



Promoting sustainability
in Public Services

BEST PRACTICES – CEEP CSR LABEL 2018 EVALUATION PROCESS



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Your interests.
Your future.

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EDITORIAL

Corporate Social Responsibility is a key element for the management of public services. For this reason in 2008, CEEP, the European Centre of Employers and Enterprises providing public services and SGI, created the CEEP-CSR Label. This Label - which started under the Discerno project co-funded by the European Commission - is now a CEEP stand-alone project that promotes the Corporate Social Responsibility of SGI and public services providers.

It was created to answer the need of enterprises providing public services to be recognised for their activities in the field of CSR, as no label answering that need existed. The CEEP-CSR Label is therefore the only European label for public services. All public services providers are invited to apply for the CEEP-CSR Label.

The CEEP-CSR Label provides added-value, improving the corporate image of the awarded organisations; it guarantees that awarded enterprises are doing more than 'just' provide public services, and that they care about the social and environmental impacts of their activities.

To celebrate the awarded organisations, CEEP holds an awarding ceremony sponsored each year by a different National Section.

The 2018 Awarding Ceremony was held in Stockholm on 11 December, sponsored by CEEP Sweden.

This booklet was circulated during this event and further used to support and promote the commitment of public services providers in implementing outstanding CSR practices.

The evaluation process is divided into three main phases:

1. Initial evaluation via the online self-assessment tool;
2. Evaluation by external experts from Berenschot;
3. Selection by an independent awarding committee of the awarded organisation, and of the 3 most outstanding best practices.



INVESTMENT

SAEMES PASS MULTIPARC

Name of the enterprise:
SAEMES Ville de PARIS, France



COMPANY OVERVIEW

Created in 1979, Saemes (for Société Anonyme d'Économie Mixte d'Exploitation du Stationnement de la Ville de Paris) has been in the parking business for nearly 40 years.

With 250 employees and €43,7M revenue in 2017, SAEMES is the 2nd largest car park operator in "Ile-de-France" (Great Paris Region). Our business is threefold:

1. Operation of leased car parks (public and residential)
2. Design, construction and modernisation of car parks
3. Consulting

DESCRIPTION OF THE PRACTICE

With the end of professional parking cards issued by the city of Paris to craftsmen and small businesses based in the suburbs of Paris and regularly operating in Paris itself, the cost of parking has become increasingly heavy for these professionals. Aware of the importance of maintaining and developing local businesses and true to its CSR commitments, SAEMES is putting in place an attractive parking solution for these very small businesses, SMEs, retailers and liberal professions in the suburbs. This solution named "Pass Multiparc" ensures low costs and no commitment and will allow these professionals to park in 9 car parks (as a start) located in various boroughs of Paris (Hôtel de Ville, Rivoli-Sébastopol, Lagrange-Maubert, Meyerbeer Opéra, Anvers, Charléty Coubertin, Porte d'Orléans and Sainte Anne) and one in Créteil.

A dozen of people from different departments of SAEMES as well as our toll equipment manufacturers worked on the implementation of this project over a period of 6 months.

This offer will allow the above-mentioned professionals to continue working in the capital by limiting the financial impact of the removal of parking cards and reducing the greenhouse gas emissions, integral to the search for parking spaces.

- A dedicated area: tracking the customer account and invoices on a dedicated area <https://monespaceclient.saemes.fr>
- A flexible subscription: the customer can terminate it whenever he wants

EXPECTED OUTCOMES

Economic: This new service will facilitate the urban travel of professionals at a lower cost. SAEMES hopes to make this product profitable very quickly and to cover the costs related to the development of various bridges between our tolling equipment manufacturers and our commercial management software.

Environmental: Reduction of greenhouse gas emissions associated with looking for parking spaces.

Social: This offer will allow craftsmen and small businesses to continue working in the capital by limiting the financial impact of the removal of parking cards.



SUSTAINABLE DISTRICT HEATING IN BRAUNSCHWEIG

Name of the enterprise:
BS|ENERGY, Germany



COMPANY OVERVIEW

BS|ENERGY is a municipal utilities company in Braunschweig. With some 250,000 residents, Braunschweig is the second largest city in the German state of Lower Saxony. In addition to offering customers environmentally friendly electricity, water, natural gas, and district heating utility service, BS|ENERGY is an innovative provider of infrastructure and building solutions in the area of electric vehicles, fibre optics, smart metering, and smart home technology. As a prominent and trusted corporate citizen in the Braunschweig region, BS|ENERGY aims to enhance the quality of life of local citizens, in part through its many sponsorship activities in the domains of sustainability, sports, culture, and civic life. BS|ENERGY is jointly owned by Veolia Germany, THÜGA, and the city of Braunschweig.

DESCRIPTION OF THE PRACTICE

Pursuing an ambitious decarbonization strategy, BS|ENERGY plans to invest some 176 million euros in its electricity and heat generating plants by the end of 2022. Various combinations of three options are being considered to replace the thermal energy produced by the coal power plant in operation at the company's Braunschweig Mitte site: the construction of a biomass CHP plant; the harnessing of industrial heat; and the construction of a gas turbine CHP plant. All scenarios being considered will lead to annual emission reductions of at least 200,000 tons of CO₂. By taking a vanguard role in the phasing out of coal power, BS|ENERGY will transform Braunschweig into a model region for environmentally-friendly heating services, as nearly 45% of households are already connected to the district heating grid.

