

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

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Philippe Lallemand
Chairman of the Ethics Committee

AMICE seminar – 23/24 October 2008 – Paris

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1. Ethias in a nutshell

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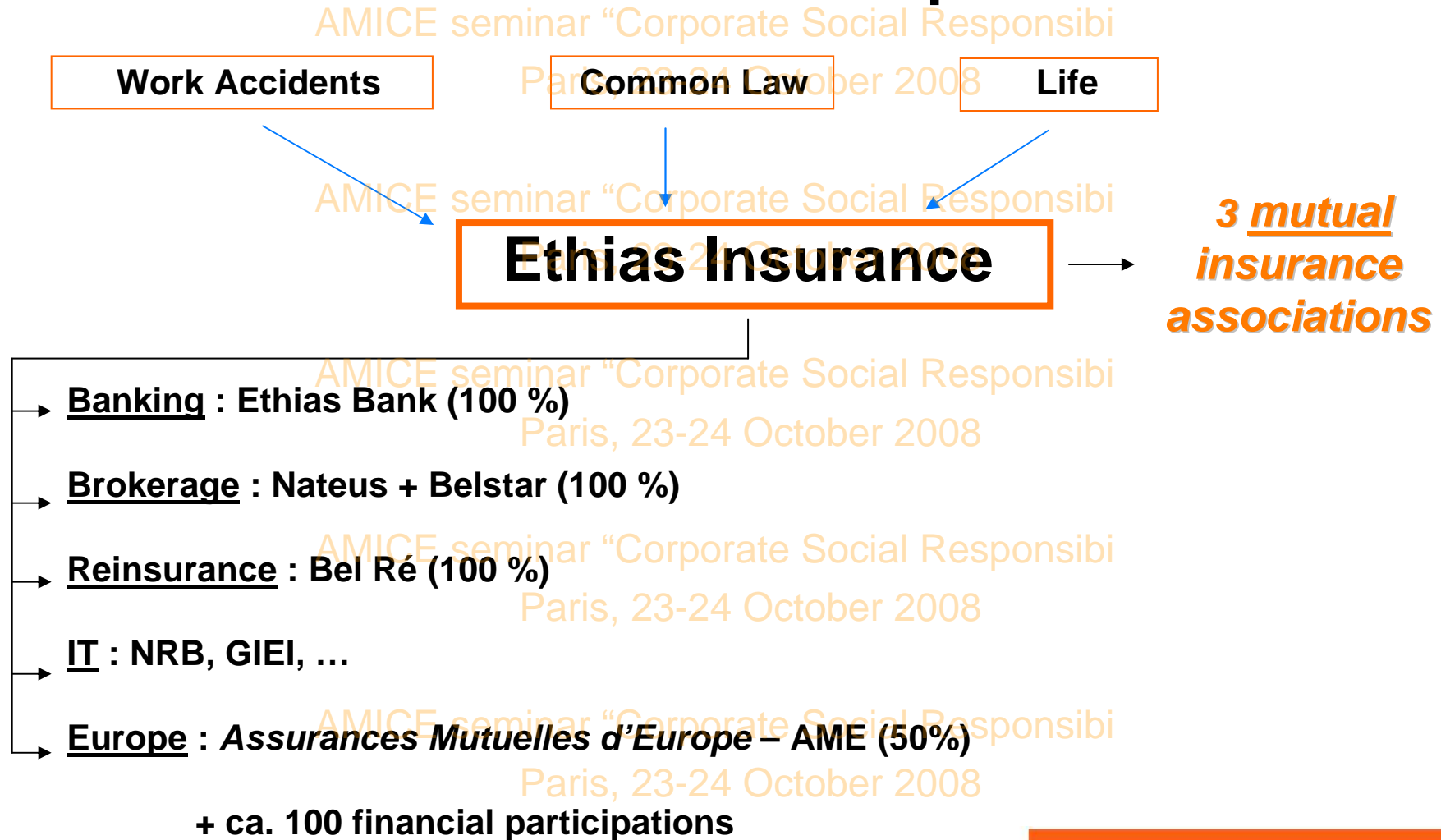
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Structure of the Ethias Group



Ethias Group

- Financial protection group
- Independent
- 100% Belgian
- Proud to be part of the social economy
- Total balance sheet 2007 : 28.6 billion EUR
- Total equity capital 2007 : 1.7 billion EUR

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The heart of our Group : Ethias Insurance

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- Group of 3 mutual insurance associations
- 3rd insurance company on the Belgian market
- Market share in 2007 : 13.1%
- Premium income : 3.8 billion EUR
- 1,843 collaborators
- Member clients : 1,200,000
- Direct insurer
- Leader of on-line insurance : www.ethias.be

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The logo for Ethias Insurance, featuring the word "ethias" in a lowercase, white, sans-serif font. The letter "h" is stylized with a thin, white, vertical line extending upwards from its top, resembling a lightning bolt or a stylized flame. The logo is positioned on the right side of a solid orange rectangular background.

