

2014



CONTENÜR

Contents

report

2014

CONTENUR

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letter from the CEO



It is my pleasure to present CONTENUR's Corporate Social Responsibility Report for 2014, the third version of the report that provides details of the company's performance in relation to sustainability.

The financial crisis that marked recent years has not affected the responsibility that lies at the heart of our management model and has allowed us to consolidate our position as a socially and environmentally responsible company.

In 2014, CONTENUR continued to build its business based on the company's core values and with strong performance from its international activities, including the opening of new offices in various countries.

As a business that aims to create value for its customers, the year's highlights also include a reduction in quality incidents and the improvement of service indicators.

At CONTENUR, people are our most important asset and we have worked to further improve occupational health and safety, reducing the number of accidents and achieving OSHAS certification at our workplaces in France, in addition to developing the skills of our workforce.

Our biggest contribution to the environment in 2014 has been the development of the Recycla concept.

I invite you to read this report and use the various channels provided by the company to continue the dialogue and allow us to continue to build on the success of the CONTENUR project.

A handwritten signature in blue ink, appearing to read 'Ing. Guersich', with a horizontal line underneath.



CONTENUR is firmly committed to transparency and sustainability is a clear priority for the company



>> 02

sustainability

Policy

A commitment to the sustainable development of towns and cities and the creation of long-term value lies at the heart of CONTENUR's activities.

The company is continuously working to improve the environment at its workplaces and its relationships with its stakeholders (shareholders, customers, employees, suppliers and communities), based on ethics, leading by example and transparency. CONTENUR promotes business excellence, efficient products and services, equal opportunities for the professional and personal development of its staff, preventive health and safety, respect for its surroundings and the environment, and the inclusion of disadvantaged groups.

“

The CONTENUR project aspires to be recognised as the leader in the sector, both nationally and internationally, based on the following priorities:

- >> **Ethical behaviour and leading by example**, in a professional environment that upholds transparency, backed by open and participatory dialogue with all the company's stakeholders.
- >> **Designing and implementing effective systems** for preventing and reducing occupational risk at the company's facilities, workplaces and when carrying out maintenance activities, supported by training and raising awareness among staff and suppliers.
- >> **Maintaining the trust of customers by developing efficient, high-quality products and services**, that meet their expectations, improve sustainable behaviour and contribute to shaping the cities of the future.
- >> **Reducing the environmental impact of its actions**, based on strict policies for preventing and managing waste, the responsible use of materials and establishing standardised environmental management systems for all activities.
- >> **Respect for and compliance with universal standards**, for human rights and in the workplace, promoting a respectful and participative working environment that facilitates the professional development of staff and promotes diversity and equality.
- >> **Promoting and developing innovation and scientific research projects**, that allow the continuous development of the most efficient and competitive products and services and contribute to improving the quality of towns and cities, together with the lives of their residents.
- >> **Developing projects and solutions** that allow the integration of disadvantaged groups in cities.

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about

CONTENUR

CONTENUR designs, manufactures and sells integrated urban waste container solutions that improve the quality of life, sustainability and appearance of cities.

In addition to its manufacturing activities, the company provides a wide range of services, from site assessments for product installation through to full maintenance packages for containers, recreation and sports areas, and children's playgrounds in the cities in which it operates.

In 2014, the company had over 550 employees and continued to pursue a strategy of international expansion, launching subsidiaries in countries such as Colombia and Germany and laying the foundations for a strong position in high-growth markets, such as Colombia and Ecuador.

The company's turnover was almost €88 million, 63% of which came from international markets.



>> **Turnover**
2014
87.829
€ thousand

>> **Ebitda**
2014
8.550
€ thousand

subsidiaries



10

throughout
the world

over
2.500
active customers



sales in
over



35
countries

over

600.000
containers sold





>> 3rd

in Europe

CONTENUR is a market leader with over 30 years of innovation and quality in both products and processes, backed by a successful programme of international expansion that has given the company a presence in over 30 countries throughout the world.

Its international presence and performance has helped make CONTENUR **number three in Europe**.

There are over 20 CONTENUR service centres in Spain, Portugal, France and Brazil, in addition to subsidiaries in France, Italy, Poland, the UK, Portugal, Germany, Morocco and Colombia.