Complementing district heating with local heating solutions, BS|ENERGY is collaborating with its parent company Veolia to put into effect the EU-subsidized "ReUseHeat" project. As part of the project, waste heat from a nearby data centre will be harnessed to provide heating services to the 400 housing units being constructed at former military barracks. A heat pump will transfer the waste heat that is produced by cooling the servers into a local heating grid. Furthermore, it will be possible to draw supplemental heat from the district heating grid as needed.

EXPECTED OUTCOMES

- The investment project will significantly reduce the emissions produced by municipal electricity and heating services.
- There will be significant reductions in carbon dioxide, nitrogen oxide, and sulfur dioxide emissions.
- A high degree of efficiency will be achieved by combining local heating solutions with the district heating grid.

ReUseHeat:

- Some 200 single-family homes and townhouses in addition to 200 apartments will be provided with environmentally friendly heating utility services.
- The system will be largely climate neutral, thanks to the harnessing of waste heat.

BRIC'ÉCOLE, THE DIY WORKSHOP FOR WOMEN BUT NOT ONLY ...

Name of the enterprise:
CILIOPEE



COMPANY OVERVIEW

The *CILIOPEE* group brings together companies and associations working in the field of housing: *CILIOPEE Youth*, *CILIOPEE Habitat* and *COPROD*. These branches provide a better understanding of social and age disparities in housing. They are all considered as public services. *CILIOPEE* is a subsidiary of the Action Logement group, the leading national player with more than one million homes in France.

The *CILIOPEE* group employs nearly 150 people. It operates in 7 departments and 60 municipalities of "New Aquitaine", with a subsidiary in Corrèze. *CILIOPEE* has kept its headquarters in Agen.

DESCRIPTION OF THE PRACTICE

For several years, the group has been working on the issue of cost savings for its tenants but also on the question of their autonomy and especially that of women. In 2015, the Bric'Ecole workshops were offered to tenants at the initiative of the General Manager, Muriel Boulmier. After this period of experimentation, we opened the action to all tenants of our heritage and to the general public. Thus in 2017, we reflected on the outcomes in order to develop the project further and we built a global communication plan. The device has thus been widely deployed: redesigning of the logo, adaptation of the communication media and especially on the web (website and digital strategy).

This action addresses the dual challenge of increasing the purchasing power of our tenants and strengthening the quality of our service. We noticed a good reception of the action with the tenants but also the general public which emphasizes the playful aspect of the workshops and the skills acquired. Indeed, tenants mastering the simple techniques and gestures to maintain their home (avoid breakdowns

or early degradation) no longer need to solicit a provider for these services that they can achieve themselves. Also, they are delighted to be able to give a second life to unused objects (recycling, home staging, etc.). Finally, we noted a growing interest in practices contributing to their autonomy. We measure the impact of this action through several indicators, including: number of participants, loyalty, website traffic and social campaign statistics and a participant satisfaction questionnaire.

Specific workshops are offered to employees and all managers of the company were mobilized to relay the action to their service. The *Bric'école* workshops were conceived as a long-term action and modelled to be reproducible (tools, methodology, partnerships). The multi-DIY workshop and small repair offers many tips to make everyday life easier and answer questions such as: what is an electrical circuit breaker? How to change a light bulb? How to fix a flush?

The decoration workshop includes three modules: a relooking module for furniture and objects to change the interior decoration, then a module on tools and materials, the preparation of supports (furniture, wall and tiles), stripping, finishes and protection, and finally a home staging module to harmonize the decoration of a room and choose the right colours. The latest knitting and sewing workshop teaches participants how to sew a button or hem to repair clothes and how to knit a scarf to offer handmade gifts for Christmas or birthdays!

EXPECTED OUTCOMES

Allow tenants, and in particular women, to become more autonomous, to do some types of works or decoration themselves, to develop their sense of sharing, to save money, to live better.

GIRA – BICICLETAS DE LISBOA

Name of the enterprise:

EMEL – Empresa Municipal de Mobilidade e Estacionamento de Lisboa, E.M. S.A. (Portugal)



COMPANY OVERVIEW

EMEL – Empresa Municipal de Mobilidade e Estacionamento de Lisboa, E.M. S.A. is the Lisbon Mobility and Parking Municipal Company whose main mission is managing the concession of public parking in the Lisbon Municipality. Parking is integrated into the global mobility and accessibilities system defined by the Lisbon City Council.

EMEL's activities cover the most important areas of the city of Lisbon, managing 74.000 on-street parking places, 2.200 parking meters and 33 off-street parking facilities with 5.800 parking spaces. EMEL's focus goes beyond parking enforcement. In fact, it has become an active agent for mobility in the city of Lisbon, with an extended set of responsibilities in the field of municipal mobility, managing a large number of mobility services (ex: GIRA – Bicicletas de Lisboa) and playing a crucial role in Lisbon's urban mobility.