Specificities

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- Structure of a mutual company, based on solidarity
- Efficiency focused on member-clients and collaborators
- Core values :
 - Humanism
 - Ethics
 - Commitment
 - Proximity

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2. Ethias & CSR

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CSR

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- **What's in a name ?**
 - « concept whereby companies integrate social and environmental concerns in their business operations and in their interactions with their stakeholders on a voluntary basis » (EC, 2002)
- **Concretely ?**
 - Voluntary → beyond rules and regulations
 - Strategic orientation → Management tool > communication → directly impacts on the core-business
 - Part of a permanent dialogue (Management AND employees)

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CSR at Ethias

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- **Insight**

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- Ethias, mutual insurer, has always practised CSR,
«without being aware of it or communicating it»

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- **Action**

- Concerted development of a multi-annual CSR plan.

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Multi-annual CSR Plan at Ethias

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1. Social Label

- Respect for the ILO fundamental principles.
- Label guaranteed by the Belgian Public Authorities



2. Ethics Committee

- Joint composition : 16 representatives of the managing board – 16 representatives of the personnel – audit – compliance
- Main aim: coordinating the implementation of the multi-annual plan

3. Code of Social Ethics

- Values and commitments of the company
- In appendix to the company's rules and regulations + distribution to stakeholders

4. Boost Ethico

- Ethical solidarity fund of branch 23



5. Code of conducts for the whole personnel

- Set of rules for professional deontology

6. Investment Code

- Transparency of all our investments + black-list

7. First Pension Savings

- Ethical certification by Ethibel

8. Belsif

- Participation in the activities of the Belgian SRI forum

9. United Nations Global Compact

- Initiative of the UN Secretary-General

10. SRI Brochure

- Transparency towards our member-clients and stakeholders



United Nations Global Compact

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11. Diversity Charter + Label

- Label awarded by the Public Authorities
- Implementation of a diversity policy (sex, origin, handicap, age, sexual orientation)



12. Global 21 Ethical Paris, 23-24 October 2008

- Investment fund (branch 21) for institutionals
- Ethibel Label
- Candidate for the 1st European Label for Solidarity Saving Funds



13. 1st CSR report

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3. Deciding what and how to report



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Deciding what and how to report

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What ?

→ **Social, corporate and environmental matters** (cf. EC definition of CSR)

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▪ **Social** : diversity, internal mobility, training, evaluation, health, salary system and career management, ...

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▪ **Corporate** : good governance devices, economic performances, investment and management policies, compliance, ...

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▪ **Environmental** : water, paper and energy consumption / responsible purchases / mobility

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How ?

→ Inventory of all CSR practices at Ethias

- Adequacy to international standards ?
 - ILO - Global Compact
- Adequacy to Belgian regulations ?
 - Social Label, Diversity Label
- Compliance with internal charters and codes ?
- Measure concrete actions taken in the frame of our core values :
relationships with stakeholders, involvement in society projects, etc.

□ Inspiration Tool : **GRI** norms

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→ **Joint collaboration** Paris, 23-24 October 2008

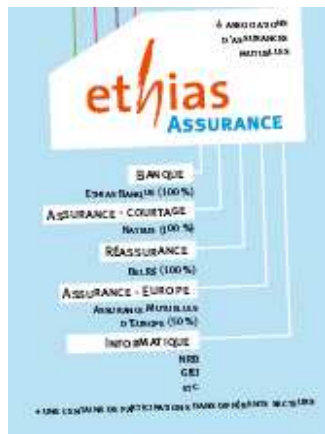
- Support of the Board of Directors and Management Board
- Conception / Ideas : all staff members
- Implementation: Ethics Committee (all internal stakeholders : personnel, management, trade union representatives).
- Distribution: all stakeholders, suppliers, member clients.
- Publication on the UN Global Compact website

→ **Determination of measurable objectives and actions**

- to consolidate our leader position in CSR
- to pioneer new socially responsible initiatives
- to implement CSR as a strategic management tool

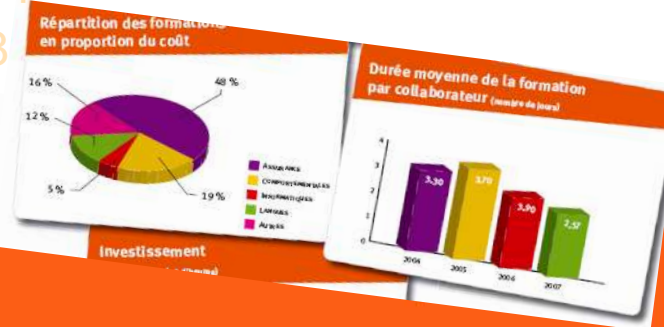
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Consommation d'énergie, d'eau et de papier

Chiffres absolus	2006	2007
Energie	86 126 390 MJ	63 935 651 MJ
Eau	37 481 m³	41 042 m³
Papier blanc à usage interne	53 560 kg	46 500 kg



CSR Vs. Financial crisis

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Observations

- Shortcomings of traditional reporting tools
- Loss of credibility towards rating agencies
- Stakeholders' lack of confidence

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Role and development of CSR

- Increasing importance of non-financial elements in the valuation of an institution and the trust put in it.
 - **(human aspects, relationships with stakeholders, innovation, governance, etc.)**

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Contact

AMICE seminar "Corporate Social Responsibi
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comite.ethique@ethias.be

AMICE seminar "Corporate Social Responsibi
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rapport.societal@ethias.be

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Thank you for your attention !

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