



RESPONSIBLE **DELIVERY**
FOR A **SUSTAINABLE** **WORD**



Planet



People



Community



2013

SUSTAIBILITY REPORT



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Find out about the main initiatives we developed throughout 2013

Landmarks 2013  SEUR



MOVING YOU CLOSER TO A MORE EFFICIENT AND SUSTAINABLE



Responsibility



Our commitment

As a benchmark company in the express delivery market in Spain and Portugal, with a history spanning over 70 years, SEUR has consolidated its position as leader in the B2C market, due to its commitment to value/added logistic and international presence in 230 countries thanks to its partner GeoPost.

At SEUR our commitment to sustainability forms an integral part in all areas of our business and is increasingly present in the services offered, helping us move towards a better future for all with the help of our clients. SEUR is able to further enhance the ultimate goal of its commitment by continuing to grow sustainability and responsibly with the **PEOPLE**, o **PLANET** e a **SOCIETY** it belongs to.

Caring for **people** and **our planet** is as urgent as our shipments



98,4% compliance level



95,6% client retention index



Over 20% market share

MOVING YOU CLOSER TO A MORE EFFICIENT AND SUSTAINABLE



People



Our best asset

At SEUR, people are its greatest asset. Therefore, it recruits and retains talent by implementing multiple policies to:

- Ensure equal opportunities at all levels.
- To promote a good work, personal and family balance.
- Invest in professional development, improving capabilities and motivation.
- Ensure a safe and healthy working environment.
- Improve the pride of ownership and involvement in company goals.

The commitment to training, having the best team and being the best the customer can get, has led to the launch of the "SEUR Sales School" via one of the leading business schools (ESIC Business & Marketing School), with more than 1400 students, representing an investment in training in 2013 of more than 450,000 €.

Accomplishments

- SEUR is ranked as one of the 100 best companies to work for in Actualidad Económica.
- BONUS Distinction 2010 for its commitment to the health and welfare of their employees
- SEUR named as a "Superbrand" in the third edition of the Superbrands Awards in Spain
- Adhesión al Grupo Membership of the "Business Equality Group"

Resultados 2013



93,5% of employees on permanent contracts



Over 90,000 hours of training



Investment in training: 467.937,83 €



Equality in the workplace: Women 40.90, Male 59.10%



35 aid plans available to workers and their families: 45.103 €

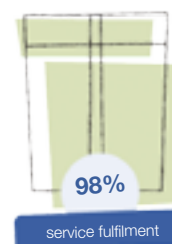


Reduction and control of Carbon footprint

SEUR's commitment to Innovation, Sustainable Mobility and the responsible use of natural resources, makes it the "most responsible offer" available on the market.

- Wide range of ecological vehicles operating in 11 cities
- The most ecological land based service: by way of our "Total Zero" service, shipments are CO₂-neutral at no extra cost to the customer
- Members of the European FREVUE Project supported by the European Commission for the use of electric vehicles in the distribution process
- Eco-Packaging: designed with ecological criteria

Continued commitment by SEUR to increase the effectiveness of delivery, offering the best customer service possible:



Results 2013



Tons of CO₂ emitted due to transport: **-1,26%**



Tons of CO₂ /2/package transported: **-9,24%**



Over **140.000** tons of CO₂ offset by the **"Total Zero"** da GeoPost program



17,25% el reduction in paper consumption per package transported



31,30% increase in the responsible paper use



Waste: **0,16% €/parcel**



Energy consumption **-7,09% kWh**



EWWR European Awards 2013 (European Week for Waste Reduction)

"Efficiency Logistics and CSR" Professional Logistics Award

"Best Business Practices" Award in eco efficiency **KPMG-The Confidential**

First company in the sector to receive the **PEFC RER** certification

100 best ideas Award from Actualidad Económica for introducing electric motorcycles in the fleet

Finalist in the **EnerTIC Awards 2012**





Abertos à sociedade

One of the pillars of CSR policy is SEUR 's commitment to society.

SEUR Logistics is committed to solidarity through volunteering and the SEUR Foundation, with campaigns such as:

- "Caps for a new life"
- "Bikes for Life"
- Food donation campaigns

And promotes the values of SEUR through **sports and cultural sponsorship, and support for entrepreneurs:**

- www.teloenvioporseur.com blog as a platform for the exchange of innovative ideas and experiences of experts in the field.
- Launch of the competition **"Challenge SEUR e-mprende"**
- Membership of the **Business Commitment for Clean Sport Plan**



Results 2013



Over **1.156.250.000** recycled caps



Over **2.300** tons of plastic



More than **3.400** tons reduction in CO₂



Mais de **550.000** € entregues aos beneficiários



More than **13.000.000** paid to beneficiaries



Social Enterprise Award for the **"Caps for a new life"**



www.responsabilidadeur.es





Letter from the president

In a complex scenario, with a Spanish business activity rate that is still in negative figures, **SEUR consolidated its leadership position** in the market during 2013, and closed with a business figure greater than the previous year. The decided support for the most dynamic sectors of the economy – such as e-commerce or international trade – has been key to improving our results. We execute our business following a **sustainable and responsible model**, seeking the improvement of economic performance, protection of the environment and benefiting society.

This is our 5th Corporate Social Responsibility Report defining the basic lines of the commitment we maintain towards our stakeholders, in-line with our adhesion to the **United Nations Global Compact**. This commitment is based on the strategic definition of Social Responsibility within the company and involves including sustainability in the management model, as per the three pillars of our policy: the **Planet, People and Society**.

This business vision is part of our **corporate culture**, our operational DNA, which implies each and every one of our professionals. Dedicating the necessary efforts to achieve these objectives of sustainability and commitment towards our stakeholders is so closely knit to our way of management as it is to technology, operational or attracting and retaining the best talent.

We are fully committed to **generating value** – especially for our customers – and this commitment is tied to innovation. In 2013 we invested over eight million Euros in driving new technologies, processes and solutions. We innovate in our areas of strategic interest, such as e-commerce, with differentiating services for our customers that obtain in this way the necessary tools to drive their business generating wealth and jobs.

We transported in 2013 over 75 million packages, with an average of 300,000 packages per day and peaking at above half a million during the most intense months. This all represented a total of 55 million shipments, with a growth of 8% compared to the previous year. We mean **maximum activity** and, therefore, it is obvious that we have a considerable impact on the environment.

At SEUR we are committed to responsible and sustainable mobility. We go to great lengths to design and implement all kinds of solutions to minimize the environmental impact of our activity. We pioneer **sustainable initiatives** that change how we act in the urgent goods shipping market.

One of our priorities is **reducing CO2 emissions**. We have a Sustainable Development Dashboard in place since 2006 and one of its objectives is to control polluting emissions of our vehicles. We work on three operational lines. One of them is the use of alternative vehicles and fuels. The **SEUR eco-fleet** is already operational in eleven provinces with vehicles powered by electricity and by alternative fuels that are more ecologic such as natural gas and LPG. Together with another three major companies dedicated to distribution, we are members of the **FREVUE Project** supported by the European Commission, with a pilot experience in Madrid to distribute goods using electrical vehicles.

Another line of action is the **optimization of journeys**. It is not only a matter of avoiding unnecessary journeys, but to offer alternative options for customers in terms of delivery and collection of their shipments. And we have over one thousand points to do so at SEUR. Technologies help us to design solutions to reduce these unnecessary journeys as much as possible and therefore generated contamination. Simply with the launch of **SEUR Predict**, which informs final addressees of the estimate 2 hour delivery window, we will help to reduce CO2 emissions by 4%.

Finally, the third line of action focuses on the development of **initiatives to raise awareness** on the importance of sustainable mobility, and also promote knowledge of how, individually we can contribute to reduce CO2 emissions and improve air quality. One of our most successful initiatives in this field is the **“Total Zero” programme**, aimed Letter

from the president at all shipments originating or delivered in 17 European countries, performed through the GeoPost Network, to be CO2 neutral; i.e.: 100% of the emissions generated are offset. This ground-breaking initiative, positions the SEUR international service as the most ecologic in the market, at no additional cost to customers.

We are committed to **our professionals**. We invest in their **training and professional growth** and in designing healthy work environments in which they can develop their activities in an optimized and risk free manner. The success of our activities depends on the talent of everybody working at SEUR. We are in the ranking of the 100 best companies to work for, produced by the magazine ActualidadEconómica, and we are the best logistics company to work for according to the annual RandstadEmployer Branding report. In addition, we work with Fundación Woman's Week – platform focusing on gender equality. A basic principle promoted by SEUR through initiatives such as adhesion to the workgroup “Companies committed to Equality”.

We strive to generate a positive and responsible impact in all our actions. And we can state with satisfaction that **society** recognizes and manifests it in the multiple rewards and distinctions that our social and business initiatives receive. The **“Bottle tops for a new life” campaign from SEUR Foundation** was given the Social Company Award. The introduction of electric motorbikes in our fleet received the Actualidad Economica Award to the 100 Best Ideas in 2013 and our SEUR Predict solution was given the “Best Business Practices” Award by El Confidencial-KPMG in the eco-efficiency category.

SEUR is a reference in urgent goods shipping and we are becoming **leaders in sustainability and responsibility in our business**. We will continue to drive a model of sustainable and responsible business, seeking to improve business performance, protect the environment and benefit society. For many years, we have been adding to our corporate culture everything that represents respect for the environment and responsible actions. And thanks to this, we have gained expert knowledge that we make use of to improve and share with society. Above all, in a year such as 2014 in which we celebrate the **10th Anniversary of our Foundation**, and which is the climax to intense activities aimed at growing in a sustainable way with People, the Planet and Society that we are a part of.

Yves Delmas
SEUR Charmain





LANDMARKS 2013 Company

Company milestones



SEUR is one of the most important and consolidated brands in Spain. Its value as brand is such that it has become generic to our country, where 9 of 10 Spanish people mention SEUR when being asked to mention an urgent shipping company. The Top of Mind of SEUR, dreamt by any brand



Expansion of GeoPost to 65% of shareholders in consolidating the integration process of the European partner. The operation represents even greater integration in one of the most important international transportation network in the world, participating in the European leadership of the B2C market and accompanying customers with international logistics solutions, especially in the European environment. This alliance is reinforced by convergence and total symphony of corporate values that prioritized technology innovation and differentiation in the market by quality of service.



10th Anniversary of SEUR Foundation

SEUR Foundation, celebrating this year its 10th Anniversary, was born in 2004 to agglutinate all actions developed to improve the conditions of societies that SEUR is a part of. Since then, it has become a reference in solidary logistics, promoting commitment of aid to the most needed, and specifically for children.



A **Superbrands**, for the fourth year running since 2009.



Business milestones



A reference in e-commerce with e-solutions, a 22% increase reaching 100 million Euros in revenue. Present in the leading trade shows (eShow, expOME) in Barcelona, Madrid and Lisbon.

Sales school, SEUR created its Sales School two years ago in order to develop its human capital. In 2013, SEUR Management consolidated the project by obtaining the first official certificate that differentiates the best sales professionals in the transportation industry and certifies all students completing the ambitious SEUR Sales Development Programme (PDC SEUR) thanks to an agreement with ESIC Business and Marketing School.

Everyday the SEUR transport network moves over **300.000 packages**, peaking at 500,000 in some campaigns such as Christmas.



SEUR telegrama: thanks to this service customers can send messages with complete legal guarantee from any location with access to Internet without having to go to a post office, reducing travelling, and resulting in greater commitment towards the environment.



Development of the international business, with 8% increase, supported by DPD, the first ground network at a European level.



SEUR Frío: with the re-launch of this service, SEUR offers shipments at a controlled temperature from collection to delivery at destination, evidencing its constant commitment to innovation. It has invested 2 million Euros in infrastructure and procedures to guarantee maximum quality for this.



A **GeoPost** is number one in France and ranks second in Europe in the transport and package delivery market. It delivered a total of 814 million shipments worldwide in 2013.



Regarding our presence in Social Networks, the blog [teloenvioporseur](http://teloenvioporseur.com) exceeded 62,000 unique users, with over 10,000 fans on Facebook and 4,100 in Twitter.