DESCRIPTION OF THE PRACTICE

Implementation of a large-scale conventional and electrically-assisted (pedelec) public bike sharing system: GIRA – Bicicletas de Lisboa. Bike sharing is a new form of transport and is becoming increasingly popular in cities around the world.

GIRA – Bicicletas de Lisboa (www.gira-bicicletasdelisboa.pt) was introduced in Lisbon on 21 June 2017. This shared mobility service provides a network of bicycle stations, in strategic locations in the city of Lisbon, and allows users of the system to make trips between different locations, typically commuting (home-work travel /school).

In 14 months, 74 stations (and 15 more ready to open in the next few weeks) and over 700 bicycles are already operating, with over 16,000 new subscribers, realizing over 4,700 bicycle trips per day on average. Each bicycle travels an average of 6.7 trips per weekday, a successful bike sharing system, and it will still grow substantially. By the end of 2018 Lisbon's bike sharing system will have 140 docking stations and 1,410 bicycles operating (2/3 PEDELEC). Discussions are underway with neighbouring municipalities, aiming at extending Lisbon's GIRA bike sharing system to more locations in the greater metropolitan area, outside the municipal limits.

EXPECTED OUTCOMES

Outcomes are coinciding with Lisbon's Cycling Policy, especially noticeable as infrastructure and facilities are implemented, and policy is developed according to a collaborative approach with cyclists and other key stakeholders.

Overall cycling mode share in Lisbon was 0.2% in 2011, currently estimated at 1.25%, and planned to surpass 4% by 2020 under the current scenario and aiming at 15% in 2030.

VOLUNTEERING PROGRAM “GEBALIS SOLIDÁRIA”

Name of the enterprise:

GEBALIS, Gestão do Arrendamento da Habitação Municipal de Lisboa, E.M.,S.A. /Portugal



COMPANY OVERVIEW

GEBALIS, E.M., S.A. is a municipally owned enterprise with public liability, in the area of social housing.

The enterprise is responsible for 23.500 houses and 730 stores spread across 66 neighbourhoods. It has 217 employees, from a wide range of professions. Its mission is to “ensure the quality of life, social integration and autonomy of the residents, making neighbourhoods within the scope of its responsibility, sustainable units in the social, patrimonial and financial areas, whilst promoting a strong sense of belonging”.

DESCRIPTION OF THE PRACTICE

The Corporate Volunteering programme represents an important contribution of Social Responsibility in GEBALIS. Since its foundation it has been consolidating and attracting new volunteers and responsibilities over the years.

The volunteering Programme “Gebalis Solidária” is coordinated by a group of 7 volunteers and aims to provide an extra opportunity for all the companies’ employees to participate in solving the problems of the community, in activities with other entities in multiple areas of intervention, such as raising goods, buildings’ maintenance, social and environmental awareness.

Gebalis offers the equivalent of 1 day per month of paid work to those who choose to participate in volunteering actions. The volunteering programme includes two community projects: “Guardiões dos Jardins” (Guardians of the Gardens) for the construction of urban gardens, promoting requalification of public spaces and environmental education. The other project is designated “Banco de Bens- Gebalis Solidária” (Bank of Goods - “Gebalis Solidária”) and is intended to give new value to goods in good condition, coming from unoccupied houses and delivered to those who need them most (people and institutions).

In addition to these projects, we have developed specific actions further to requests from other organizations and partnerships, such as maintenance support of some spaces, and collection and packaging of goods for distribution in partnership with other associations.

EXPECTED OUTCOMES

To Value Gebalis’ social responsibility dimension, it is very important to respond to the social, environmental and economic challenges of the community through more innovative and ambitious voluntary interventions. This project aims to contribute to the reduction of poverty, reduction of social inequalities, environmental awareness, healthy eating, and improvement and preservation of green spaces. Activities’ plans implemented annually have shown real benefits for actions’ beneficiaries, and for volunteers through the feeling of satisfaction and solidarity; and also, development of personal and social skills, as well as deeper knowledge of the reality. The company, through this programme, is recognized by its stakeholders.

ORGANIC FOOD MEALS SERVED IN SCHOOLS

Name of the enterprise:
Junta de Freguesia de Olivais, Portugal



COMPANY OVERVIEW

- Provision of a public service of excellence, ensuring the satisfaction of the expectations, needs and interests of its citizens and the community as a whole;
- Development and participation in projects that meet the needs of citizens;
- Stimulation of social sustainability, through the creation of intervention strategies of a civic, educational, social and cultural nature.

DESCRIPTION OF THE PRACTICE

JFO faced the local and national challenge of combating obesity and the onset of diseases such as diabetes. In 2016, JFO launched the Horta D'Oliveira project inviting residents to cultivate products in allotments in an effort to alleviate poverty. It has further fostered new investments in healthy food education and production investing over 500,000 Euros until now. It has signed a contract with Agrobio (Portuguese Association for Organic Farming) for providing vegetables, legumes and grains for salads and soups to be served in the canteens of 7 primary schools in the community to about 1700 primary school students. Students were also educated on the benefits of consuming fruits and vegetables through health games and visits to local markets.