>> Highlights 2014

01 January



Launch of a
**new subsidiary in Colombia
and Germany**

04 April



Certification of a
new side-loading model

05 May



San Sebastián
**begins to use smart
containers**



CONTENTUR
**exhibits at the IFAT 2014
trade fair in Germany**

09 September



CONTENTUR receives
**a distinction for sustainability
and social responsibility**

11 November



CONTENTUR launches the
**Recycla system at the Smart
City Expo**



CONTENTUR exhibits at
**ECOMONDO 2014 in Italy
and POLUTEC in France**

>> 04

stakeholder relations

CONTENUR is continuously working to improve the working environment and relationships with its stakeholders (shareholders, customers, employees, suppliers and communities), based on ethics, leading by example and transparency.



For CONTENUR, dialogue and close relationships with its customers are the best way to nurture all aspects of the relationship between them, including quality, service levels and satisfaction. In recent years, the company has analysed critical aspects of its customers' opinions and has devised and executed action plans to improve or change its processes and behaviours.



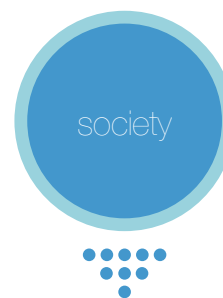
CONTENUR develops custom solutions for its customers with the help of its suppliers.

The company's suppliers for products and services work as a team to deliver the best possible service for customers and provide integrated high-quality solutions.

9



CONTENUR creates an environment that provides security and respect for its staff, creating the conditions for the best possible work-life balance within a framework of equality and dialogue. It is also firmly committed to dialogue and a social agreement with its staff based on respect for the freedom of association and the promotion of union representation at its workplaces throughout the world.



CONTENUR is committed to planning its activities in such a way as to prevent pollution and processes are analysed to improve and anticipate all aspects related to the impact on the company's surroundings and the environment.



customers

>> Quality

Quality is key to CONTENUR's products and services and all its business streams and processes are ISO 9001 certified. All the company's products are manufactured to meet the applicable European standards and are certified by some of Europe's most prestigious testing laboratories and product markings, including TÜV, RAL-GZ 951/1, the CE mark for noise, the Spanish National Organisation for the Blind (ONCE) and the Health Register.

CONTENUR's plants in Getafe (Spain) and Mielec (Poland) are ISO 9001 certified for the design, manufacture and sale of plastic and underground containers. In Spain, the company has a total of ten certified facilities that provide maintenance services for waste collection containers, street furniture and children's playgrounds.

CONTENUR'S facilities have testing areas approved by Europe's leading laboratories, where tests for the UNE-EN 840, UNE-EN 12574, RAL-GZ 951/1 standards and internal protocols take place.

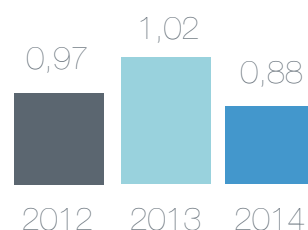
CONTENUR is also on the European Committee for Standardisation and is represented on the WG1 Waste Containers working group, together with the subgroups for the different containers designed, manufactured, sold and maintained by the company. CONTENUR also actively participates in the drafting of new standards and reviewing existing ones.

In terms of customers and contracts, sales of products and the systems it develops, CONTENUR operates both directly and through a wide network of distributors throughout the world, with a presence in Europe, Asia, Africa and America.

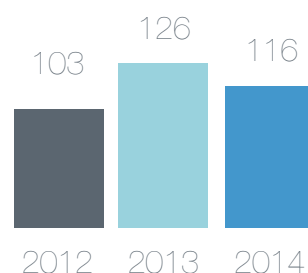


Delivery date commitment

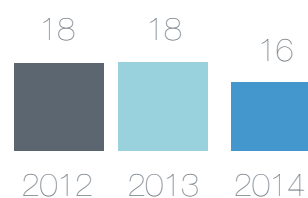
(average delay in days with respect to agreed delivery time)



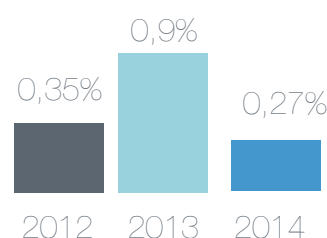
Number of quality complaints group-wide



Resolution of quality complaints (resolution time for complaints in days)



Complaints with respect to total orders



>> Customer relations

Periodic customer satisfaction surveys carried out by CONTENUR reflect high levels of satisfaction.