Responsibility milestones

We published our 4th CSR Report and SEUR Foundation Report, "Our most responsible delivery"



We joined forces with Fundación SERES (Fundación Sociedad Empresa RESponsable)



We reinforced our visual identity with r-logos



Award for **Logistics Efficacy and CSR**, Professional Logistics.



We participated in the **European FREVUE Project**, for urban freight shipping using electric vehicles.



We launched our **Eco-packages**



We launched **SEUR Predict**, which helps to reduce CO₂ emissions by more than 4%



We increased our **eco-friendly fleet**



GeoPost extended "Total Zero" to 17 countries.



SEUR, first company in the industry to receive the **RER recognition certificate** granted by PEFC



Winners of the **European EWWAR 2013 Award** from 12,600 initiatives in 23 countries.



KPMG - El Confidencial Award on "Best Business Practices" in the ecoefficiency category.



Recognized as one of the **100 top companies to work for** in the ranking produced by Actualidad Económica



Recognized as the **best company in Spain to work for**, (Randstad Employer Branding)

We adhered to the workgroup "Companies committed to equality" and play an active part in its "Catalogue of Good Practices, companies committed to equality"



SEUR received the Social Company Award for its "Bottle tops for a new life" project



ABOUT SEUR Our company

SEUR, the top **transporte urgente e logística em Espanha e Portugal**, has been caring for shipments since **1942**, when it carried out the first one between Madrid and Barcelona, creating a new concept in urgent goods shipping.

Since then, the company has become a reference thanks to its care and innovation strategy in the development of new services and advanced technology solutions, aimed at offering customers a broad range of quality custom solutions that are effective.

SEUR provides all its experience to guarantee the best service. It has a team of over **6,300 professionals**, working for the **almost 1,200,000 customers that fully trust SEUR** when shipping goods.

Today, SEUR operates **in over 230 countries** through the international network of its strategic partner GeoPost and continues to face challenges and promoting projects that eliminate barriers for the shipments of its customers.



1,200,000 customers fully trust SEUR





ABOUT SEUR

70 years delivering

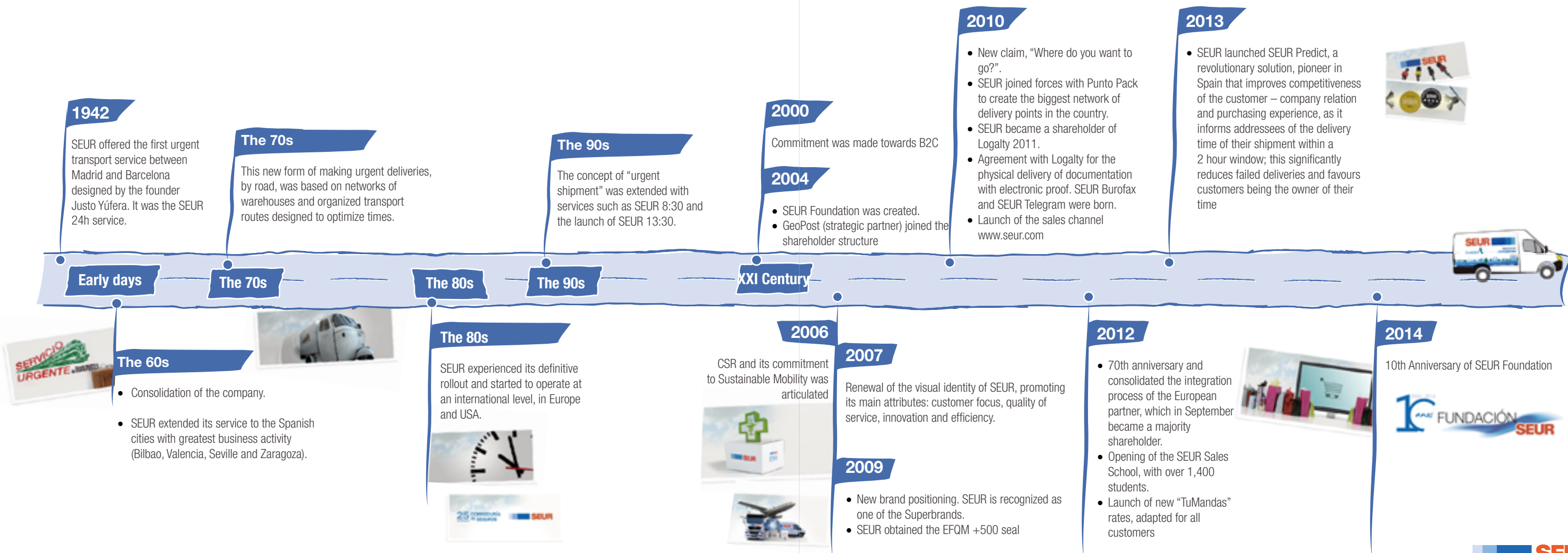
The birth of SEUR represented the origins of urgent transportation as a new business sector in Spain. An activity that transformed how logistics and goods shipping were managed and made a considerable contribution to companies for their own business development. For many companies, the birth of SEUR was **a complete revolution** because it meant they could focus their activities in one location, removing the need for regional branches and warehouses that accumulated goods. The possibility of moving any part of spare within 24 hours throughout Spain redistributed the business activities in Spain and rationalized its costs.

This **history of entrepreneurship and innovation** was documented in **2012 in a volume** that contains moving human tales and emerges as an inspiration of modern companies and the youngest entrepreneur generations.

The text describes the origin of the company in 1942, when its founder, Justo Yúfera, made the first urgent

delivery from Madrid to Barcelona. The idea was simple and ingenious for the time: Transport packages or documents door to door, with a customized service.

Almost personal. One idea that was put into practice during difficult years after the war and gradually grew through trustful people that extended the model to their respective areas, thanks to their entrepreneurial skills, much imagination and enormous effort; encompassing each one of the families involved in the project.





ABOUT SEUR

SEUR figures

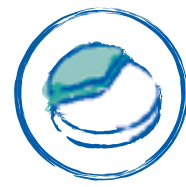
SEUR, a reference in the industry



2013 revenue:
537 million euros



54 million shipments per year, 8% growth compared to 2012. 75 million packages shipped in 2013.



22% market share



81 branches and 9 transfer platforms



256 points of sale and over **1,000 SEUR proximity stores**



Headcount of **6,300 employees and collaborators**



Over **3,500 vehicles**



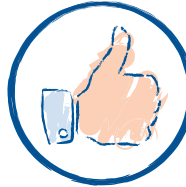
Total customers: 1,200,000



Customer retention: 95.6%



98,4% em cumprimento do serviço



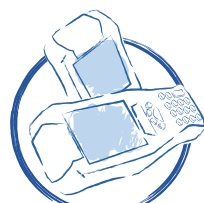
Customer satisfaction index greater than **90%** - excellence levels



Operating capacity in **230 countries**



More than **90,000 hours of training**. Commitment to talent



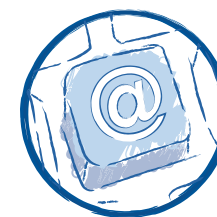
8 million euro investment in infrastructure, operational solutions and technology in 2013

Income increase in strategic axis:



Internacional

- 95 million Euros in 2013. 8% growth compared to 2012
- International turnover represents 18% of global revenue



e-commerce

- 100 million Euros, 22% increase compared to 2012
- E-commerce turnover represents 19% of total
- Leader in B2C market, with over 30% market share.
- One of every 3 e-commerce packages in Spain is delivered by SEUR



Logistics

- 24 million Euros, maintenance compared to 2012
- Represents 4.5% of global turnover



GeoPost figures



4,391 million euros
invoiced per year



The second operator in Europe with brands such as its international partner DPD, and national brands such as Chronopost, Interlink, etc.



814 million shipments
in 2013



Over **20,000 employees**



More than **830 logistics centres and warehouses**



Over **26,000 vehicles**



310,000 customers

Recognized by **Superbrands** as a brand of excellence, SEUR bases its development in a quality service portfolio adapted to different sectors, while always innovating and currently complemented by three strategic axis: international, e-commerce and value added logistics.

Over 14,000 interviews answered, establishing that 80% of interviewed parties would recommend SEUR to their friends and family members (satisfaction levels between 7 and 10 in a scale out of 10)

“We focus each day our efforts on building a brand that transmits the best guarantees in all senses. We seek excellence in search of the highest quality, through commitment, trust and safety”.





ABOUT SEUR

Management structure

SEUR, S.A., its affiliate companies and the branch network, are governed by the highest supervision and decision making body, the Board of Directors of SEUR, S.A., while the management is performed by the management and executive bodies of the Company and by the social bodies of each one of the branches and affiliate companies.

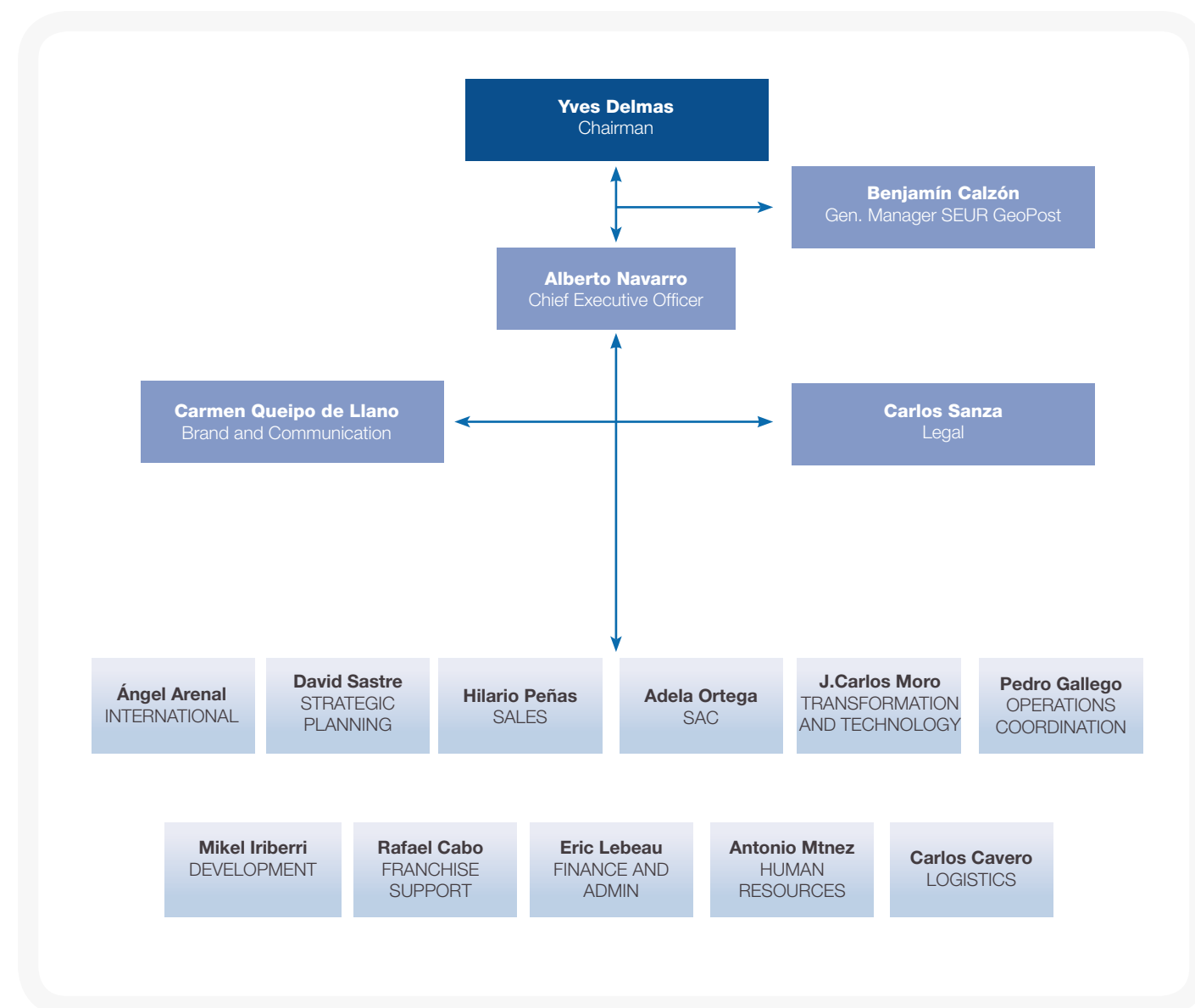
The Chairman and Executive Officer exercise an executive function. The members of the Board and shareholders meet once a year in the General Shareholder Meeting for the approval of the Annual Financial Statements, formulated by the Board, which are audited.