JFO also organised a food fair at school in which participants were able to taste food from the 4 corners of the world. Lisbon Townhall has transferred the meal serving responsibility in community schools in Olivais to JFO along with a budget meeting the GRI criteria, thus making the meal delivery process more transparent and making JFO accountable for providing detailed information on the quality of meals served and on all accounts to Lisbon Townhall (CML).

Although the project has no immediate financial return, it has had an impact on reducing unemployment in the neighbourhood by employing 90 locals and promoting organic farming in the allotment patches & impacting the lives of over 2000 children, teachers, school staff and residents and involved a local company and the whole community as well as the management and staff of JFO. We served around 1700 meals per school day (breakfast, lunch & tea). In 2016/17, we served 632,133 meals. The model was also transferred to the Senior Day Care Centre employing 4 new persons and serving 44 senior citizens. The healthy meals project in schools is a continual and structural process which aims at improving the health of children and adults in the long term, a project which is a good practice and can be easily reproduced and implemented by other organizations whether corporate, governmental or non-governmental.

EXPECTED OUTCOMES

To change the food habits of children and adults, thus preventing disease and health complications in the long run and promoting sustainable agriculture.

CIRCULAR ECONOMY PROJECT

Name of the enterprise:
Ambiente Servizi S.p.A., Italy



COMPANY OVERVIEW

Ambiente Servizi – an “in house” stock company – is headquartered in San Vito al Tagliamento, province of Pordenone. The state-owned company comprises 24 Partner Municipalities, and it deals mainly with urban waste management, by offering a modern service, pursuing the economic and environmental efficiency principles through a constant innovation of their operating methods. Ambiente Servizi controls the following companies: Eco Sinergie – waste sorting and treatment plant – and MTF – a company carrying out environmental health hygiene services in Lignano Sabbiadoro.

DESCRIPTION OF THE PRACTICE

“Viaggio a metano perché amo il verde” (I have a natural gas vehicle because I love being green) is Friuli Venezia Giulia Region’s first project anticipating and implementing the European regulations on the use of renewable sources for transportation by activating a circular economy system for the benefit of the environment and the territory. For Ambiente Servizi, it is the beginning of a path that will lead the Company towards the provision of “zero waste” services, using the natural gas obtained from the organic waste collection as fuel (thanks to the agreement with Biomap Spa). Overall, the company will purchase 70 vehicles to replace the old diesel vehicles. The project also includes the creation of a biomethane fuel station near the company’s headquarters; it will also be available for employees, residents and local companies, thus creating economies of scale, in line with the provisions set forth by the European Commission.

EXPECTED OUTCOMES

The benefits deriving from the use of the new natural gas vehicles will be manifold, both from an environmental and a safety point of view. As an estimate, emissions would be reduced by 20/25% compared to a standard diesel vehicle, with less exhalations for the operators in service. In addition, there will also be a reduction of noise (-50%) and economic benefits: given the quantity of organic waste collected by Ambiente Servizi in its territory, it will be possible to produce enough biomethane to power all of the 70 new vehicles purchased. The same fuel station – which will be built near the company’s headquarters in San Vito al Tagliamento – will also entail a reduction of costs, particularly logistics-related costs.

INCUBATOR STORES

Name of the enterprise:
SEMAEST, France, Paris.



COMPANY OVERVIEW

For the last 10 years, Semaest has been involved in the protection and diversification of convenience stores. We acquire stores, renovate and then rent them to traders and craftsmen at attractive and advantageous conditions. Semaest is not only a lessor; we support the stores in the development of their economic projects. We help them optimize their costs and develop and promote their business.

Semaest supports the services offered for their installation, by helping them to develop, to optimize their costs and to better meet the expectations of their customers. Our support allowed more than 650 premises to be relocated and today they welcome independent traders and artisans. Semaest promotes the emergence of a new local economy and offers its support day after day in the name of an innovative, responsible and sustainable business approach.

DESCRIPTION OF THE PRACTICE

In Paris, business creators' traders find it difficult to settle because of the long-term commercial leases (3/6/9 years). The Incubator Store welcomes them for a period of 15 days to 4 months and gives them the opportunity to test their new business concepts or new sales formats without taking the risk of a long-term lease. The Incubator Store gives young entrepreneurs or project promoters the opportunity to rent a commercial space in an ephemeral way to test new forms of business. It is aimed at innovative concepts of traditional stores (e.g: Biocoop, 100% bulk and with no packaging) as well as brands which want to try to sell their products elsewhere, rather than on the internet.

EXPECTED OUTCOMES

Far from the simple ephemeral stores whose dynamics is purely event-wise, the objective is to test the actual economic viability of the project and to open a real store if the test is conclusive. The concept is different from a pop-up store because its schedule follows a desire to value a certain type of business and its rental is exclusively reserved to independent traders not affiliated to major retailers.

The Incubator Store is situated in the 10th arrondissement of Paris: its doors opened at the end of 2015, its area is 65 m², and its rental period is from 15 days to 4 months. 60% of the tenants open a store after their stay in the tester store. Since the opening, there have been more than 60 rental applications, and 25 projects were tested, 12 of which have opened a store in a sustainable way. At the end of 2017, the experiment was extended to several shops in the 10th district in order to test concepts during the Christmas season. Four project leaders took part in this experiment. The concept was extended to the field of crafts. Last September, The Nomad Factory settled in the Viaduc des Arts - 12th arrondissement (an old railway line which has been rehabilitated and totally dedicated today to arts and creation). This organization welcomes refugees and gives them the opportunity to develop their knowledge.

