

MANAGEMENT'S REVIEW

# Corporate Social Responsibility

## SOS International – Statutory Corporate Social Responsibility Report 2014, cf. § 99a of the The Danish Financial Statements Act

This corporate social responsibility report constitutes part of the management's review in the company's annual report for 2014.



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## CORPORATE SOCIAL RESPONSIBILITY (CSR) IN SOS INTERNATIONAL

Our CSR governance structure at SOS International has been made more rigorous in the course of 2014. We have built upon our CSR processes and objectives by updating our internal Code of Conduct and the accompanying policies that constitute the basis for the entire way we do business. The illustration above shows the CSR policies and focus areas which we have been focusing on throughout 2014. In addition to the illustrated CSR areas, SOS International works actively and purposefully with anti-corruption as well as with environment, health and safety initiatives.

## CODE OF CONDUCT

The update of SOS International's Code of Conduct has dealt more specifically with the expansion of our existing Code of Conduct to two new codes: 1) a Company Code of Conduct, which applies to the ethical principles and standards for our employees and internal systems, and 2) a Supplier Code of Conduct, which is targeted at our network, partners and suppliers. Our suppliers have to comply with our current Code of Conduct at all times, but that we have prepared a dedicated Supplier Code of Conduct is something new.

The drawn up Company Code of Conduct is approved by SOS International's top management and the Board, and has been communicated to all 1016 employees on our Intranet and via our total quality management system. All employees are under an obligation to keep and comply with the principles in the document. As part of the implementation, the Company Code of Conduct has also been a subject of the more than 100 internal audits carried out in the entire group in 2014.

Just as the Company Code of Conduct, the Supplier Code of Conduct is based on UN Global Compact's principles for human rights, labour rights, environment and anti-corruption. In the new Supplier Code of Conduct, SOS International's requirements relating to protection of confidential information and personal data are made more rigorous so that we ensure the highest level of information security in our network and amongst our suppliers and partners.

The implementation of the Supplier Code of Conduct is well under way and a great part of our network has already been

informed about the Supplier Code of Conduct. The result of the implementation is that more than 1400 suppliers and consultants until now have been informed about the Supplier Code of Conduct. Both the Company Code of Conduct and the Supplier Code of Conduct are also published on our website [www.sos.eu](http://www.sos.eu).

## ENVIRONMENT

In the course of 2014, we have set new objectives for our climate and environmental work. At the end of 2014 the Management adopted an expanded environmental strategy for SOS International, which focuses on SOS International's future environmental measures. The environmental strategy focuses on the objectives and improvements relating to SOS International's carbon footprint from the operations of all our Nordic offices. One of the projects supporting this strategy has been to start implementing a more centralised reporting of the offices' electricity and heat consumption as well as fuel consumption of own and leased cars. The figures of SOS International's Danish offices now show a CO<sub>2</sub> consumption of 797 tonnes for electricity and heat in 2014. The systematisation and the central reporting of data about the past year's consumption constitutes "scope 1" of our environmental accounts.

The project is still ongoing and we expect the baseline of scope 1 of the environmental accounts for the entire group (however with individual measures for each office) to be in place at the beginning of 2015. Once the baseline has been established, we will set objectives for improvements of the CO<sub>2</sub> emissions in all Nordic offices.

In 2015, we also expect to expand the environmental accounts to "scope 2", which comprises reporting the CO<sub>2</sub> emissions from all the business trips of the group as well as the number of video conferences from all offices. The result of the ongoing data analysis of all business trips involving flights on behalf of the group shows an estimated CO<sub>2</sub> emission of 448 tonnes of CO<sub>2</sub>e. The result will be included as part of the baseline of the overall environmental accounts. In order to minimise the negative impact on the environment as much as possible, SOS International's travel policy encourages all employees to conduct meetings via the video conferencing systems and travel (by plane or by car) only when absolutely necessary.

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## THE ENVIRONMENT IN SOS INTERNATIONAL'S SERVICES

In addition to SOS International's own environmental accounts, we have also increased our focus on the environmental impact of our services. In the business area of roadside services in particular we have worked on a set-up which contributes to reducing our negative impact on the environment. New IT systems now make it possible to monitor fuel consumption of the tow vehicles in SOS Dansk Autohjælp, which will contribute to reducing the CO<sup>2</sup> consumption of our towing services. One of our next steps will be to improve the incentive structure in order to use the right-sized vehicle for a certain assistance service. Hence, the environmental awareness in our network continues to be an integral part of our everyday life.

The new measures at SOS Dansk Autohjælp will be implemented on an ongoing basis in the rest of Scandinavia, where we hold a big share of the roadside assistance market.

## EMPLOYEE COMMITMENT

An environmental team, Team Environment, has been set up at SOS International's office in Sweden. It consists of employee representatives from all units. The team is working on bringing small environmental measures into everyday life such as collecting refundable bottles from the office as well as other recycling initiatives. SOS International encourages its employees to actively engage in volunteer initiatives and in 2015 we hope that even more colleagues across Scandinavia will be willing to contribute with similar ventures that can help raise the environmental awareness at SOS International.

So far the overall result of the new environmental strategy is greater environmental awareness amongst employees and suppliers as well as increased management support for new environmental ventures and improvement objectives at the company.

## HUMAN RIGHTS

One of the key principles in SOS International's Company Code of Conduct and Supplier Code of Conduct is respect for human rights and labour rights. Employee satisfaction and respect for the employees continue to be core values at SOS International. In 2014 we conducted an analysis of our current HR and employee policies and compared them to UN's human rights principles. The objective of the analysis was to identify where in our policies and processes we can get even better

at incorporating protection of human rights and employees' rights. The analysis has resulted in a human rights policy which supports our two Codes of Conduct.

The human rights policy sets objectives for the future work on human rights protection at SOS International. In 2015, the policy will therefore be implemented in those parts of the business and our quality management system where it is particularly relevant, for example, in our processes for HR, recruitment and work environment, gender representation in our top management, our policies for processing of personal data etc.

## PROTECTION OF PERSONAL DATA

The right to privacy is given high priority at SOS International. 2014 has also had several initiatives to offer as part of SOS International's focus on secure processing and protection of personal data. SOS International is certified in the ISO standards 27001 (information security management) and 9001 (quality management). All new employees at the emergency dispatch centre in Copenhagen have to complete, as part of their training, an extended programme where they are trained in the basic principles of the Personal Data Protection Act, information security as described in the ISO 27001 standard as well as in the proper processing of personal data. More than 60 employees have completed this form of training in 2014 and even more employees at SOS International are expected to complete this programme in 2015.

## SOS SMILE

Children's rights and conditions are also part of the human rights we aim to protect at SOS International via our own charity programme SOS Smile. SOS Smile helps and supports children that need extra care and a smile in their everyday lives. In cooperation with our suppliers and partners, a group of clowns from SOS Smile consisting of employees from Sweden and Denmark visited Turkey and Morocco in 2014 for the purpose of spreading joy amongst children in hospitals and children's homes.

A new initiative in 2014 has also been to decorate one of our Finnish tow vehicles as a clown and allow it to participate in miscellaneous charity arrangements in Finland in order to generate attention to children's conditions and SOS Smile. This year SOS Smile has helped more than 1,700 children around the world by giving them clown visits, gifts in the form of teddy bears as well as various other clown activities.