In 2013, GeoPost increased its investment in the capital of SEUR, S.A. up to 62%. This shareholder increase reinforces the commitment of GeoPost in the company and does not modify the strategy of SEUR, which is consolidated and strengthened. It also encourages the bringing and developing business opportunities from the hand of a powerful partner, with a robust financial situation and that has managed to consolidate its leadership in European markets, despite a highly complex economic climate.

The current governance bodies are:

- **Chairman:** Yves Delmas
- **CEO:** Alberto Navarro
- **Vice Chairman for Institutional Relations:** Fernando Rodríguez Sousa
- **Administrator of Logistics Business Units:** Julián Recuenco
- **Board of Directors:**
 - D. Yves Delmas
 - D. Alberto Navarro
 - D. Julián Recuenco
 - D. Ramón Mayo
 - D^a. Teresa Debelius
 - D. Alberto Puente
 - D. Javier Velayos
 - D. Pedro Lozano
 - D. Eric Lebeau
- **Executive committee:**
 - D. Yves Delmas
 - D. Alberto Navarro
 - D. Julián Recuenco
 - D. Alberto Puente
 - D. Roberto Abarca (*invitado permanente*)
- **Audit and Compliance Committee:**
 - D^a. Teresa Debelius
 - D. Ramón Mayo
 - D. Alberto Navarro

The following figure shows the managerial structure of SEUR:





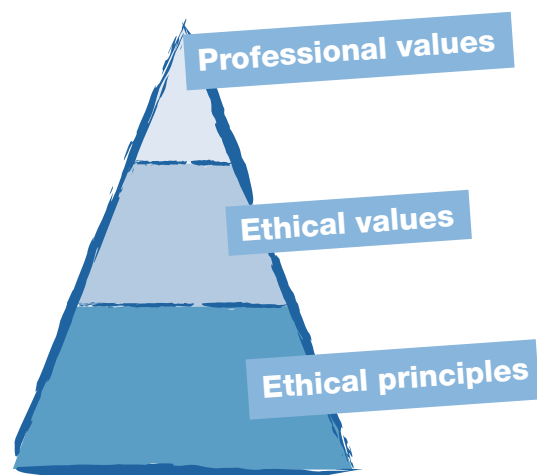
ABOUT SEUR

Mission and Values

SEUR goes for quality, innovation and commitment to maintain its proximity to customers. The goal is to provide solutions to their needs, adapting to changes and defining this attitude in our **MISSION**:

“To be the leading and comprehensive solution for urgent transportation requirements, both national and international, guaranteed for all types of customers”.

For this, SEUR shares a series of values that accurately reflect its actions and behaviour.



- Customer focus
- To provide the service of a multi-specialist company
- Product and service quality

- Innovation and continuous improvement
- Involvement and initiative in all projects

- Respect
- Integrity
- Responsibility
- Commitment

- **Ethics Code**
- **Comply with legislation**
- **Transparency**
- **Respect and non discrimination**
- **Safety and Health**
- **Human Rights and Society**
- **Environment**

- **Good use of facilities. SEUR equipment and image**
- **Honesty in commercial relations**
- **Confidentiality**

With the approval of the **SEUR Ethics Code in 2011** – which includes a Crime Prevention System and the creation of an Ethics Committee–, SEUR has consolidated its advance towards good governance. Always through a management model based on the principles of ethics and transparency and applicable to both activities and decisions that are made, as well as the relations with different stakeholders.

ABOUT SEUR

Products and services

National

Door to door transport services:

Premium:

Door to door services that guarantee next day delivery before a given time.



Standard:

Door to door service that allows performing any shipment within the Iberian Peninsula, delivered the next working day.





Complementary services:

These range from Refund, Change, Delivery Acknowledgement and execution of procedures with the Public Sector.



Legal services:

Together with Logalty, company specialized in service provision of generation and custody of electronic evidence.



Documents with certified notification



Certification with full Legal Guarantee

International

Being part of the one of the leading global operators such as GeoPost opens the doors to reaching over 230 countries, which makes SEUR the fundamental ally for all Spanish companies wishing to increase their international presence.

Thanks to a strategic alliance with GeoPost and other international logistics operators, SEUR has the capacity to offer cover worldwide.



A cheap and highly reliable service for all shipments to Europe



The perfect service for large volume shipments in Europe



A service for urgent shipments



Less urgent international shipments



We transport your heaviest goods



8% growth
compared to
2012



e-commerce

SEUR undertook a firm commitment to on-line business, developing a comprehensive, modular and flexible solution, capable of adapting to the needs of any industry and type of customer. Companies such as Amazon, ASOS, Privalia and Mango are only a small example of customers that already trust our solution.



100 million Euros,
22% increase
compared to 2012



E-commerce
turnover
represents 19%
of total



Leader in B2C
market, with
over 30% market
share

SEUR e-solutions offers an integrated, specific and efficient solution for all online store requirements.



Logistics

SEUR provides added value to its urgent **shipping portfolio** thanks to a comprehensive service that fulfils additional requirements of its customers in any link of the logistics chain. Expansion and suitability of facilities, investment in advanced technology and specialization in promotional and product logistics, results in having important customers such as BBVA, Travel Club and Coca Cola.

It also offers a broad range of logistics services that provide added value to the traditional urgent shipping business.

- Process optimization by decentralizing parts of the value chain of a business: storage, inventory control, management, preparation, follow-up and all aspects related to urgent shipping.
- Specialists in the pharma, textile, perfume and consumer electronics sectors.
- Type of logistics: comprehensive, promotional and product



Turnover of **24
million Euros**



Represents
**4.5% of
global
turnover**

Product and services catalogue





ABOUT SEUR

Close to our customers

"We innovate by adapting operational and technological collaboration systems, positioned at the forefront in terms of customer integration".

Connected through...

Stores



More than **1,000 SEUR Proximity Stores** thanks to the agreement with Punto Pack and our own 256 points of sales.

Web



The **SEUR website** allows engaging a service, online real-time follow-up of shipments, calculating fees, checking the nearest SEUR stores, obtaining activity and quality reports, checking invoices and much more. 24 hours a day, 365 days a year and from any place. More than 12 million visits in 2013, growing more than 60% in collections requested through the website and a 30% increase in users.

Smartphone app



We have an app that allows calculating fees, finding the nearest store and follow-up on shipments.

Customers integration



A team of specialized consultants, has been provided to customers, together with the most advanced technical resources and the necessary software to automate shipment management.

Interactive SMS/email



Enables customers to modify the delivery date of shipments and provide details for delivery. And now, through Predict, online purchasers can manage their time.

Customer Support Service team



More than 14 million phone calls per year managed by the customer support team

Social Networks



Blog (<http://teloenvioporseur.seur.com/tag/blog/>).

More than 62,200 unique users, 106,627 page views, over 334 publications, have positioned SEUR as a reference in e-commerce and sustainable mobility, eco-efficiency, innovation and new technologies



Linkedin (<http://www.linkedin.com/company/seur>)



Facebook (<https://www.facebook.com/seur.es>):

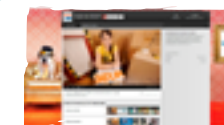
12,000 fans, 10 campaigns, 350 updates, more than 2,300 "Likes" and over 750 comments



Twitter (<https://twitter.com/SEUR>) A new channel to listen and contact customers. 17,000 "tweets", almost 4,200 followers, 1,800 "retweets" and 13,650 mentions.



YouTube (<http://www.youtube.com/user/SEURoficial>)





Customer satisfaction

Superbrands brand: SEUR has been chosen as one of the top brands, which means recognition of its market success and excellence in brand management. This award, considered at an international level as the “Oscar to Branding”, reinforces the solid trajectory of SEUR, its commitment to quality and recognition and trust of the public.

The Award is granted based on criteria such as leadership, capacity to face times of adverse economy in the market, positive perception and customer loyalty; all of these being traits that are characteristic of SEUR.

In addition, as a novelty, the last edition also considered brands that demonstrate strong Corporate Social Responsibility commitment, as is the case of SEUR, which considers it as a transversal strategy reflected in all areas of the company.

Over 14,000 interviews answered, establishing that 80% of interviewed parties would recommend SEUR to their friends and family members (satisfaction levels between 7 and 10 in a scale out of 10).





RESPONSABILITY

The commitment of SEUR

For SEUR, sustainable development is a commitment that involves each and every one of its employees at all levels in the company. To include it in our corporate culture means leading business in a responsible manner, seeking financial performance improvements, respecting the environment and benefiting society.

“Caring for persons and for our planet is as important as our shipments”

Since its origins, SEUR has been aware of the need to contribute to wellbeing and improving communities in which it is present. Therefore, in 2004, it formalized its commitment by creating SEUR Foundation, in order to channel a large part of the company’s social activities; and in 2006 it established a commitment to sustainable development and a **Corporate Social Responsibility Policy**.

This policy is a part of all areas in SEUR and is increasingly present in the services it offers, evolving together with its customers towards a better future for all. Because only this way will it encourage the ultimate goal of its commitment: continue to grow and do so in a sustainable and responsible manner with **the persons, planet and society** a que pertence.



Los 10 Principios de Pacto Mundial de Naciones Unidas

Derechos Humanos

- Principio N° 1. Apoyar y respetar la protección de los derechos humanos.
- Principio N° 2. No ser cómplice de abusos de los derechos.

Ámbito Laboral

- Principio N° 3. Apoyar los principios de la libertad de asociación y sindical y el derecho a la negociación colectiva.
- Principio N° 4. Eliminar el trabajo forzoso y obligatorio.
- Principio N° 5. Abolir cualquier forma de trabajo infantil
- Principio N° 6. Eliminar la discriminación en materia de empleo y ocupación.

Medio Ambiente

- Principio N° 7. Las empresas deberán mantener un enfoque preventivo que favorezca el medio ambiente.
- Principio N° 8. Las empresas deben fomentar las iniciativas que promuevan una mayor responsabilidad ambiental.
- Principio N° 9. Las empresas deben favorecer el desarrollo y la difusión de las tecnologías respetuosas con el medio ambiente.

Anti – Corrupción

- Principio N° 10. Las empresas e instituciones deberán trabajar contra la corrupción en todas sus formas, incluidos extorsión y soborno.

By adhering to the commitment to implement social responsibility in the company, it also assumes the duty to inform externally of its advances; as it has already been done through the publication of the CSR report, available to everybody and accessible from any device, and which is presented and published through **“Breakfasts with stakeholders”** as well as communication and awareness campaigns.

This commitment is further strengthened as SEUR subscribes the **United Nations Global Compact**, and supports and respects the 10 Principles it promotes, andalso creates and publishes its own visual identity, the r-logos that identify the responsible initiatives and allows communicating, both internal and externally, the advances that have been achieved; informing and raising awareness of stakeholders on the various initiatives related to the pillars that are the foundation of the SEUR policy: **Planet, Persons and Society**.



The key to the success achieved so far is based on a collaborative and participative **Management Model** stemming from senior management commitment to Sustainable Development and the creation of a CSR department in 2006, reporting to the Management Committee and that, by being a part of the Strategic Planning area, receives all information from the Network and its environment. This way, it has a direct impact on the rest of projects being performed in the company and becomes part of all business areas.

But it has been the appointment of a CSR manager in each one of the business units, forming part of the **CRS team**, the fact that ensures the rollout of the global and local model, ongoing dialogue and agreeing on knowledge and experiences that enable progress as a group.