DIGITALISATION

KLIMATRÄTT

Name of the enterprise:
Uppsalahem AB, Sweden



COMPANY OVERVIEW

Uppsalahem AB is the public housing company in Uppsala, Sweden's fourth largest city. Uppsalahem was founded in 1946 and has since then developed more than 20 000 apartments. Today the company owns and manages 16 731 apartments. In 2017, the number of employees was 265 and the turnover was €120 million.

DESCRIPTION OF THE PRACTICE

Climate change is one of the major challenges of our time and, unfortunately, the complexity of the problem and the distance between the choices you make every day and the environmental impact makes it a problem which is difficult to tackle. Inspired by a project called One Tonne Life, where a family reduced their CO₂ emissions using cutting-edge technology, coaching by experts and weekly feedback on their climate impact, ICA and Uppsalahem wanted to answer the question if households in apartment buildings can cut their emissions in the same way, using smart technology and more information about how daily choices affect the climate. To be able to answer this question more companies and organizations were involved in the project. Together the participating companies and organizations developed the Klimaträtt App, which collects a user's consumption data, estimates the climate footprint in all consumption areas, and presents the information on the user's screen. The Swedish Innovation Agency, VINNOVA, supported the app development.

The residents of one of Uppsalahem's apartment buildings, Frodeparken, were invited in March 2015 to test the app for six months, receive a variety of climate-friendly services and offers, and learn and be inspired – to limit their negative effects on the environment.

The project challenge was: Can we help our customers to cut emissions in such a way that they don't feel that they are making sacrifices and having to pay more, and we feel it makes sense commercially? If the answer is "Yes," then we've found an important and practical recipe for limiting environmental pollution.

EXPECTED OUTCOMES

The result from Klimaträtt shows that climate-friendly homes and mindful daily choices shrink the climate footprint. Participants cut their home, food, and transportation emissions by an impressive 31%, on average! By attempting to live climate-friendly lives, the participants made some sacrifices, but they feel that the positive consequences of the new lifestyle make up for the sacrifices.

The evaluation was carried out by analyzation of data from the mobile app and interviews with the participants. The participating organizations and companies have taken the lessons learned from Klimaträtt and implemented them in their business strategies in different ways. For Uppsalahem, examples of how Klimaträtt has had an impact after the end of the project include the focus group with tenants and several collaborations with new organizations. In June 2018, information was received that the ongoing process of taking the project to the next level had received funding from the Swedish Energy Agency.



RISK ALERT SYSTEM (RAS)

Name of the enterprise:

Empresa Municipal Mixta d'Aigües de Tarragona (EMATSA), Spain



COMPANY OVERVIEW

EMATSA - Municipal joint venture Tarragona Water Ltd, belongs to Tarragona's Municipality and to AGBAR of the SUEZ Group and has been managing the integral water cycle in Tarragona for over 30 years. It also provides external laboratory services. Nowadays, EMATSA provides its services to a population of approximately 145.000 inhabitants in Tarragona and three nearby towns. Amongst its many challenges, it keeps working towards the consolidation of its excellence in managing the urban water cycle.

DESCRIPTION OF THE PRACTICE

Everybody agrees that safety comes first. In EMATSA safety is a major part of the integrated management system. That means that there is an endless effort in detecting, eliminating and reducing risks. Moreover, the company fosters innovative thinking and praises those ideas that can later become projects which improve any of the company's indicators. Risk Alert System (RAS) is an idea of two employees which the company has turned into a real project. By continuous training EMATSA reminds all its employees about the importance of following safety instructions. Nevertheless, it is hard work to ensure that everybody has permanent access to all the safety information they need for their everyday tasks which is mainly because this is still done through documents distributed via intranet which in the end have to be printed and brought to each and every workplace.

After explaining the needs and the imagined solutions to a programming company, the latter suggested the possibility of creating an App which could be integrated into the operator's smartphone or tablet and manage the safety information that the company already had. The challenge was to show the user, who is identified by a username and a password, only the information referring to the current location. This was solved by installing several e-beacons which send a localisation input to the tablet/smartphone. This input automatically triggers the App which immediately shows the safety information regarding this particular spot. The information pops up over the working software and the worker would have to confirm its reception before continuing with the assigned tasks. The App allows safety information to be easily adapted and updated and it includes the potential risks of each of the spots as well as information about different preventive measures of all kind.

EXPECTED OUTCOMES

These include a reduction of accidents and a significant saving of time in updating information as well as in consumption of paper and use of printers. There is also a generalized increased feeling of certainty regarding access to updated information. The project allows for future developments such as, for example, sending punctual messages, special warnings or sound alerts, or voice messages. There is also a recent idea to include NFC (Near Field Communication) Labels which would allow the interactive use of smart clothes¹ or even check the use of the Personal Protective Equipment to allow access to certain areas.