In recent years, the company has analysed critical aspects of its customers' opinions and devised and executed action plans to improve or modify its processes and behaviours. These include:

- Reviewing the machine programming policy to improve response times in supply time scales.
- Improving the order monitoring process. CONTENUR has a number of initiatives to promote dialogue and relationships with its customers:

- >> Periodic visits based on business volume and requirements
- >> Periodic visits to sector trade fairs
- >> Participation in sector associations (Aselip, Ategrus, Anepma)
- >> Visits to CONTENUR production plants
- >> Promptly responding to queries and requests
- >> Quickly communicating issues that may have a positive or negative impact on customers



“**CONTENUR has its own technology for manufacturing the largest injection-moulded plastic parts in Europe**”



>> People 2014



men

79%



average turnover

1,68%



women

21%



absenteeism

4,85%



permanent contract

86%



average age

43 años



disabled employees

2,80%



average years of service

11 años

12

>> Staff by category



1,19%

senior management



37,95%

technical and clerical staff



60,86%

operators

CONTENUR promotes a communicative, respectful and participative working environment, plays an active role in the training and professional development of its staff and encourages diversity of opinions, perspectives, cultures and genders.

CONTENUR strives to attract and retain the best qualified candidates, motivating them and helping them to grow and develop within the group to improve their productivity, employability and quality of life at work.

In line with its principles, the company provides staff with continuous training and encourages setting clear objectives, effective leadership and the recognition of achievements.





CONTENUR supports the inclusion of groups with disabilities or at risk of exclusion from the workplace and complies with Spanish legislation for the inclusion of people with disabilities in society.

>> Workplace integration:

CONTENUR has always championed the inclusion of people with disabilities or who are at risk of social exclusion in the workplace, adapting jobs to fit the profiles of its staff and promoting agreements for workplace integration and the inclusion of disabled people in the job market.

CONTENUR aims to make employment opportunities a reality for everybody and understands that the best way to promote integration in the workplace is through direct recruitment, where employees can develop themselves both personally and professionally in line with the company's values.

CONTENUR meets the requirement set by the Spanish legislation for the Inclusion of Disabled People in Society (LISMI), ensuring this group makes up at least 2% of its workforce. Since 2009, the company has also been working with Fundación Adecco to promote the inclusion of disabled people in the workplace and the job market.



>> Training and development:

To ensure the growth of CONTENUR's business and uphold the high-standard of its work, staff must have appropriate and up-to-date technical and management skills. The company aims to achieve the best match between the functions of roles and the aptitude and technical knowledge of staff, ensuring the knowledge and skills required for each role are kept up to date and promoting the sharing of information required for jobs within teams.

In recent years, the company has consolidated its policy and practices in this area. In 2014, CONTENUR invested €75,000 in training, with an average of ten hours for each employee.

Developing potential:

CONTENUR understands that a company's success depends on the contributions of its staff and works systematically to develop the potential of its employees based on annual one-to-one interviews and defining and following mutually agreed plans for action and training.



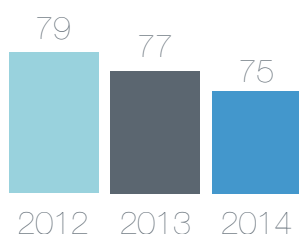
Training budget:

75,000 €

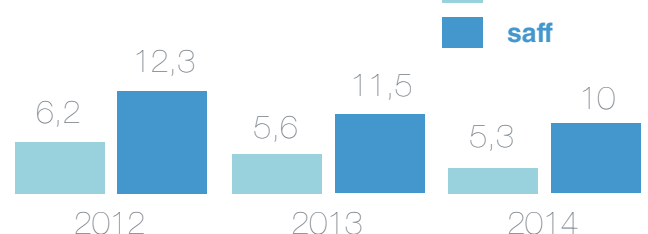
The competencies on which development interviews and training plans are based are:

- The technical and professional ability of employees
- Customer focus
- Results oriented
- Continuous improvement
- Teamwork
- Planning and organisation
- Commitment to the company and leadership.

Training budget (€ thousand)



Training hours (€ thousand)





The Equality Committee meets every quarter to ensure the company's policies are closely followed.