SEUR is consistent with its ideas



Therefore, SEUR develops a responsible and sustainable business model that, thanks to the work made by the human team of the company, has positioned it in a prominent place in this field.

This management model, participative and collaborative, is reinforced by having representation and forming part of the international Sustainable Development committee of GeoPost, consisting of 20 representatives from different shipping companies such as DPD, Chronopost or Exapack. In addition to establishing alliances and promote internal and external “benchmarking” a common **Dashboard** was created in 2006 with key performance indicators based on the activities of SEUR, bearing in mind the stakeholders and defined as per the pillars that support its commitment. Each one of the indicators is calculated as total units and units per item transported, considering direct and indirect emissions, in addition to the proportion of the figure calculated through accurate measurement, estimates and/or extrapolation. A new reporting system was established in 2013, together with a methodology and protocol, designed to satisfy the following six criteria: relevance, transparency, accuracy, coherence, comprehensiveness and comparability; complying at the same time with recognized rules and existing regulatory commitments enumerated below:

Name of the standard	Application	Focus	Gas considered
ISO 14064 "Specification with guidance at the organisation level for quantification and reporting of greenhouse gas emissions and removals"	International Standard	Global report of GHG emissions	Kyoto gases (CO ₂ , CH ₄ , N ₂ O, HFC, PFC, SF ₆)
BEGES « Bilan des Emissions de Gaz à Effet de Serre »	French Standard (Art. 75)	Global report of GHG emissions	Kyoto gases (CO ₂ , CH ₄ , N ₂ O, HFC, PFC, SF ₆)
EN 16258 "Methodology for calculation and declaration of energy consumption and GHG emissions of transport services (freight and passengers)"	European Standard methodology	Transport related GHG emissions only	Kyoto gases (CO ₂ , CH ₄ , N ₂ O, HFC, PFC, SF ₆)

A SEUR é consequente com os seus ideais

Equivalent carbon dioxide (CO₂e) represents emissions of all greenhouse effect gases, combined and converted into equivalent CO₂ units using the global warming potential (GWP1 Values)

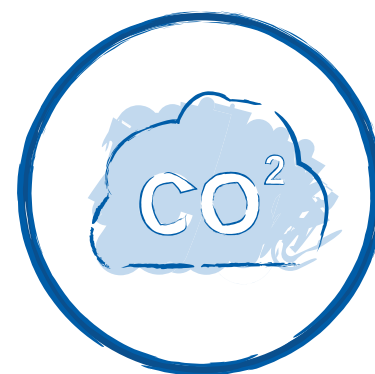
A digital platform has been designed for this called “Respire” **RESPIRE – RESponsible Piloting and REporting tool**. The report considers, for the life cycle analysis, greenhouse gas emissions resulting from the use of fossil fuels and electricity during our activities. Gross figures (for example litres of fuel) are converted into greenhouse gas emissions, broken down into two phases:

- **Preliminary phase - Well to Tank:** Emissions from activities implemented to supply the source of emission being considered (for example, for fuel, the emissions generated by extraction, refining and distributing fuel).
- **Usage phase - Tank to Wheel:** Emissions from the use of a source of emissions (for example, in the case of fuel, those corresponding to the combustion due to the use of a vehicle).

Indicators are consolidated in six-month periods at a local, national and international level and converted into equivalent carbon dioxide emissions (CO₂e) using the values of the **GWP Index** (global warming potential^(*)), validated and audited internally and externally.

The scope of the dashboard at SEUR has been increasing, reaching a total of 28 business units, in addition to the impact of the national and international network, which, on closing 2013, represented 65% of the business; and that is expected to increase gradually, as we are aware that obtaining these indicators helps decision-making processes, the execution of initiatives and, as a result, efficient and sustainable management of the company.

^(*) GWP values describe the amount of heat that can be trapped (or in other words, damage to the atmosphere) of a unit of a given greenhouse effect gas relative to a unit of carbon dioxide. GWP values turn greenhouse effect gases emission figures for the various CO₂ gases into equivalent CO₂ units.



Total greenhouse gas emissions by:
1.21 Kg CO₂e/package



RESPONSABILITY

Close to stakeholders

Based on the principle of transparency, SEUR maintains fluid and transparent communication with its stakeholders, which are identified by considering key factors such as influence, proximity, dependence, responsibility and representation.

Shareholders



Annual Shareholder Meeting, Board of Directors, Management Committees, involvement in the Annual Sustainable Development Forum, members of the European GeoPost Sustainable Development committee, Policies and Codes established at a group level.

Customers



www.seur.com, telephone support, presence in social networks and SEUR blog, market surveys, customer satisfaction index, polls, meetings, conventions and Sustainability Report/ SEUR Foundation Report.

Employees



Monthly digital magazine, internal releases, suggestions box, intranet, presence in social networks and SEUR blog, departmental meetings, performance management, meetings and involvement in CSR initiatives, welcome guide, courses, climate poll and training.

Suppliers



Reports, collaborative projects, meetings, quality agreements, adhesion to commitments and contracts.

Society



Involvement in Forums and events, development of social programmes, Sustainability Report/ SEUR Foundation Report, presence in social networks and SEUR blog.

Administration



Involvement in forums and projects for publicising good practices and innovation.

Media



Events, press releases, corporate material, SEUR website and meetings with the media.

seres

fundación sociedad y empresa responsable

In 2013, SEUR merged efforts with Fundación SERES (Fundación Sociedad y Empresa responsable) participating as speakers and success stories during the session "sharing solutions".



Foro de Liderazgo Empresarial



MADRID WOMAN'S WEEK
by FUNDACIÓN WOMAN'S WEEK



News 2013



Letter from the president



Landmarks 2013



About SEUR



Responsibility



Planet



People



Community

Aware of our position as a reference in the sector, SEUR commits to both internal and external communication, in order to share good practices and acquired knowledge, facilitating the spread of commitment to sustainable development at all levels, in and out of SEUR. A good example is the various participations as speakers in foreign sessions.

Event	Organised
Waste Management Session	Madrid Chamber of Commerce – CITET
FREVUE Session - London	Cross River Partnership
Energy efficiency in distribution Session	Community of Madrid
Sharing Solutions	Fundación SERES
Companies committed to women and Equality in Europe	Madrid Woman's Week / ECOFIN
European Sustainable Mobility Week	Ministry for Agriculture, Food and Environment
PEFC session: Economy, Sustainability and Forests	PEFC
III National Sustainable Mobility Congress	CITET
November ITC Industry Forum C. of Madrid	General Directorate for Industry, Energy and Mining
CSR Commission	CEOE
COMPANIES WITH THE PUBLIC SECTOR	Co-responsible
Annual Madrid VI Pro Climate Forum Session	Madrid City Hall
Executive Women – Entrepreneurial Culture	Gestiona Radio - Fundación Madrid Woman's Week
IFREI Session (IESE family-responsible employer index	IESE Business School
Session on Good Human Resources Practices in the logistics industry	Randstad
III Session on Occupational Hazard Prevention	UNO

Furthermore, internally, the CSR web portal is maintained and updated for SEUR employees; we have been involved in the International Sustainable Development Forum of the Group and shared initiatives using the r-box tool, a platform for exchanging responsible initiatives developed by the various group companies throughout the world.

Externally, the Social Networks strategy implemented in 2012 represents a new distribution channel of all initiatives and an alternative means of contact, not only with customers but with all stakeholders. Part of this strategy includes the creation of the “teloenvioporseur” blog, and the commitment for sustainable mobility and support given to entrepreneurs.

RESPONSABILITY Recognition

Based on the CSR model, collaborative and participative, both at an internal and external level, various milestones and recognitions have been achieved in 2013.

In addition to the various certificates that SEUR has, such as the various Management Systems certified as per ISO 9001 and EFQM +500 for Quality, ISO 14001 for Environment, OHSAS 18001 for Occupational Hazard Prevention, ISO 27000 for Personal Data Protection or TAPA for security, we should add the EMAS certification on environmental protection, obtained by the branches of Tenerife, Las Palmas and Santa Cruz, converting SEUR into the first company in the sector in Spain that obtains this certificate.

Some of the recognitions obtained in 2013 were:



- **European Award EWR 2013** (European Week for Waste Reduction) in the company category.
- **Award Logistics Efficiency and CSR.** Professional Logistics
- **“Best Business Practice”** award in the eco-efficiency category. El Confidencial.
- **Social Company Award** for its action “Bottle tops for a new life”
- SEUR, **first company in the industry to receive the RER certificate, a PEFC recognition.**
- **Award 100 best ideas by Actualidad Económica** for introducing electric motorcycles.
- Finalist of the **EnerTIC Awards 2012.**
- Distinction **BONUS 2010** for its commitment to employee health and wellbeing.
- SEUR joins the **ranking ranking of the 100 best companies to work for** by Actualidad Económica
- **Best logistics company to work for in Spain**, according to the annual report of the multinational **Randstad Employer Branding.**
- SEUR consolidates as **“Superbrand” in the III edition of Superbrands Awards in Spain**



Responsability



PLANET

Emissions Reduction and Control

The reduction in CO₂ emissions is one of the priorities at SEUR, as reflected both in its CSR policy and the fact that the dashboard was implemented in 2006, facilitating a comprehensive monitoring of indicators.

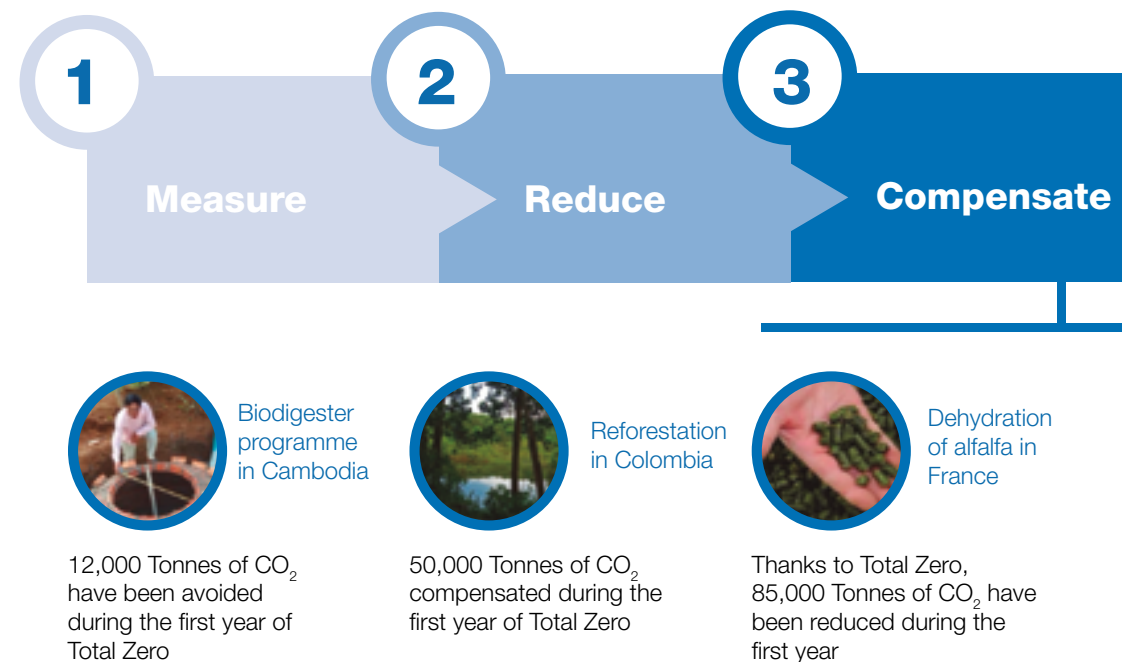
SEUR is aware of the need to establish this clear commitment through a methodology that allows quantifying and measuring the Carbon Footprint, while establishing the measures aimed at reducing and compensating greenhouse effect gases emissions, as the basis for continuous improvement.



This commitment supported by SEUR at an international level, is the basis of the launch in July 2012 of the **"Total Zero"**, programme, extended to 17 countries in 2013, through which all international shipments made through the GeoPost network are **CO₂-neutral and do not involve an additional cost for customers**



More than 140,000 Tonnes of CO₂ compensated by the **Total Zero** programme





CO₂ emissions derived from transportation is one of the key indicators in the Sustainable Development Dashboard, as it represents the biggest impact on total emissions generated during the execution of our activities.

