



CRECEA A/S
Communication on Progress 2010
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 Denmark 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.

From this year CRECEA A/S is no longer partner in the CORE Occupational Solutions in Kenya. CRECEA A/S has also gone from the majority of shares to a minor share holding in CRECEA China.

However, we are still participating in CSR promotion in China and cooperating with CRECEA China.

CRECEA A/S has no suppliers outside Denmark.

Today CRECEA A/S has a staff of 80 employees in Denmark.

Vision

We want to be the preferred company in Denmark 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.

2. Statement from the CEO

CRECEA A/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.

As everyone will expect us to be a good example, we think that CRECEA A/S has a special obligation to give priority to Global Compact issues.

The conditions in Denmark, and thereby in CRECEA A/S, 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.

The company rules, which are laid down in the staff handbook, employment contracts etc. support The Ten Principles and good CSR behaviour, and it is an ongoing process to improve in implementation of these principles.



Poul Münster Schmidt
Managing Director
CRECEA A/S

3. Actions taken 2009-2010

In the last year we continued consultancy in CSR in China and East Africa, until half a year ago when our business relationships changed as mentioned above.

Our consultancy activities for Danish customers have not changed and in China we have turned to a cooperating relationship with CRECEA China.

CRECEA A/S participated through the year in the meetings in Danish Chinese Business Forum and in meetings in the Confederation of Danish Industry concerning CSR issues.

In CRECEA A/S we are implementing a new Danish law on occupational health and safety organization, and promoting the new law in our customer companies.

We have developed and offered a concept on Supply Chain CSR auditing to a number of Danish companies with international relationships. Contact with these companies is ongoing.

4. Actions 2010-2011

Due to the change in our international business relationships we must foresee a reduced activity outside Denmark.

However, we will follow up on the ongoing internationally related activities.

We will continue participation in the mentioned organizations.

In Denmark we will continue to develop and offer CSR concepts and in CRECEA A/S promote good CSR policies and behaviour.

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