

AMICE seminar "Corporate Social Responsibi
Paris, 23-24 October 2008

How to embed CSR strategy throughout the organisation?

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Folksam Vision

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To contribute to a sustainable society in which
the individual feels secure

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→ This vision explains what CSR is for Folksam, how we bear our responsibility in contributing to a sustainable society, for the individual and for the surrounding world.

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CSR strategy throughout the organisation

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We contribute to a long term sustainable society in which the individual feels secure as:

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- we are more than insurance and savings and we use our knowledge to run damage prevention work, active environmental work and research in road traffic safety
- we use ethical criteria for all assets under management
- we ensure that all our values contribute to a strong competitiveness
- we are responsible owners

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Corporate Social Responsibility

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FOLKSAM POLICIES

- Management systems for sustainable development
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- Policy documents issued by Folksam’s Boards
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- The organisation of sustainable development work
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Corporate Governance

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Responsible investments:

- Human rights – we want the companies we invest in to take more responsibility for internal issues such as working conditions and gender equality
- The environment – through our Climate Index we measure the impact that Swedish public companies have on the environment
- Tobacco – we do not invest in companies where any of the sales are generated from tobacco production or tobacco products
- Anti-corruption

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Corporate Governance

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- Corporate Responsibility rankings
- Principles for responsible investments
- Global compact

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- The Customer Ombudsman

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- Statement of conformity

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Collaborations

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- Principles for Responsible Investments: UN initiative
- Global Compact: UN initiative
- Institutional Owners Association: regulations on the stock market in Sweden
- Global Responsibility: the Swedish comparison to the Global Compact
- Corporate Centre for Diversity: Norwegian initiative
- Carbon Disclosure Project
- Amnesty Business Group
- UNEP: United Nations Environment programme

Ecological perspectives

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- Folksam became climate neutral in 2006
- Climate neutrality is an option for our house-owner policy holders
- The Heating Guide - compares capital and operation costs, and the climate impact of heating systems
- Travel policy to reduce emissions
- “Green” electric power

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Ecological perspectives

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- Environmental commitment incorporated in our insurance terms and conditions
- Environmental standards for contractors
- Reuse to reduce
- The Environmental Guide of Construction
- Safe and environmental friendly cars

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Traffic Safety

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- "How Safe is your car?"
- New study of whiplash injury
- Crash tests to demonstrate risks of carrycots
- Analysis of causes of fatal road accidents in Sweden
- Revision of environmental and safety policy

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Social perspectives

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- Satisfied employees
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- A sustainable working life
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- Active diversity and equal opportunity programmes
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**What can you do to give your daughter
a chance in business? – Name her George.**

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Thank you for your attention!

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