood and implementation considered. In the yearly report and one edition of the CRECEA newsletter, the GC principles have been communicated to our customers. The International director has made several public performances in Nairobi, Beijing, Ningbo and Hanoi. On all occasions the engagement in Global Compact has been presented or mentioned. CRECEA's Managing Director has made a film about CSR, in which he also mentions Global Compact.

4. Visions for 2008-2009

No.	Global Compact Principle	Specification
6	Elimination of discrimination	CRECEA A/S has established a guideline for employment of staff. The guideline underlines that employment must be based on references, skills and qualifications only. In 2008 the concept "cultural intelligence" was given priority by use of an anthropologist as intermediary. This concept and focus on cultural differences will be followed up on in 2009. Social events will be regarded as a means to increase cultural intelligence and communication – and will as such be prioritized.
10	Business should work against all forms of corruption.	Follow up on the guidelines will be ensured. This will mainly consist of discussing locally which incidents from daily activities could be considered bribery.
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.

Implementation of 2008-2009 visions (ID is International Director)

No	Specified vision	Action	Responsibility	Deadline	Follow up
6	Specific focus will be on the development of a social and friendly environment in the international departments.	At least 1 social activity other than from dining together must take place in each of the international departments.	ID	01.10.09	CEO 01.11.09
		A satisfaction survey must be performed – and improvements must be considered in case any of the employees have a score less than 7 on a satisfaction indicator (1-10) for the sociality and friendliness of the environment.	ID	01.11.09	CEO 01.12.09
6	Follow up on the guideline for non-discrimination in relation to employment of staff.	All contracts must be reviewed by the ID and all employees interviewed about their employment.	ID	01.08.09	CEO 01.09.09
10	Guideline on bribery	Case stories from real life will be collected during (2008 and 2009 and these will be used to discuss bribery with both Kenyan and Chinese staff when they visit Denmark in 2009.	ID	01.09.09	CEO 01.12.10
1-10	Information and networking.	CRECEA A/S will resend a message about the Global Compact to all employees and a more thorough version to the international advisors.	PD	01.03.09	CEO. 01.04.09
		CRECEA A/S will interview every single international advisor about GC to test whether the principles have been understood and implementation considered.	PD	01.03.09	CEO. 01.04.09
		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.	ID	01.06.09	CEO. 01.07.09
		CRECEA will present speeches in at least 3 public events and introduce GC.	ID	01.12.09	CEO. 11.12.09
		CRECEA will join and participate in the national Danish network about GC.	ID	01.10.09	CEO 01.11.09

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