¹ Clothes which hold sensors and the capability to collect data of different types when being used (sweat, temperature, etc.).

DIGITALISATION FOR OUR CUSTOMERS: “Digi e Lode” PROJECT

Name of the enterprise:
HERA, Italy



COMPANY OVERVIEW

The Hera Group is one of the major multi-utility companies in Italy: it offers the sustainable management of several public services to 4.4 million citizens in 349 municipalities spread over 5 Italian regions (Emilia Romagna, Veneto, Friuli Venezia Giulia, Marche and Tuscany), where around 4.4 million citizens live. The Aresgas company provides distribution and sales of gas in Bulgaria.

DESCRIPTION OF THE PRACTICE

The campaign seeks to encourage customers to adopt virtuous behaviour that facilitates the dissemination of Hera's free digital services. The promotion of this behaviour is supported by a reward mechanism that benefits schools in the area covered by the campaign, for which a prize pool of €100,000 (€2,500 per school) is allocated to finance projects to digitise schools in a manner that benefits students. The campaign took place from 1 October 2017 to 31 May 2018 with two award cycles, following the end of the 1st four-month period (31 January 2018) and the 2nd four-month period (31 May 2018). The project was advanced through direct communications to customers (e-mails, flyers sent with bills and promotional materials at local branches) and with the involvement of schools and municipalities (meetings and dedicated materials).

In order to balance the awards, schools compete in separate categories (published monthly):

- schools of municipalities with more than 50,000 inhabitants, 15 of which are awarded in the 1st four-month period and 15 in the 2nd four-month period (for a total of 30, maximum 6 schools for each city);
- schools of municipalities with fewer than 50,000 inhabitants, 5 of which are awarded in the 1st four-month period and 5 in the 2nd four-month period (for a total of 10, maximum 4 schools for each city).

In the event of a tie, in order to formulate the final rankings and allocate prizes, schools will be sorted in descending order based on the number of students, with the aim to give priority to larger schools. This process for developing the ranking and excluding schools that have already received a prize ensures the fair distribution of the initiative's benefits in the region. Each digital behaviour adopted by Group customers has been assigned a score that is used to generate the rankings.

EXPECTED OUTCOMES

During the 2017-2018 school year, Hera Group made a donation to the 20 schools in the region that achieved the highest score at the end of the 1st four-month period (31 January) and the 20 schools that achieved the highest score at the end of the 2nd four-month period (31 May).

For the cycle just completed, there were over 200,000 efficient behaviours carried out by our customers and more than 2,500 of them have chosen to assign the points directly to a specific school.

TELEWORKING PROJECT

Name of the enterprise:
GROUPE SERL, France



COMPANY OVERVIEW

Based in Lyon, the SERL group is a semi-public limited company working in two major areas of activity: planning and construction. It works for local authorities, public institutions and private organisations.

Driven by public interest, it has been actively involved for more than 60 years in the development of the Lyon conurbation and the Region.

SERL'S CORE BUSINESS:

- Planning: urban projects and urban renewal, economic development, land engineering;
- Construction: construction or renovation under mandate or as consultants to the contracting authority, for educational buildings, hospitals, socio-medical establishments, sports and cultural facilities.

ITS SUBSIDIARIES AND COMPLEMENTARY EXPERTISE: SERL has specific subsidiaries and expertise, enabling it to provide a broad and tailor-made offer, complementary to its core business.

- Real-estate investment, leaseback and management (serl@immo and serl@services);
- Management of renewable energy projects, particularly solar panels (serl@énergies);
- Support for the conversion or development of land and real estate;
- Architectural programming of hospitals, socio-medical and educational buildings;
- Safety and security of public areas and public or private buildings.

DESCRIPTION OF THE PRACTICE

The teleworking project was born out of SERL's wish to promote the well-being of its employees by saving them time. It has been the subject of a working group and discussions with staff representatives as from January 2017. A "regular home-based teleworking charter" was drafted, and implemented in October 2017, as well as an "occasional distance working charter" in June 2018.

As of today, seventeen regular teleworkers have signed amendments to their employment contracts. Occasional distance working, launched in June 2018, is open to operational executives and management, before or after a business trip, and to all employees, on an exceptional basis, in case of bad weather, strikes or major disruption making commuting difficult. Teleworking and occasional distance working are part of SERL's long-standing approach to CSR, promoting a better work-life balance, better health by reducing fatigue and stress, and less air pollution by reducing travel.

EXPECTED OUTCOMES

The financial impact will be measured at the end of the year for the occasional distance working charter, since it aims to limit travel.

Teleworkers commit to participating in the REDUC'MOB experiment, launched by the Métropole de Lyon, by signing up on the website <https://reducmob.alternatives-developpement.fr>. Thanks to their registration, we will be able to gauge the impact of teleworking on mobility in the metropolitan area.

ESTABLISHMENT OF A CUSTOMER RELATIONS CENTER

Name of the enterprise:

Société immobilière de Nouvelle-Calédonie, New-Calédonia (France)

Real estate company of New Caledonia (SIC) – FRANCE



COMPANY OVERVIEW

As a builder, lessor and developer, the Real estate company of New Caledonia (SIC) manages a housing stock of nearly 11 000 housing units and houses more than 15% of New Caledonia's population. It has three main objectives:

- To contribute to social cohesion and the fight against inequality and exclusion;
- To respond to the diversity of public housing and homeownership needs;
- To support the public policies of sustainable development of the territories.