During 2013 we have reduced CO₂ emissions associated with transportation by 1.26%; considering the increase in production compared to the previous year translates into a -9.24% reduction of CO₂ emission per package transported. This indicator encompasses all CO₂ emissions originated by transportation services of each business unit and produced by external suppliers engaged for the execution of transportation services, breaking down such emissions by the various means of transportation involved (air transport, by road and/or railway), the types of fuel used (petrol, diesel, LPG, CNG, electricity,...) and where they are produced, differentiating emissions generated during collection and delivery of goods (last mile) from emissions generated during transportation between business units (Line Haul).



Reduction of
-1.26% tonnes of CO₂ associated with transportation



Responsability



Planet



People



Community

PLANET

Sustainable mobility

The Sustainable Mobility programme emerged in order to reduce polluting emissions associated with goods transportation, contribute to improve air quality in cities and fight against climate change, based on three lines of action:

Use of alternative vehicles and fuels



- Eléctricos
- GNC
- GLP
- Novas Tecnologias

Reduction in no. of movements



- Efectividade de entrega
- Otimização de rotas
- Ecocondução
- Teletrabalho
- Videoconferências
- Portal intercâmbio (carpooling)

Awareness / Training



- Awareness Campaigns
- Eco-driving site
- e-Mobility (blog teloenvioporseur)
- Eco-driving training
- Identification of eco-vehicles
- R&D&i projects
- Internal and external benchmarking



Use of alternative vehicles and fuels

For years, SEUR has been trying alternative systems for deliveries, especially, in city centres. A proof of this is the increase of both number and type of alternative vehicles that have been added to the fleet in 2013, adding electric motorbikes and “Cross Rider” electrical vehicles to SEUR City, bicycles, electric tricycles, Natural Gas vehicles and LPG vehicles. In this way, the ecological fleet has been increased with a commitment to package delivery using less polluting vehicles that are already operational in many cities: Madrid, Vitoria, San Sebastián, Pamplona, Seville, Alicante, Málaga, Barcelona, Valencia, Tarragona and Cartagena



We are participating in the European Project FREVUE 2013-2017: (pilot programme for energy efficiency and use of electrical vehicles for urban freight shipping), the only project that has been co-funded by the European Union for the use of electrical vehicles in deliveries and that we are partners of.

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13% increase in number of alternative vehicles in 2013



Designed with the environment in mind.
Responsible delivery with eco-friendly vehicles



Co-financed by the
European Commission



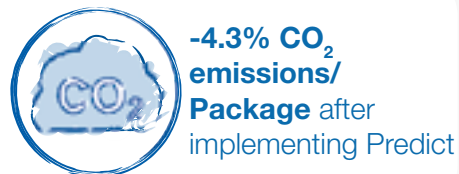


Reduction in no. of movements

The ongoing commitment of SEUR to increasing the efficacy of its deliveries, offering better customer service while optimizing its distribution routes, entails a reduction on CO₂ emissions and guarantees an increase in customer satisfaction with each effective delivery; while avoiding subsequent journeys and the generation of additional CO₂ emissions.

Therefore, in 2013, SEUR has continued to commit to offering its customers **over 1,000 stores** to deliver and collect their packages.

It is worth highlighting the launch in 2013 of **SEUR Predict**, the solution that SEUR offers to its customers as added value and whose objective is to give addressees the option of selecting the delivery date and give them a 2-hour “time window” for the delivery.



In all, SEUR Predict enables us to reduce non-productive journeys and, therefore, last mile CO₂ emissions associated with transporting each shipment, in addition to emissions that would emerge from goods returns; initially reducing CO₂ emissions per package by 4%..



98%
Distribution efficacy



Awareness

As a third line of action, we have kicked off several initiatives in order to raise awareness on the importance of sustainable mobility and promote understanding on how each individual can contribute to reduce CO₂ emissions and improve quality of air.

Some of the initiatives developed and aimed at the various stakeholders are:

- **Development of the blog “teloenvioporseur”** with the “e-mobility” section as a platform to exchange ideas and innovative experiences, share knowledge, publicise success stories and learn from experiences and expert knowledge on the matter, encouraging change towards new means of sustainable mobility both as a company and as citizens in general. With over 4,500 readers/month
- **SEM Involvement** (European Mobility Week) since 2008 until 2013. In 2013 we performed the following actions:
 - Competition in social networks to share the presence of the ecological fleet in Spanish cities with our community.
 - Distribution of Pinushalepensis seeds with all deliveries made using eco-friendly vehicles, offering access to the Sustainability Report, in order to raise awareness on alternative means of distribution as well as eco-driving.
- **Sponsoring events that promote sustainable mobility** (like the “By bicycle to LasAtalayas” initiative in

Alicante, or the collaboration with CycleLogistics in its activity, the European logistics on bicycle campaign that took place in Seville.

- **Benchmarking:** Involvement in Forums, such as the Madrid Pro Climate Forum and the GeoPost Sustainable Development Forum, as well as miscellaneous Sessions, sharing our experiences:
 - 2013 - Speakers in Annual Madrid Pro Climate Forum Session.
 - 2013 - Speakers at the Sustainable Mobility and Sustainable Urban Distribution Congress organized by CITET.
 - 2013 - Speakers in the Distribution Energy Efficiency Session (Community of Madrid).
 - 2013 - ITC Sector Forum (organized by the General Directorate for Industry, Energy and Mining of the Community of Madrid).
- **“Eco-driving” website:** initially aimed at delivery personnel and extended during a second phase to all SEUR employees.
- **R&D&i projects:** in order to facilitate new advances and drive the rollout and involvement of all stakeholders
- **r-box:** platform that works like a social network for sharing good practices among the various business units at an international level.
- **Identification of the eco-friendly fleet with the r-logo:** in order to raise awareness of all stakeholders on the new possibilities and how the future is a reality.

The development of these Sustainable Mobility initiatives has led to SEUR being awarded several recognitions, such **KPMG - El Confidencial Award** to Best Business Practice in Eco-efficiency 2013 (for SEUR Predict) or finalists of the EnerTIC Award 2013, in addition to the 100 best ideas award by ActualidadEconomica for introducing electric motorbikes in Madrid.



SUSTAINABLE IDEAS. Alejandro Martínez Berriochoa, da Fundação Eroski; Blanca Drake, da Vitra; May López, da SEUR; Paola Castañeda de Club de Excelencia; Salvador Servera, da Artemius Packaging Pet Europe (APPE); José Manuel Martín, da Procter & Gamble; Carlos Larriba, da Europac; José Manuel Riesco, tecnólogo da Repsol; Fernando Gabilondo, manager of Interface.



PLANET

Responsibility and balancing of natural resources

In addition to establishing sustainable mobility as our main line of action, other initiatives have been kicked-off to reduce the consumption of natural resources in SEUR facilities, through the use of more efficient systems and products that are respectful with the environment, promoting re-usage whenever possible, recycling, suitable waste management and guaranteeing the fulfilment of environmental standards. This has led to perform energy efficiency audits, implement energy and natural resource saving measures, develop different awareness campaigns and establish a commitment towards waste management as well as the use of responsible products.

This is evidenced in our involvement for the fifth consecutive year in the **European Waste Prevention Week**.

In 2013 there have several initiatives have been performed to promote the commitment of SEUR to sustainable development among its employees, customers and suppliers. Many of them with a common objective: reduce waste through re-use and in some cases with a social purpose. Initiatives that have led SEUR to obtain the **European EWW Award 2013** (European Waste Prevention Week) in the company category, among the more than 12,600 actions performed in 23 different countries during 2013.



Portal do Intercâmbio

A proposal was received through the suggestions box for creating a portal for the sale of second hand objects among employees.



A specific website, the "Exchange portal", was created as a result of the involvement in the European Week for Waste Reduction, this site being available to all employees and collaborators.

This web portal acts as a platform for exchanging used items, giving the possibility of purchasing, selling, renting, giving and exchanging goods, in addition to encouraging "car-pooling" (an initiative to share cars among various users), which strengthens the commitment towards sustainable mobility.

This initiative allows increasing communication among employees, environmental awareness as well as waste and fuel consumption reduction, while providing help towards obtaining additional income and reducing costs in a complex economic climate.



824 users and
more than **30,554**
page views

Collection of used objects campaign

SEUR has launched various awareness campaigns, both internal and external, as well as collection of used objects campaigns in collaboration with SEUR Foundation. Some of these environmental and social campaigns have involved the entire team at SEUR, with its customers, suppliers and even public in general, who were able to participate actively through SEUR stores:

Collection of plastic bottle tops

"Bottle tops for a new life" project

- **Objective:** Support medical costs not covered by Social Security of children with serious diseases or facilitate access to orthopaedic devices for those without resources
- **Results:** This campaign has managed to create the greatest pacific citizen movement with a social and environmental objective, involving over 12 million persons, and combining all kinds of associations and individuals, including schools, city halls, companies, in addition to the entire team at SEUR



Figures as at December 2013



60 children have been helped,
who received a total aid of
550,677.16 euros.



Thanks to **2,312.54 tonnes**
of bottle tops



Avoiding **3,400 tonnes**
of CO₂ emissions

Bicycles re-use

Project "Bikes for life"

- **Objective:** Solidary and sustainable programme, developed in collaboration with Fundación Alberto Contador and Fundación Ananta, repairing bicycles in an occupational training workshop programme for persons with disabilities for subsequent donation to unfavoured persons and groups. Bicycles are collected for free and transported by the SEUR network..
- **Results:** 112 bicycles have been transported so far with this campaign. 50 bicycles were delivered for a humanitarian project in Uganda, 20 bicycles to a residential facility for minors in Trujillo and approximately 40 bicycles have been dedicated to projects of Fundación Alberto Contador in Morocco. Over 200 direct and around 600 indirect beneficiaries.



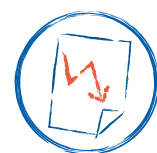


Campanha de sensibilização



“Zero papel”

SEUR is aware that the best waste is that which is not generated; therefore during 2013 it has continued to promote the implementation of document digitization processes, delivery without delivery notes, centralization and coding of printers, electronic invoicing and innovation with the launch of products such as **SEUR Burofax**, **SEUR Telegram** or the digital delivery confirmation; all these solutions combine the protection of natural resources also improving service efficacy.



Reduction of Greenhouse Gas Emissions from consumption per package by **-12%** compared to 2012.

Responsible paper

As evidence of its commitment to eco-friendly social and business development, SEUR has been promoting for several years the inclusion of environmental criteria in the acquisition of forest products. To this purpose, the percentage of “responsible” paper over total consumption of paper was added to the dashboard indicators in 2006, considering responsible paper the one recycled or with forest certification and that guarantees that the forest products come from forests that are managed in a sustainable manner, as per international standards. Therefore, SEUR has opted for FSC forest certified products (Forest Stewardship Council) and PEFC (Programme for Endorsement of Forest Certification) for its different products, such as office material and, recently, labels and packages, so that 97% of consumption of paper in 2013 was “responsible”.



Increase by **+31.30%** of responsible paper compared to 2012

Energy efficiency

Some of the various initiatives established for reducing energy consumption are:

- Progressive substitution to **low-consumption luminaries**
- **Temperature rationalization** of climate control systems
- Extension of **generalized power off** of lights and climate control systems in a greater number of buildings
- Installation of **presence detectors** in more transit areas
- Use of **buttons** in a greater number of spaces that turn off lights after a few minutes
- Relocation or removal of luminaries
- Reduction of electrical devices such as printers, for example
- Migration **cloud-computing** with the consequent improvement in server efficiency



In addition, SEUR has **photovoltaic facilities** in various branches that produce 2,260,000 kWh each year, sufficient to supply the energy requirements of 416 families during this period and **not emitting 904,000 kg of CO₂**, main gas responsible for the greenhouse effect.



