

CSR

Corporate Social Responsibility

Cartamundi - 2019

Corporate Social Responsibility

“Creating a strong business and building a better world are not conflicting goals - they are both essential ingredients for long-term success”.

Bill Ford, grandson Henri Ford

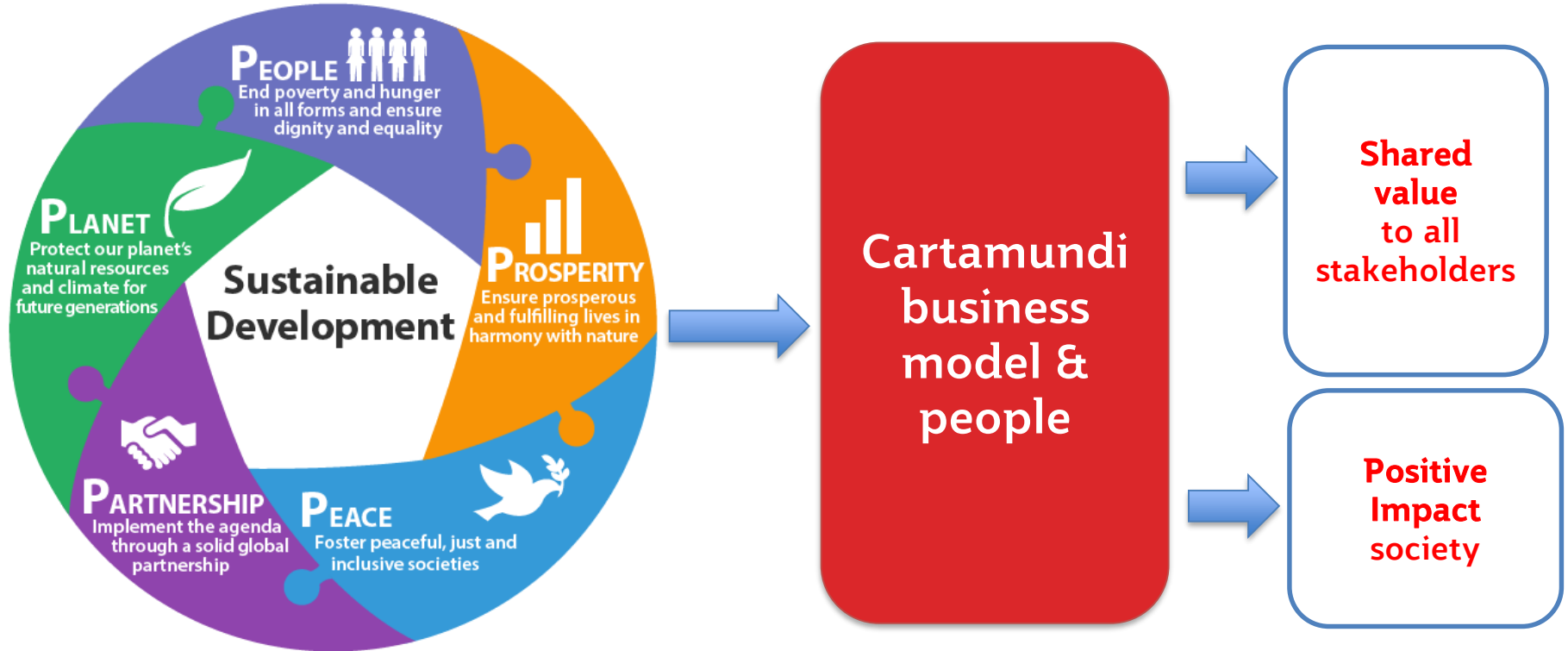


Our inspiration & guide to sustainability



- September 2015
- United Nations
- 17 goals for 2030

csr model



1

Plastic Reduction



2

Ethics



3

Charity



4

CSR branding



1

Plastic Reduction



Ethics



Charity



CSR branding



geographical spread

4 continents — 13 production plants — 13 sales offices



Plastic Reduction

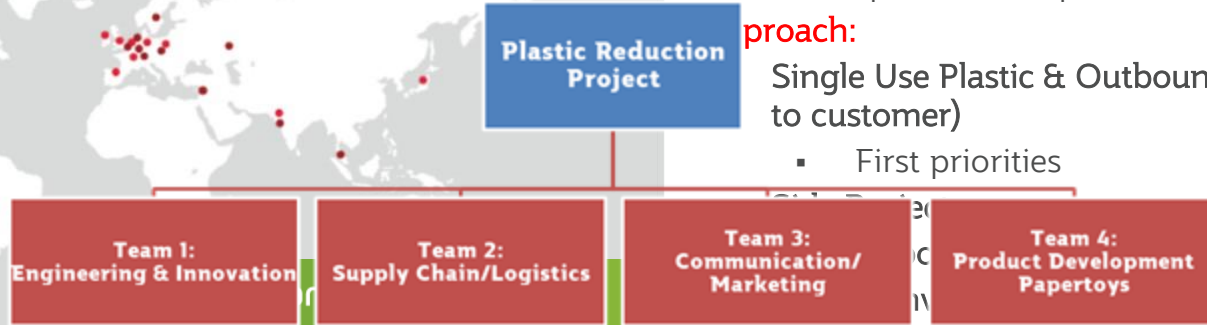
Approach

- Worldwide approach – global team
- Actionplan on components

approach:

Single Use Plastic & Outbound material (products to customer)

- First priorities



Other plastic items



12 RESPONSIBLE CONSUMPTION AND PRODUCTION



14 LIFE BELOW WATER

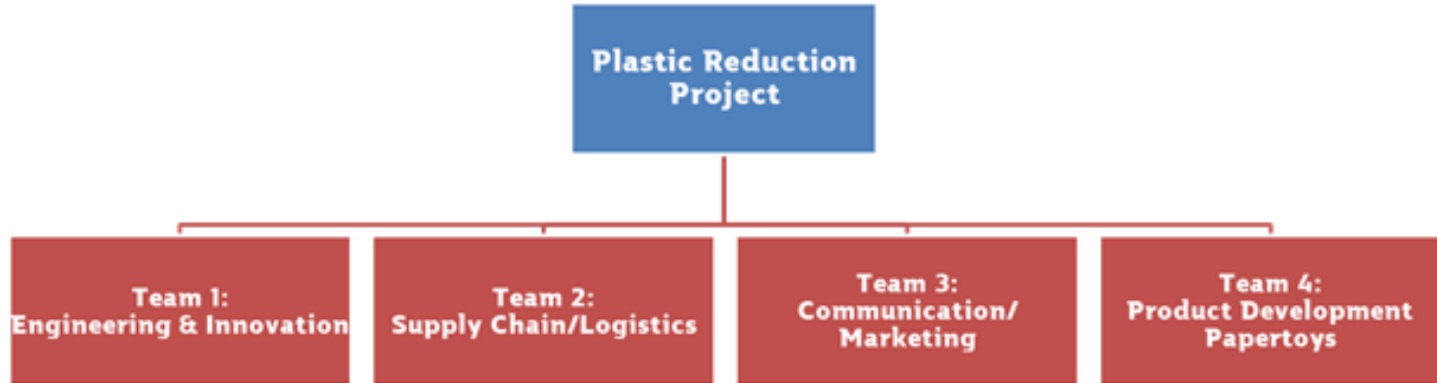


15 LIFE ON LAND



Plastic Reduction

Global Teams



12 RESPONSIBLE CONSUMPTION AND PRODUCTION



14 LIFE BELOW WATER



15 LIFE ON LAND



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Definition

Ethical Business



5

GENDER
EQUALITY



8

DECENT WORK AND
ECONOMIC GROWTH



10

REDUCED
INEQUALITIES



16

PEACE, JUSTICE
AND STRONG
INSTITUTIONS





Steps Taken

Ethical Business

*Set-up Ethical
Procedures & Policies*

✓ 1

Internal Approval
Labour Council
CMT Management

✓ 2

*Training & Approval
Employees*

3

*Implementation &
Measurement*

4

Ethical procedures

Child Labor

Purpose:

- Ban child labor in organisation/supply chain

Policy:

- No people below 18 years in 3-shifts
- As from 16 years: 2 shifts (dual lere/holidays)

Procedure:

- In doubt, Hr
- HR checks age
- HR takes measurements (youth protection)

5 GENDER EQUALITY



8 DECENT WORK AND ECONOMIC GROWTH



10 REDUCED INEQUALITIES



16 PEACE, JUSTICE AND STRONG INSTITUTIONS



Ethical procedures

Honest communication

Purpose:

- Cartamundi communicates in an open and honest way to the different stakeholders
- Building open relationships with media

Procedure:

Public communication

- One voice
- Objective, honest, on time, complete
- Review from management/marketing

Social Media:

- Social media post (individual): check with management/marketing
- Cartamundi channels: posts by dedicated team
- Negative post? Contact management/marketing



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Ethical procedures

Religious accomodations

Purpose:

All employees have the right to work in an environment which respects religious practices.

Procedure:

Step 1:

Religious Accomodation request (document HR)

Step 2:

HR discusses request with department leader
Feedback: at least 24 hours before need request

Examples:

Facilities, change shift, selection procedures, ...

Refusal:

Employer may refuse request (ex conflict with safety on the workflow)



Ethical procedures

Whistle Blowers

Purpose:

- Encourage employees to 'whistleblow' illegal practices

Procedure:

- Employees are protected
- **How?**
 - (senior) management/Cartamundi website
 - Written/oral
 - Start case
 - If necessary: warn government



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Charity



CSR branding



Charity: strategic objectives



Children/families



Local Community



Involve Employees

Charities

- projects
 - Survey Employees
 - Financial Support
 - fundraising
- donation games
- Charities '18-19 CMT:
Hannibal Vakanties/ Olivia
Fund



1
NO
POVERTY



10
REDUCED
INEQUALITIES



11
SUSTAINABLE CITIES
AND COMMUNITIES



Goede doelen bordspelavond

Bordspelavond

Jaarlijkst

Speelkaartenmuseum

Vrijwilligers gezocht!



1
NO
POVERTY



10
REDUCED
INEQUALITIES



11
SUSTAINABLE CITIES
AND COMMUNITIES



Goede doelen – Warmste Week

Network Employees

Sell games for charity



1

Plastic Reduction



Ethics



Charity



CSR branding



CSR Visualisatie

CSR = create awareness

Communication

- Internal (employees)
- External (customers/suppliers)