Its activity is aimed at diversified audiences (families, students, the elderly, people with disabilities, merchants) and in various fields of expertise.

DESCRIPTION OF THE PRACTICE

In 2017, Real estate company of New Caledonia (SIC) set up a Customer Relationship Center, where 5 customer relationship managers receive and answer all customer requests (requests for information, complaints, etc.), whether they arrive by telephone or via the online customer area on the website.

This project was conducted with the contribution of one hundred employees during a preparatory phase of one year. The launch of the Customer Relationship Centre took place in July 2017 on a limited scope, followed by a gradual increase in load of one year, which led to the full deployment in June 2018.

EXPECTED OUTCOMES

The Customer Relationship Centre aims to:

- improve reachability: today, one year after the launch of the CRC, Real estate company of New Caledonia's (SIC's) reachability has increased to 96%, compared to the previous 80%;
- centralize and professionalize the customer relationship;
- improve the follow-up of requests;
- free the outreach teams from certain tasks so that they can focus more on the field;
- systematize the feedback to the customer for a measure of dynamic satisfaction;
- reduce long-term complaint processing time;
- improve customer satisfaction and the image of the company.

It is also a training area where new employees learn how to use rental management software and become aware of the culture of customer service. Now widely recognized for its quality of service and responsiveness, the customer relationship centre is expected to expand its mission in the coming months: it will participate in the management of comments on a Facebook page which is being created and will be called to conduct outbound campaigns to measure customer satisfaction as a result of processing their claim.

COOPERATION WITH THE GABINETE NACIONAL DE SEGURANÇA (GNS)/CENTRO NACIONAL DE CIBERSEGURANÇA (CNCS)

Name of the enterprise:

APS-Administração dos Portos de Sines e do Algarve, S.A., Portugal



COMPANY OVERVIEW

APS, S.A. is the company responsible for the management of the ports of Sines, Faro and Portimão, thus assuring economic exploitation, maintenance and development, aiming at fulfilling the port authority responsibilities endowed to the company. The Port of Sines is an open deep-water sea port with excellent maritime access, without restrictions, leading the Portuguese port sector in the volume of handled cargo, and offering unique natural characteristics to receive any type of vessels. Due to its modern specialized terminals, the port is able to handle different types of cargoes. The Algarve Ports, Faro and Portimão, is especially endowed for regional development, contributing to the enhancement of the Algarve's economy, tourism with cruise vessels.

DESCRIPTION OF THE PRACTICE

In the Port of Sines, as a national critical infrastructure, there is an urgent need to include competences in the fight against cybercrime and cybersecurity, with a view to aligning with the Estratégia da União Europeia para a Cibersegurança and with the policies of Ciberdefesa da Organização do Tratado do Atlântico Norte. In this sense, APS has signed a partnership agreement with the GNS/CNCS, with the aim of establishing cooperation in the development of national cybersecurity capacities, exchange of knowledge and deepening of cybersecurity capacities, thus achieving efficiency gains by using national and international cooperation practices, based on a coordination of operational response and a perspective of integrated crisis management.

In this context, the activities foreseen in the cooperation protocol, free of charge for APS, fall within a perspective of cooperation and political-strategic coordination for national security and defence of cyberspace and in line with the internal and integrated information security policy with a view to the best practices and actions developed under the ISO27001 certification. There are also established mechanisms for reporting incidents, which are levels of safety alert, and are shared amongst all entities involved, reinforcing the capabilities of prevention, detection and reaction to security incidents. In a perspective of education, awareness and prevention, the protocol also provides for training and awareness.

EXPECTED OUTCOMES

- Anticipation of possible attacks to the organization through the information coming from the centralized entity of detected threats;
- Awareness-raising of cybersecurity across the organization;
- Agile operational coordination between the organization and the national competent authority;
- Sharing of information between stakeholders for better detection;
- Prevention and response to failures and interferences in the security of cyberspace.

INTEGRATION

OCCUPATIONAL INTEGRATION OF REFUGEES

Name of the enterprise:
Berliner Verkehrsbetriebe (BVG), Germany



COMPANY OVERVIEW

With almost 90 years of experience, BVG is the leading operator of public transport services in Berlin. About 14,600 employees of 55 nationalities keep Berlin moving day and night. In 2017, the company was able to achieve further growth with 1,064m passenger journeys. The BVG network comprises 10 metro lines, 22 tram lines, 154 bus lines and 6 ferry lines.

DESCRIPTION OF THE PRACTICE

As a company operating in compliance with CSR requirements, BVG is constantly considering ways in which projects for people seeking refuge in Germany can be actively supported. This commitment is also understood as setting a positive example for civil society involvement. In 2016/2017 BVG started a close cooperation with the Refugee Management of the Federal State of Berlin. Also, the company joined a campaign of the Association of German Transport Companies (VDV) in order to provide 1,000 jobs for refugees in Germany. Depending on the previous professional know-how, refugees are offered different levels of BVG occupational qualification. This includes internships focusing on professional orientation, first specific pre-professional qualification and bus driver qualification. Five of six participants in pre-professional qualification started a BVG bus driver qualification in the 2nd half of 2017. The bus driver qualification is organised in two phases. The first phase includes basic know-how such as impartment of professional vocabulary and successful qualification for car driving.