-7,9% kWh energy consumed compared to 2012

Aware of the importance of involving all our stakeholders in the responsible use of energy, we launched two awareness campaigns in 2013 both internal and externally. We combined forces with WWF in the campaign “Earth Hour” and the initiative “European Sustainable Development Week”

All these initiatives represented a -7.09% reduction in energy consumption at our facilities; translated into Greenhouse Gas Emissions from energy used by buildings (both own and rented) and referenced to package transported, it implies a -10.55% reduction, at 0.045 KqCO₂e/package in 2013.



SEUR was one of the companies invited as speakers and success story during the “ITC Forum” Energy Saving and Efficiency in Logistics Centres, organized by the Community of Madrid and part of the “Madrid Saves Money with Energy” campaign, in order to promote solutions to improve energy efficiency within the logistics sector.





Waste

SEUR understands waste management as something global, not only handling waste generated by the activities of the company (paper, cardboard, plastic, wood, scrap metal, computer equipment, clothes and shoes...) but also giving an option for employees to recycle other types of waste, contributing to protect the environment and collaborate in social action campaigns. This approach is what SEUR Foundation has successfully managed to transmit to everybody with the campaigns “Bottle tops for a new life” and “Bikes for life”.



One of the ways to reduce the amount of waste generated is to recycle either paper, cardboard and plastic, among others, which are almost completely recoverable, making it possible to re-use them again as raw material.

By using **compactors** in some branches, it was possible to increase the amount of recycled waste, preventing tree felling and use of new petroleum-derived materials. At the same time, the amount of CO₂ emissions derived from their transportation has been reduced, because, by reducing the volume of the waste, less trips are necessary to transport them.

Sodexo collaboration

We worked with Sodexo against food waste, by donating and transporting surplus food from the 2013 Madrid Open. Over 4,000 meals were delivered to a social diner ‘Ave Maria’ in Madrid using the **SEUR Frío**, service, in compliance with all legally enforceable food safety requirements. This initiative emerged from the company meeting **Sharing solutions**, organized by FundaciónSeres and based on collaboration between companies on CSR matters. With this project, SEUR reinforced responsibility with the environment, simultaneously avoiding food waste and its effect both in terms unnecessary consumption of resources and waste generation, this being one of the pillars of the CSR policy of SEUR: to become engaged in the Society that we are part of.

As a result of its commitment and the results obtained, SEUR participated as a success story in the Session on “Optimization of waste management in the logistics and transportation industry”, organized by the Chamber of Commerce and Industry in Madrid

PLANET

A “Responsible” proposal

Offer an increasingly responsible service, listen and analyze the needs of customers in terms of sustainable development and provide added value to the business so it is perceived as such by customers, employees and society in general, is the basis of the CSR policy at SEUR. Committed to progressively integrating environmental and social criteria in its product portfolio. This can be evidenced in the following initiatives.

Eco-packages

In 2011, and in collaboration with various suppliers, a project was established to introduce eco-design criteria in packaging, while maintaining quality levels and guaranteeing the safety of goods.

Plastic envelopes started to be used created with 40% and later 70% of recycled material helping to reduce the consumption of natural resources, CO₂ emissions and therefore, the carbon footprint of each shipment. In 2013, the project was extended in order to adapt the packaging portfolio for Points of Sale and EVCs, following financial, quality and safety criteria, in addition to environmental criteria, such as the reduction of ink in variety and quantity, adaptation of thickness/grams, percentage of recycled material or type of material (FSC certified, 40%, 70% and 100% recycled).

In addition, following the implementation of this new packaging, the r-logo (r-responsibility logo) was included, together with a descriptive message, in order to promote this “culture” and environmental awareness among customers, suppliers and employees.

This initiative that has led the PEFC organization to grant SEUR the certificate that accredits our company is a member of the Network of Entities Involved with forest sustainability, recognition given by PEFC to companies committed to this matter and that makes us the first company in the industry to be part of this work team consisting of only 38 companies.



SEUR points of sale and proximity stores

SEUR continues to commit to extending the most capillary and most accessible network in the market for customers with over 1,000 SEUR-Punto Pack stores and 256 own stores. This facilitates collection and delivery to private customers, increasing delivery efficacy and reducing travelling and last mile CO₂ emissions.





In store delivery service

This is a product that resolved B2C market requirements, offering addressees the possibility of collecting their shipments from the store and, depending on location, hours, etc., users can select it as an alternative to home delivery. Furthermore, in order to guarantee delivery efficacy, once the shipment is available in the store selected by the addressee, an e-mail or SMS is sent to inform the shipment is ready. If the order has not been collected after five days, a reminder e-mail or SMS is sent. This avoids CO₂ emissions that would be generated by a return, while also offering a quality service

Store locator in our website

SEUR has a tool to find the nearest **SEUR Store** in order to offer customers a very comfortable alternative for collection and deliveries. In addition, this option is available on the website and the mobile app as well as present in social networks.



1.178.572
inquiries
in 2013

e-mail and SMS advance notice

Since 2008, SEUR sends an advance notice via e-mail or SMS to its customers, reducing failed deliveries. This service has evolved offering the addressee customer, the possibility of selecting the date of delivery and providing additional information that can optimize the necessary journeys to complete the service.



All the aforementioned examples highlight innovative initiatives implemented at SEUR that contribute to increase quality of service being provided and strengthen delivery efficacy, reducing last mile CO₂ emissions related to transporting of each package and CO₂ emissions, resulting from the addressee customer returning the goods.





PEOPLE

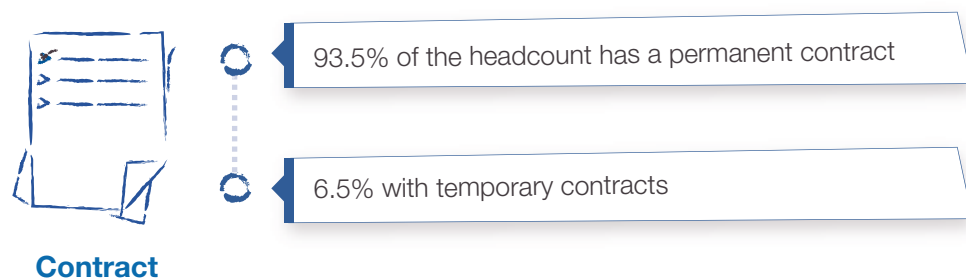
Our biggest asset

The success of SEUR is the result of a policy of excellence, turning SEUR into the most reliable partner, thanks to the involvement of the best professionals in the industry, fully committed to their customers.

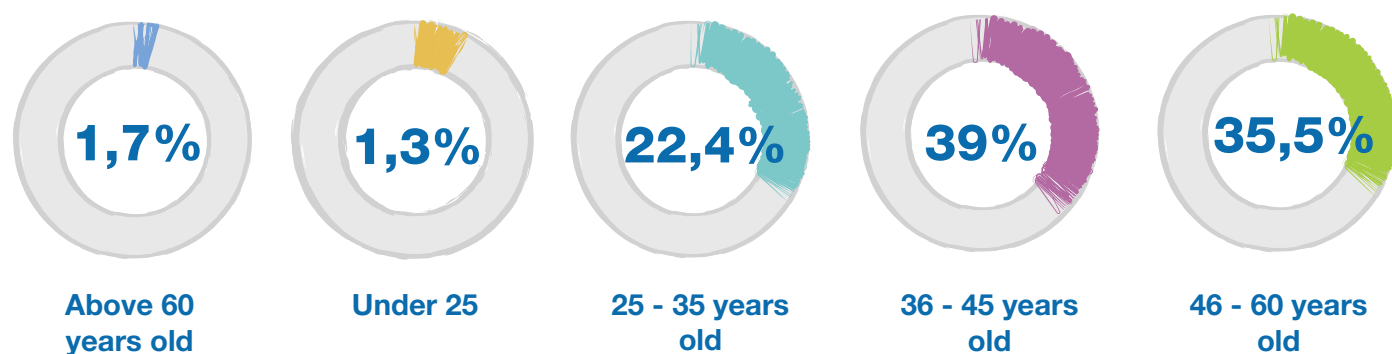
At SEUR, **our people are our biggest asset**. From the selection process to promotion, there is a constant consistency with the strategy of the organization, based on ethical and socially responsible principles. Therefore, talent is hired and retained by applying multiple policies designed to:

- Ensure equal opportunities at all levels
- Promote conciliation of occupational, personal and family life
- Commit to professional development, improving capacity and motivation
- Guarantee a safe and healthy work environment
- Improve the pride of belonging and involvement in company objectives

The hiring policy at SEUR is based on direct hiring vs. the use of temporary staffing agencies.



Distribution by age



SEUR continues to only attract the best talent and integrate it in the company so that it feels part of the team from day one. Corporate implemented a programme to achieve this called **P.A.I.S. (SEUR Welcome and Integration Plan)**.

The objective of the programme, in effect since 2005, is to fully integrate new members in the least possible time and, therefore, plans hiring, and promotes socialization and integration and adaptation to the workplace through 360° vision. Training, follow-up, visits, rotations, interviews, are some of the keys of the project that integrates all new members, including temporary staff and trainees, and that has a 100% satisfaction index among new hires.

SEUR considers that **communication** both internally and externally, is the keystone to involving all those that are part of SEUR.

The need to measure its impact and effectiveness emerges from the awareness of the importance of having internal communications aligned with business strategy.

Various internal communication channels are available to establish an ongoing dialogue:

- Online magazine (with special section on CSR and another for SEUR Foundation)
- Department meetings
- Corporate management and sales team meetings
- Annual convention and regional meetings
- Breakfast with the Chairman and Senior Management
- Websites
- Suggestion box
- Points of information in facilities
- Social events such as the "Family Day"
- "Teambuilding" Sessions
- Platforms in social networks



Measures designed to generate ongoing, transparent and two-way communication that reinforces the spirit of the SEUR team.

In addition to this proactive listening, there are satisfaction polls for employees. The results obtained in 2013 showed a 7% increase compared to the previous year, positioning satisfaction above 4, with 5 being the highest score. It is worth highlighting that 93.83% of interviewed employees are proud of working in SEUR. The employee satisfaction poll is a communication channel that has consolidated in SEUR, as was initiated in 2004 and is performed every two years. Its purpose is the design and implementation of improvement plans that respond to the concerns of our human teams in a clear commitment towards continuous improvement and concern for persons. The scope of the poll presented in this report covers SEUR SA and SEO, although it is our intention to increase this scope.

To retain **the best professionals**, many measures have been established at a corporate level, which are being extended to other business units in SEUR.

- Flexible remuneration programmes
- Conciliation measures
- Great commitment to training
- Potential development programme
- Performance assessment programme
- Management by objectives programme
- Help for employees, suppliers and their families through internal projects of SEUR Foundation
- Discount option in products
- “Outplacement” programmes

The Flexible Remuneration Plan “SEUR: You choose”. Thanks to this, SEUR employees can dedicate part of their remuneration to engaging a series of goods and services including health, nursery school, training, computers or lunch vouchers, among others.

The main benefits are:

- Provide with greater net salary thanks to tax advantages.
- Engage products and services offered by SEUR in a comfortable way, with very attractive financial conditions.
- Voluntary nature.
- Modifiable programme, employees can decide how they want to receive their annual remuneration in order to adapt it best to their personal and family needs.

As at the end of 2013, 43.7% of corporate and affiliate employees benefited from these measures; this is a measure being extended to offices in 2014.

Examples of **conciliation measures** implemented in some work centres are:

- **Flexible working hours:** one hour margin for start and leave times, which reinforces the commitment with sustainable mobility by avoided peak times
- **Flexible vacation:** possibility of distributing them throughout the year
- **Home working:** option for pregnant women in their 6th month of pregnancy and Customer Support operators
- **Compressed work schedule** from the fifth month of pregnancy until a year after birth of the child
- **Promotion of videoconferences**, to replace travelling



43.7% employees
with flexible
remuneration



Women 40.90%
Men 59.81%

During jointcommittee meetings to follow up on the **Equality Plan**, performed in different offices, the results of indicators and measures established were analyzed, highlighting the authorization of 100% of lactating permit applications, requests for reduced work shifts due to legal guardianship and partially remunerated absence leaves.

