



CRECEA A/S
Communication on Progress 2007
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 app. 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 2007 the CRECEA A/S' turnover is expected to be 64 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

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 act as 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 2006-2007 CRECEA A/S has focussed especially on the 10 principles in the developing countries.

During the period 2007-2008, 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 relating to principle 1 and 10
- Review of the implementation of the guidelines 4 and 6
- Participation in the GC network in Denmark.



Poul Münster Schmidt
Managing Director
CRECEA A/S



Henrik Dybbroe
Chairman
CRECEA A/S

3. Actions taken and process of implementation concerning the 2006-2007 visions

No.	Global Compact Principle	Actions 2006-2007
4	Elimination of all forms of forced and compulsory labour	In 2007 CRECEA A/S has implemented the internal guideline that retention of employees should be ensured through such means as salary, working conditions, job content etc.
6	Elimination of discrimination	In 2007 CRECEA has implemented a guideline for employment of staff. The guideline underlines that employment must be based on references, skills and qualifications only. Follow up has been random checks of contracts and circumstances in relation to employment of staff in Vietnam. The same principles have been applied to the concept for employment of staff in the company to be established in Beijing, November 2007
1-10	All ten principles	In relation to the new establishment in China, the Project Director has interviewed every single international advisor to test whether the principles have been understood and implementation considered. The Danish advisor, who is now stationed in Vietnam, has similarly been personally informed by the CRECEA Project Director. During the board meeting in Saigon October 2007 the board has discussed and explained the GC principles to the local partner and the local Managing Director. In the yearly report and one edition of the CRECEA newsletter, the GC principles have been communicated to our customers. Also during a session with all Danish consultants in September 2007, the Project Director has reminded about GC. The CRECEA CEO has made a public performance about our engagement in Vietnam and GC challenges ("overskud med omtanke") and the Project Director has on three occasions presented Global Compact in public meetings 2007 (SSID, Kolding – DI, Copenhagen – Bech-Bruun, Copenhagen).

4. Visions for 2007-2008

No.	Global Compact Principle	Specification
1	Business should support and respect the protection of internationally proclaimed human rights. Specifically: Occupational Health and Safety	OHS conditions at the international offices already live up to at least local legislation. During 2008 specific focus will be on the development of social and friendly environment in the international departments.
4	Elimination of all forms of forced and compulsory labour	CRECEA A/S has established a guideline that retention of employees should be ensured through such means as salary, working conditions, job content etc. This will be followed up in all international departments
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. During 2008 these principles must be applied to the departments that are established late 2007 and 2008.
10	Business should work against all forms of corruption.	Guidelines and follow up will be ensured.
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 must be personally informed and interviewed about the issue.

Implementation of 2007-2008 visions (PD is Project Director)

No	Specified vision	Action	Responsibility	Deadline	Follow up
1	Specific focus will be on the development of a social and friendly environment in the international departments.	At least 2 social activities must be accomplished in each of the international department. A satisfaction interview 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.	PD PD	01.06.08 01.09.08	CEO 01.07.08 CEO 01.10.08
4	Follow up on the guideline that retention of employees should be ensured through such means as salary, working conditions, job contents etc.	All contracts must be reviewed by the PD and randomly chosen employees interviewed about any other kind of retention than salary, working conditions etc.	PD	01.06.08	CEO 01.07.08
6	Follow up on the guideline for non-discrimination in relation to employment of staff.	All contracts must be reviewed by the PD and randomly chosen employees interviewed about their employment interview and their previous connection to superiors.	PD	01.06.08	CEO 01.07.08
10	Guideline on bribery	A definition of bribery and a monetary limit will be defined and communicated in both international and national departments.	PD	01.03.08	CEO 01.04.08
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. CRECEA A/S will interview every single international advisor about GC 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 will be communicated to our customers. This also includes examples of implementation. CRECEA will present speeches at at least 3 public events and introduce GC. CRECEA will join and participate in the national Danish network about GC.	PD PD PD PD	01.03.08 01.03.08 01.03.08 01.10.08 01.02.08	CEO. 01.04.08 CEO. 01.04.08 CEO. 01.04.08 CEO. 01.11.08 CEO 01.03.08

CRECEA A/S
Kongsvang Allé 25
8000 Århus C
Denmark

Tel. + 45 87 33 11 00
Fax + 45 87 33 11 11
HP: www.crecea.dk

Managing Director: Poul Münster Schmidt

Global Compact Contact Person: Project Director Søren Albertsen