Also, the participants are provided with German lessons and insight into operational processes. The first phase was finished in November 2017. 16 participants will complete the 2nd phase in 2018. The first participants will have successfully completed their education in autumn 2018.

The company also supports occupational integration by offering permanent employment contracts to participants who have successfully obtained a bus driver qualification. Furthermore, the programme is supported by the Federal Employment Agency. Integrating refugees is no regular business of companies. Differences in previous professional know-how and cross-cultural background are a challenge both for refugees and companies. BVG was challenged to partially define a new process in a short period of time, to cooperate with new stakeholders and partners, to support long-term integration perspectives and, at the same time, to achieve its own economic company objectives. BVG shares its experience with local companies, but also in the Association of German Transport Companies and the Integration Campaign of German Industry "We together".

EXPECTED OUTCOMES

On the one hand, BVG is facing a high demand for bus drivers over the coming years. On the other hand, refugees are seeking for access to the job market. The BVG programme on bus driver qualifications of refugees is an ideal approach to combine active social involvement and to ensure long-term company objectives.



EMPLOYMENT OF A REFUGEE

Name of the enterprise:
Plaine Commune Développement, France



COMPANY OVERVIEW

Plaine Commune Développement (PCD) consists of a local semi-public company (société d'économie mixte) and a 100% publicly owned company (société publique locale). PCD carries out urban development projects in the district of "Plaine Commune", an area in the Greater Paris Metropolis that includes nine municipalities and more than 400,000 inhabitants.

DESCRIPTION OF THE PRACTICE

In 2016, Plaine Commune Développement decided to hire a refugee under a fixed-term contract. He was sponsored by the General Secretary of the enterprise through the voluntary sponsorship programme developed by the district of Plaine Commune and the municipality of Saint-Denis. He had no residence permit and was homeless and jobless. The goal of PCD was to enable him to be socially and professionally included in France.

This job opportunity first allowed him to obtain a temporary resident permit. Therefore, he started to work as a clerical worker in the general resources department in December 2016. Thanks to the active support of several colleagues, he successfully obtained a social housing apartment and achieved many administrative steps, such as getting his health insurance card, recognition of his driving licence delivered in Ivory Coast, or signing his utility and housing insurance contracts. Throughout this process, colleagues were also helpful with providing him with furniture and various household equipment for his apartment.

When he started his job at Plaine Commune Development, this new employee was only able to perform very simple logistic tasks (assembling furniture, small repairs, car maintenance, courier service, etc.). His poor proficiency in French was clearly identified as an obstacle for a successful professional inclusion. Therefore, the company financed his training in French as a foreign language, one day a week during working hours for six months. On June 2018, he successfully passed the examination for the DILF (initial diploma in French language) delivered by the Ministry of National Education. Nowadays, as he has made tremendous progress in speaking, reading and writing French, our employee can perform administrative tasks such as postage, scan and copy of documents and archiving, in addition to his logistics tasks. He is now able to take job interviews in French and is currently being introduced to several of our clients and suppliers to explore future employment opportunities.

Finally, now being a legal immigrant in France, he has been able to go back to Ivory Coast to spend the summer holidays with his wife and children whom he had not seen for years.

EXPECTED OUTCOMES

We expect him to find a permanent job in a French company. This experience was also very fruitful internally. It contributed to developing our employees' awareness of the situation of refugees and immigrants in France and created a spirit of solidarity.

ORGANISATIONS AWARDED THE 2018 CEEP CSR LABEL

Three outstanding practices in each category, selected by the Awarding Committee of the 2018 CEEP CSR Label



Investment:
SAEMES



Digitalisation:
Uppsalahem AB



Integration:
BVG Germany

The 16 organisations awarded with the CEEP CSR Label in 2018

Ambiente Servizi S.p.A.	Italy	Investment
APS-Administração dos Portos de Sines e do Algarve, S.A.	Portugal	Digitalisation
Berliner Verkehrsbetriebe (BVG)	Germany	Integration
BS ENERGY	Germany	Investment
CILIOPIÉE	France	Investment
Empresa Municipal Mixta d'Aigües de Tarragona (EMATSA)	Spain	Digitalisation
EMEL - Empresa Municipal de Mobilidade e Estacionamento de Lisboa, E.M. S.A.	Portugal	Investment
GEBALIS, Gestão do Arrendamento da Habitação Municipal de Lisboa, E.M.,S.A.	Portugal	Investment
GROUPE SERL	France	Digitalisation
Gruppo HERA	Italy	Digitalisation
Junta de Freguesia de Olivais	Portugal	Investment
SAEMES Ville de Paris	France	Investment
SEM Plaine Commune Développement	France	Integration
SEMEAST	France	Investment
SIC - Real estate company of New Caledonia	France	Digitalisation
Uppsalahem AB	Sweden	Digitalisation





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