

Corporate Responsibility & Sustainable Development WG

Year 2011

The Working Group on Corporate Responsibility and Sustainable Development aims to give greater visibility to our Member companies into corporate responsibility, valuing their efforts and translating them into a real contribution to sustainable development.

RC OUTLOOK is born to respond this approach, a **joint communication project** of the Fundación Entorno-BCSD Spain's Member companies which highlights the capacity and power of their CR in a clear and quantified way.

- Joint communication, through **indicators**, of the addition of the efforts realized by each participant.
- Individual communication of its contribution, by including **the best practices on CR**.

In 2010, RC OUTLOOK has reported in figures some key aspects of sustainability and social-economic development, such as the generation of stable employment, the creation of local richness, D+R+I, training and management of talent, investment effort, the improvement of energy efficiency or good governance, among others.

During 2011, the new RC OUTLOOK is focused on the main international trends on **transparency and CR reporting**.

2011 COMMUNICATION AREAS

1. Leadership in sustainable development.
2. Integration of CR and business integrity.
3. Extension of responsibility.
4. Answers to new environmental limits.



Benefits

- **Visibility and leadership** of Member companies as platform of companies responsible and committed to sustainable development.
- Valuating their **efforts and real contribution** towards the improvement of wellness and progress.
- **Reinforcing the link** between their behavior in CR and the needs and expectative of their stakeholders and the society in general.
- Quantify their **capacity and power** as key agents for change.

Communication plan

Main action:

- Press release for the Project launching and for every newsletter of the project.

Additional actions:

- Proactive management of spaces: interviews, reports and tribunes of analysis to give visibility to the program and to Member companies.
- Search for opportunities in media appearance of business cases of Member companies.
- Estimated audience: 1.5 million.
- Economic valuation: € 45,000

Participants



Confidence indicators as the basis for our communication

They are the basis to rigorously report the **effort** (economic, mainly) and the business **performance** of the key aspects on economic, social and environmental materia.



New approach 2011: taking as a reference the document “The transparent economy” by GRI and Volans, and whose translation into Spanish has been led by Fundación Entorno-BCSD España.

Member companies are positioned as drivers of an advanced approach in transparency and reporting in RC materia to the entire Spanish business, public administration and media.

It reports about qualitative and quantitative indicators, as well as the best practices of participating companies, together with expert tribunes.

Scope of indicators:

- Geographic: Spain (excepting for some indicators for which is necessary international corporative information).
- Temporal: 2009-2010.

Business Cases

The companies involved have a specific space to showcase their practices in RC, which will have the opportunity to detail their contribution to sustainable development through business approaches and projects concerned.

Areas:

1. Leadership in sustainable development:

- Generation and distribution of wealth.
- Rating & ranking in sustainability.
- Alliances for sustainable development.

2. Integration of CR and business integrity.

- CR strategy.
- Integration of sustainability at every level of the company.
- From triple bottom line to the annual integrated report.
- Transparency and business ethic.

3. Extension of responsibility.

- CR management and traceability in supply chain.

4. Answers to new environmental limits.

- Environmental innovation in productive process.
- Environmental innovation in products and solutions.

About the Corporate Responsibility and Sustainable Development Working Group:

It is a platform to develop a consistent and realistic perspective of the role and responsibilities of business in society.

Member companies:

CAMPOFRÍO, CEMEX, ELCOGAS, ENCE, ENDESA, FYM-ITALCEMENTI GROUP, GAMESA, HOLCIM, INDRA, OHL, RED ELÉCTRICA DE ESPAÑA and SOLVAY.