In 2013 we started to work with Fundación Woman’s Week – platform focusing on gender equality. As a result of this collaboration, we adhered to the working group **“Companies committed to equality”** and participated in the **“Catalogue of good practices, companies committed to equality”**, the first initiative promoted by this Workgroup involving over 50 actions and initiatives from major Spanish companies to favour equality.

SEUR reinforces its commitment with occupational reconciliation during a session at IESE Business School.





Furthermore, SEUR continues to be a part of the Concilia Network, which agglutinates a small group of companies that are notable for their commitment to the implementation of measures that facilitate the reconciliation of occupational, personal and family life.

Each year, aids are convened through internal projects of SEUR Foundation. These aids are aimed at employees, collaborators and their families, and are broken down into of 4 types:

- **Relief funds:** Help to contribute when possible to overcome an exceptional situation
- **University grants:** Subsidy of university registration fees aimed at students with brilliant academic reports, but whose families have very limited resources to support their studies.
- **Special grants:** Assistance for families with students who are in situations that require special attention, such as for example derived from some disability.
- **Internal sponsorships:** Aid for employees and family members that have extraordinary skills in the world of art, science, sports, etc.



35 aids
45,102.76 euros
Delivered to employees
and their families in 2013

“Outplacement programme”, initially established in corporate, SEUR has an agreement with a multinational specialized in “Outplacement” processes in order to ensure that professionals leaving the company, have the emotional, methodological, organizational and technical support, to achieve a successful transition to another company as well as reduce rehiring time.

This programme has generated so far an average satisfaction of 4.30 (over 5), 93.3% of candidates have been rehired and an average hiring time of 7.7 months has been achieved.

PEOPLE

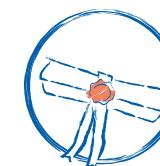
Commitment to training

SEUR has made a global commitment to ongoing and permanent training, in support of developing the professional skills of its employees; this has a direct impact on the quality of service offered to customers.

The goal is to involve professionals from the Network in its culture and business objectives, while improving their skills and responding to new organizational requirements.

In order to guarantee the publicising of the Training Plan and facilitate access to training for all employees, a Portal was provided that is continuously being updated containing articles, news, good practices, virtual library and comments on training already provided

Thanks to the “SEUR 2013 Training Plan”, over 90,000 total hours of training have been given, designed to increase employee qualifications and promote their professional and personal development; this represented an investment in training exceeding 467,937.83 Euros.



**+90.000 hours de
of training**

We continued our commitment towards training with the Sales School..

In 2013, we continued to work on training with the “SEUR Sales School”, a pioneer and unique experience created in 2013 as a sales transformation project supported by:

- The creation of our own, unique and homogenous **sales style** for the entire Network (what internally has been called **SEUR DNA**, “our way of doing things”).
- A **training system** for a sales team with an initial 3 year horizon, perfectly in-line with the growth strategy of the company, to improve its pro-activeness and sales efficiency.

And all with the clear objective of making the **human team a distinguishing** element in the market.



Based on a practical methodology combining in-person, online and virtual training as well as coaching, learning can be transferred to the workplace. On completing their studies, students can obtain certified qualification from one of the leading business schools (ESIC Business & Marketing School) accrediting their level of knowledge, first official certification that differentiates the best sales professionals in the transportation industry and certifying students has successfully ended the ambitious SEUR Sales Development Programme (PDC SEUR)



First year:

Specialist qualification (Bronze)



Second year:

Senior specialist qualification (Silver)



Third year:

Official certification (Gold)



**More than
1,400 students**

The School is built on the basis of a spirit on continuous improvement that allows adapting to rapid changes in the market and consolidating SEUR employees as the **best professionals** in the transportation and logistics industry. Therefore in 2013, we added to the **SEUR Sales Coaching Model** applicable to all face-to-face channels (Sales Force, SAC Agents and Points of Sale), the **“Coach Leader Programme”** that is part of the training and development programme for sales management at the SEUR Sales School.

This initiative reinforces the commitment of the company towards innovation, together with the motivation and training of the human team at SEUR.

The SEUR “Sales School” received in 2013 a Special Mention in the 17th Edition of the Human Assets Awards, in the category of Strategic Training and Development Policy.

Recognized as one of the top 100 best companies to work for in the ranking produced by Actualidad Económica.

The increasing concern of SEUR regarding the training of its employees has been one of the main areas of improvement that has allowed SEUR to enter the ranking of top 100 best companies to work for according to Actualidad Económica; SEUR ranks in 66/67th position.

WELCOME TO YOUR PROFESSIONAL FUTURE



Training Plan for Middle Management



SEUR has made a commitment towards global continuous and permanent training. At SEUR, Middle Management is a key part, of strategic importance for the organization. This perspective focuses the design of the **Middle Management Training Plan**.

The purpose of this Plan is to produce the best management team, offering added value to the organization.

We kicked off this project in 2012 with the first training module **“The Role of Middle Management”** aiming to raise awareness of the Middle Management in terms of their strategic role at SEUR, not only as a business manager but also as people manager. The good results and acceptance have driven the promotion in 2013 of Middle Management to Team Leader.

This training Project is ongoing and we continued to advance in 2013 with a new module **“Team Management”**. The objectives are, first of all, to consolidate the change initiated with the first module as well as putting into practice the new Middle Management role, highlighting the people leadership strengths and boosting the role as change drivers in teams. All based on the goal of getting **the best Management** to lead the best team.



PEOPLE

Commitment towards healthy occupational life

Everybody at SEUR has an active commitment towards occupational hazard prevention, which is reinforced year after year. A commitment to establishing a safe working environment, as well as promoting preventive culture.

The fundamental pillars of the “Occupational Hazard Prevention Policy” at SEUR are:

- Fulfilment of OHP requirements throughout the SEUR Network vs. Master OHP Plan 2.0.
- Promote the image of SEUR with the development of an effective preventive culture through OHSAS 18001 certification of work centres and the integration with other Management systems.
- Reduce personal impact caused by OHP contingencies and accidents rate.

Furthermore, the **“Ethics Code”** of SEUR approved by the Board in 2011 includes, in its **fourth principle “Safety and Health”**, the commitment to “contribute to developing a preventive culture aimed at ensuring the right of all employees to protect their safety and integrity”.

The Occupational Hazards Prevention department organizes activities to promote “healthy life” habits, such as sessions to care about postural health at work, workshops that help to lead a healthy life through various activities such as therapeutic massages, relaxation sessions, Pilates, nutrition. OHP visits to the various centres, training courses, audits or awareness campaigns, are some of the ongoing activities that take place each year to ensure that preventive activities are fulfilled.



Commitment to training is a key aspect; hence a plan was established covering initial, functional and responsibility training that is attended by all SEUR employees when they

join the company; recycling, adapted to workplaces; management training; specific training, such as first aid and accident investigation workshops.

At the same time, two communication tools are available since 2012, which complement the information provided in courses, the “OHP” website and the “Movilízate!” blog. This blog’s main objective is to improve quality of life and occupational health of all persons working at SEUR, providing useful information that helps to increase safety during “in itinere” travels, reinforcing the commitment towards safety and sustainable mobility.



2,780 hours of
OHP training

prevention world, agreeing on best practices from various companies of recognized prestige in the industry.

A recognition to this commitment is the fact that SEUR in 2013 received the distinction **BONUS 2010** given by FREMAP for its commitment towards the health and wellbeing of its employees.

This distinction was possible thanks to the initiatives implemented, which effectively contributed in a verifiable way to reducing occupational accidents and the execution of effective work accident prevention and professional illness actions. This recognition reinforces the commitment of SEUR towards wellbeing and health of all its members, with initiatives that help to maintain a favourable work climate and that promote the sense of belonging.



SEUR has a high degree of implementation of risk prevention at its work centres. As proof of its commitment, it participates in remarkable forums such as the presentation to the IRSST (Regional Safety and Health at Work Institute) of its “Occupational Hazard Prevention Management” system, highlighting the commitment towards OHP, or the involvement in “OHP Innovation”, an association that aims to promote a culture of innovation in the



PEOPLE

The best talent at the service of our customers

The commitment to persons, teamwork, spirit of collaboration and innovation have been, and are, essential factors for having reached 70 years of history; impossible without the help of all employees of SEUR.

The employees are the most important resource; that is why our **Development Policy** is based on encouraging promotions from within, offering challenges and opportunities to employees that help them to progress continuously within the company.

Since 2009, SEUR has implemented a **Potential Development Programme** to identify the potential of company employees. This policy allows establishing development and career plans aimed at the skills of each professional. Over 200 persons have passed through it and will continue to consolidate in 2014. A highly qualified team, with the biggest training plan, can face the crisis with the best professionals. In order to develop the leadership and motivation skills of middle and senior management, they were provided with the **"SEUR Management Schools"** accessible through the training website. In addition, SEUR has entered into collaboration agreements with schools and universities of renowned prestige, such as IESE, the Camilo José Cela University, the Madrid European University, ESIC or the Association for Management Development, in order to provide access to skills development, master and higher courses.

During 2013, a new **Skills-based Management Model** was implemented that defines best practices and current requirements of the Company. The implementation of a new Skills-based Management Model and a **Performance Assessment** system for the Network allows differentiating and assessing skills of employees in an agile and simple way, while adding value to the business. This new system will allow SEUR to remunerate based on performance, develop training plans designed and aligned with strategy and individual requirements, facilitate detection, maximization and retention of technical talent, as well as correctly assign careers.

The new Skills-based Management Model shall be the basis for the development of People Management policies such as selection, training and professional development.

In order to explain and share this model, a large number of courses were provided in 2013 to over 140 intermediate managers in the various business units and corporate branches. This model will be implemented in various business units of the Network in 2014.

The **"Incentives Programme"** continued in 2013. Rolled out to the sales area and the Customer Support and Points of Sales areas, it encourages through individual and direct rewards and incentives for each employee, the



Juegos Olímpicos SEUR 2012

possibility of obtaining and accumulating points that can be exchanged for gifts through a web portal.

The **"SEUR Management Award"**, was created in order to give formal recognition and serve as a stimulus for continuous improvement in 2010. This award recognizes the management of executive teams in branch offices. The best management team is identified depending on certain quantitative and qualitative aspects based on the principles of leadership, process management, people management and innovation. Reinforcing this line of action in 2013, we established the **"1st Edition of the SEUR Strategy Awards"** designed to recognize the projects of greatest success and impact in the strategy of SEUR during 2013, as well as the involvement and collaboration of teams in their execution.



In addition, in 2013 SEUR participated in the "9th edition of the Employment Fair" at IE Business School, during the Nebrija Professional Employment Fair as part of the companies forum "Meet 2013" and in the 6th ESIC Companies Forum, held in Madrid and designed to attract the best talent and provide advice to attending students, encouraging their entry into the occupational world, while informing of the company and its values: Teamwork, spirit of collaboration, innovation and customer focus. Values made a reality by the persons that are part of the SEUR team.

In 2013, SEUR was selected as the best logistics company to work for in Spain, as revealed by the annual report produced by Randstad Employer Branding and joined the ranking of top 100 companies to work for produced by Actualidad Económica.





COMMUNITY

Open to society

One of the pillars of the CSR policy at SEUR is the commitment with the Society it is a part of, aware of its duty to contribute to the wellbeing and improvement of communities it is present in.

This commitment with society has special relevance in present time, where the complicated social and economic climate evidences the increasing need for solidarity actions that help those most needed.

Therefore, SEUR voluntarily establishes cooperation agreements with various associations and non-profit organizations, contributing to satisfy some of the many demands that are received.

A large part of the social actions of SEUR are channelled through SEUR Foundation, which, since its creation in 2004, has increased both its activities and the number of beneficiaries of its actions¹.

In addition, and in-line with its commitment towards **Sustainable Mobility**, in 2013 Spanish participants of the **“Shell eco-marathon”**, were sponsored for the fifth consecutive year. This action fosters activities that promote the development of solutions in terms of energy and mobility.

The involvement through the publicising of experience accumulated by SEUR on Sustainable Mobility and the free provision of transportation and logistics services using eco-friendly vehicles, at national and international level, reinforce its Sustainable Mobility programme, seeking a reduction in environmental impact generated by the transportation activity, as well as the promotion of energy efficiency.

Another way to rollout this commitment was the theme used to articulate the “SEUR Circle” loyalty programme around social responsibility and commitment to the environment, by giving an “ecosphere” souvenir, a miniature world, complete and self-sufficient example of sustainability.



86.12% of employees believe that SEUR promotes its commitment with society and the environment



As an e-commerce reference company, SEUR is aware of its position as facilitators in the **creation and promotion of companies**, in 2013, and in order to contribute to entrepreneurship and business development in the country, various initiatives were launched aimed at entrepreneurs:

- **Section e-mprendedores in the Blog, www.teloenvioporseur.com**, as a platform for exchanging ideas and innovative experiences that allows sharing knowledge, publicise success stories and learn experiences and knowledge from experts on the matter.
- **“SEUR e-mprende challenge”**, concurso destinado a emprendedores e empresários, que premiou o vencedorcompetition aimed at entrepreneurs and business people, rewarding the winner with 2,500 Euros of shipments and consulting through coaching and networking sessions with experts on e-commerce, presence in the most important e-commerce shows of our country: Madrid and Lisbon and OME Expo e-commerce in Madrid, together with the E-commerce Paris Tradeshow, the EEC 2013 (European E-commerce Conference), the SC leadership Forum 2013 session, Expoureense and the Ecommerce&Tech Barcelona among others.
- Presence in the most important **e-commerce shows** of our country: **eShow in Barcelona**, Madrid and Lisbon and OME Expo e-commerce in Madrid, together with the E-commerce Paris Tradeshow, the EEC 2013 (European E-commerce Conference), the SC leadership Forum 2013 session, Expoureense and the Ecommerce&Tech Barcelona among others.

Impúlsate
con el
e-commerce



- **“SEUR e-solutions”**, comprehensive, modular and flexible solution that facilitates the start-up of an online business. This tool available through www.seur.com, facilitates the development of your own virtual store, technology integration connecting with transportation services, e-commerce specialized logistics and transport solutions that are based on the 70 years of experience of SEUR.

These actions reinforce the commitment of SEUR to entrepreneurs, offering innovative and differentiating solutions that contribute to enrich the Spanish business network by developing different business initiatives.

¹ For further information please read the SEUR Foundation Report and its www.fundacionseur.org

COMMUNITY Solidary logistics

The commitment undertaken by SEUR towards society traduz- translated into the incorporation of **SEUR Foundation**, in 2004; a reference of solidary logistics aimed at favouring profiles most in need, such as children, and that, thanks to the solidarity and professionalism of the team of SEUR, has managed to execute initiatives involving great social impact.



The activities of SEUR Foundation range from the organization of its own actions to the collaboration with various NGOs and other non-profit organizations. These collaborations are based on the support of the expertise provided by SEUR: logistics and urgent goods shipping.

Of all the projects performed in 2013, we should highlight the **“Bottle tops for a new life”**, campaign, a solidary and environmental **bottle top recycling** initiative in Spain and Portugal, led by SEUR Foundation; the project helps participants to donate their bottle tops making available for their tops delivery premises and SEUR stores in charge of collecting and transporting them from the various points to their final delivery to the recycling plant. In addition, SEUR contributes through the involvement of the SEUR volunteer team, which in this case has been extended to the entire headcount: 6,300 employees and collaborators, including senior management.



With this initiative SEUR has managed to offer a solution through a new collaboration approach demanded by society during times of crisis: help and collaboration without business or social distinctions. This has helped to reach positive results in all aspects, promoting volunteering with a social and environmental purpose that is unprecedented in Spain.

But there are many more solidary actions initiated by the various SEUR branches, such as the collaboration with **Sodexo** against food waste, action that involved delivering 4,000 meals to a social diner, or with the **Food Bank**.

Corporate volunteering is of great relevance in these initiatives, as they require the involvement of all SEUR employees and are complemented with the specific volunteering programme launched in 2013.

For further information, please check the **Activities Report of the SEUR Foundation** or the website www.fundacionseur.org.



COMMUNITY

Promoting SEUR values

Promoting ethical and sustainable values is present in all activities of SEUR, being a fixed part of the transparency and communications policy of the company. It also generates an additional value of trust that reinforces the commitment of SEUR and relates it to the culture of effort, teamwork, talent integration and improvement.



Therefore, in 2013, SEUR subscribed to the agreement for clean sports, and signed the letter of adhesion to become a part of the Clean Sports commitment, a pioneer project in the world.

An example of this was the support over the last 6 years provided to the Spanish Basketball Federation (FEB) and its foundation. A sponsorship consolidated since Eurobasket 2007, which has allowed accompanying the various teams in their multiple successes while also sharing principles such as equality and solidarity towards the most unfavoured social groups, as evidenced by the projects of Fundación FEB.

As a plan to activate and promote the practice of this sport in hosting cities, we supported our team in 2013 through our Enthusiasts' High Performance Centre, providing notions on how support our side in the most sporting and fun way.



In addition, SEUR participated with a team of employees in the 2nd Edition of the Adecco B3 League; an intercompany 3x3 basketball competition organized by the Spanish Basketball Federation, the values of which are based on healthy competitiveness, co-existence and practicing of healthy sports.

Other examples of sponsorships developed during 2013 were:

• Sports sponsorship:

- Zaramaga basketball club
- Basconia basketball club
- Deportivo Alavés
- Bicigrinos de Santiago
- Paddle tennis competitions in Albacete and Asturias
- Cantbasket in Santander
- Sponsorship of Seville FC
- Teenager Indoor Soccer in Tarragona
- Hércules FC
- Valladolid rugby team
- Alarcón handball team
- Porto Golf Tournament
- Cantabrian Basketball Association

It has also been involved with sponsors of other events including::

- Santillana del Mar zoo
- San Juan bonfires in Alicante
- Esteban Vicente Museum in Segovia
- FIVE International Ecological Wine Fair
- Prince of Asturias Awards
- Food collection in Pamplona
- SEMINCI in Valladolid.

Always with the idea of promoting closeness at all levels, to different stakeholders through varied sponsorship, reaching the maximum number of cities, both in Spain and Portugal, encouraging an open position of support and dialogue with the surrounding society and through initiatives with essential values in-line with those of the company, such as attitude to improve, effort, solidarity, respect and competitive spirit that allows it to continue being the reference in the market



Parameters of the report

This publication, the fourth sustainability report, aims to transparently provide the main financial, social and environmental figures of SEUR, during 2013, considering all stakeholders.

SEUR is the reference company of urgent shipping in the Spanish market, multi-specialist with a clear commitment towards e-commerce, internationalization and logistics. The content of this report have been defined in-line with these activities, considering the companies that are included: SEUR, S.A., the Operations, Logistics, International and Insurance Broker affiliates, together with the broad network of branches that execute their activities in the country.

This annual report was possible thanks to the involvement of everyone involved in SEUR, being direct and indirect participants of the initiatives it contains and for contributing to the provision and production of information and necessary indicators to ensure this report follows the recommendations and requirements set forth in the GRI 3.0 Guide (Global Reporting Initiative) as per application level C. Although this report has not been subject to a verification process, the checks of the principles established in the guide have been used.

The quantitative information is the result of measurements, estimates or, if necessary, extrapolations and includes both direct and indirect impact, i.e.: derived from the subcontracted activity, corresponding to the seventeen branches in annual comparisons and the scope described next to the indicator for absolute figures.

The definitions of each indicator included in the CSR dashboard, together with requirements in terms of scale and calculation methods, are included in the document that is provided, updated and improved continuously, maintaining its usage and follow-up common internationally. The figures and calculation methods are continuously audited in order to guarantee accuracy of information, establishing an Internal Audit programme of the dashboard at an international level. In this sense, the positive results obtained in the last internal audit in April 2012 helped to continue progressing and consolidating the CSR model at SEUR.

The description of each initiative reflects the scope of each information, distinguishing among various levels::

- **Corporate level:** refers to SEUR, S.A., the headquarter offices of SEUR located at C/ Gamonal 6, Madrid.
- **Network level:** refers to SEUR, S.A., Operations, Logistics, International and Insurance Broker affiliates as well as the branch network.

SEUR develops a management model based on **Corporate Social Responsibility** in the business, social and environmental dimensions. Hence this report is structured around these three pillars of action.

Part of its commitment to saving natural resources, SEUR has produced a digital version of the report, available for review in www.responsabilidadseur.es and that complies with accessibility criteria.

For further information on the company or information related with this report, please visit the SEUR website at www.seur.com or contact the Corporate Responsibility Department by sending an email to responsabilidad.social@seur.net.



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50	Labour practices	LA11	Programmes for skills management and lifeline learning that support continued employability and assist employees with managing career endings	55-56 58-59
51	Labour practices	LA12	Percentage of employees receiving regular performance and career development reviews	55-56,58
52	Labour practices	LA13	Composition of the governance bodies and breakdown of employees (by gender, age, minority group, etc.)	18-19 50,53
56	Human Rights	HR3	Training hours on human rights that are relevant to operations, including the percentage of employees trained	20
57	Human Rights	HR4	Total number of incidents of discrimination and corrective actions taken	20
61	Human Rights	HR8	Percentage of security personnel trained on human rights policies	20
63	Community	SO1	Community engagement programmes (nature, scope and effectiveness)	42-45 61-65
64	Community	SO2	Percentage and total number of business units analysed for risks related to corruption	20
65	Community	SO3	Percentage of employees trained on the organisation's anti-corruption policies	20
75	Product responsibility	PR5	Practices related to customer satisfaction (including results of satisfaction surveys)	14,26-28
76	Product responsibility	PR6	Programmes for compliance with laws or adherence to standards and voluntary codes mentioned in marketing communications, including advertising and sponsorship	20,30



GRI Supplement for the Logistics and Transportation sector

Code	Indicator	Page
LT1	Number of boats/ships controlled by the organisation	NA
LT2	Breakdown of the fleet	14,38,40
LT3	Description of environmental impact management policies and programmes, including: 1) Initiatives regarding sustainable transport (i.e., hybrid vehicles) 2) Modal transport 3) Route planning	37-41
LT4	Description of initiatives for using renewable energies and increasing energy efficiency	37-48
LT5	Description of initiatives for controlling emissions that affect air quality derived from road transport (i.e., use of alternative fuels, frequency of vehicle maintenance, driving styles, etc.)	37-41
LT6	Description of implemented policies and programmes for managing the impacts of traffic congestion (i.e. promoting distribution during valley hours, new modes of urban transport, percentage of distribution using alternative modes of transport)	37-41
LT7	Description of policies and programmes for managing and reducing noise	37-41
LT8	Description of environmental impacts derived from the organisation's most relevant infrastructures and buildings	37-48
LT9	Description of policies and programmes for determining work hours and rest hours, rest facilities and permissions for drivers	Under current legislation
LT10	Describe the methods for providing devices that allow workers to maintain communication during the workday	ND

Code	Indicator	Page
LT11	Description of policies and programmes for preventing substance abuse (i.e., training and awareness campaigns)	41,57
LT12	Number of highway deaths of drivers or third persons per million kilometres travelled	NA
LT13	List of incidents occurring during port inspections, including the following data: 1) Name of the ship and number of the International Maritime Organization (IMO); 2) Port of detention, reason for detention, and 3) Duration of the detention (include dates)	NA
LT14	Description of policies and programmes for public access to mail services (for example, distance to post offices and mail boxes)	26, 40-41 47-48
LT15	Provision of logistics and transport resources for distributing local and global humanitarian aid, measured by (for example) tonnes of transport capacity, dedicated personnel time, shipments, value (in terms of fair trade), donations in preparation and disaster response.	43-44 63
LT16	Selection criteria of contracting and location services. Specify the relationship with international standards such as conventions of the International Labour Organization (ILO)	50-51
LT17	Describe local measures for offering security in the hiring and employment continuity for workers hired repeatedly but discontinuously	50-59



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