>> Commitment to equality:

CONTENUR is committed to establishing and developing policies that promote equal treatment and opportunities for women and men, free from direct or indirect discrimination on the grounds of gender. It also promotes measures to deliver real equality at the heart of the organisation.

The company's equality plan establishes these principles for each area of operation, from the selection process through to promotion, salaries, training, working conditions, terms of employment, occupational health, working hours and work-life balance, paying particular attention to indirect discrimination.

The group has put in place monitoring systems to advance the pursuit of real equality and there is legal representation for employees throughout the full process for drawing up and evaluating the measures of the workplace plan, time management, working hours and work-life balance, paying particular attention to indirect discrimination. There is also legal representation for staff throughout the full process for drawing up and evaluating the measures in the equality plan.

>> Staff satisfaction:

To design actions and solutions that help improve the quality and efficiency of processes and management systems, CONTENUR conducts a staff satisfaction survey twice a year as part of a process to gather and evaluate opinions that were used to define action plans for improvement.

The staff survey evaluates the following aspects:

- Communication
- Participation
- Knowledge of and contribution to strategy
- Sense of belonging
- Relationships between the different departments
- Customer focus.

Every year, CONTENUR provides incentives to promote the improvement of the aspects listed above through the development of policies and actions for participation, recognition and internal communications. These include:

- Monthly staff meetings to share achievements and set new challenges and targets to maintain the level of involvement and detect improvements.
- Improvement Ideas Committee

Ideas provided by participants in various areas – quality/product; cost savings; operations/organisation; working conditions/risks; and the environment – are evaluated by a committee on a periodic basis, which awards recognition to the three best specific ideas for improvement and evaluates the feasibility of their implementation by the company.
- Induction Plan to promote the awareness of aspects such as the company strategy and its activities, core procedures, quality and risk prevention policies and the functions of individual roles.
- Annual convention.
- Presentation of the company's objectives and results to all staff twice a year by the CEO.



Participation in the Improvement Ideas Committee

38 

25 

13 



>> Occupational risk prevention:



Occupational risk prevention is a permanent priority at CONTENUR on both a social and human level, as well as in terms of improving efficiency.

Senior management has determined that the following principles will govern activity at all levels of the business.

- Visible and permanent commitment from the management to occupational health and safety
- Communication and participation
- Integrated prevention management
- Accident prevention
- Observation of regulations
- Planning
- Training
- Commitment to continuous improvement



CONTENUR has specialist technical staff, to coordinate prevention activities and act as advisers in this area, complemented by qualified staff at all its workplaces who act as prevention officers.

CONTENUR believes “all accidents can be prevented” and investigates and analyses the causes of all accidents based on this principle to establish the appropriate corrective actions to reduce or eliminate the risk factor.

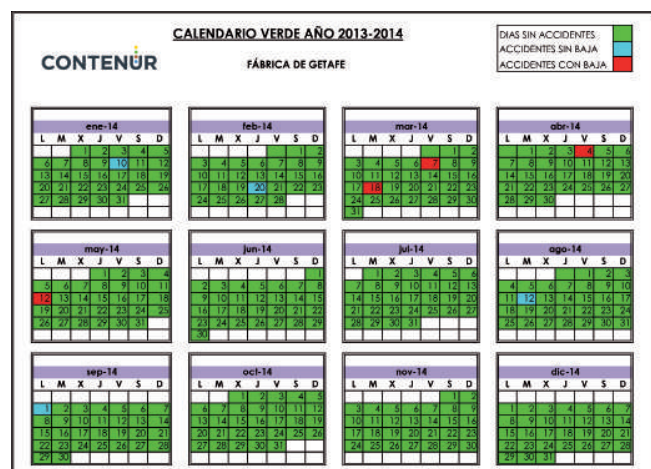
Since 2009, the company has had a prevention management system in place, to meet the standards of the OHSAS 18001 standard and has implemented and obtained Occupational Risk Prevention Management System (SGPRL) certification at all its workplaces in Spain.



The company **has a green calendar**, at each workplace to indicate its health, showing the number of days without an accident leading to time off work.

The audits established by its risk prevention management system have been evaluated and all work stations have been standardised. This has played an important role in informing and training staff via general and specific modules.

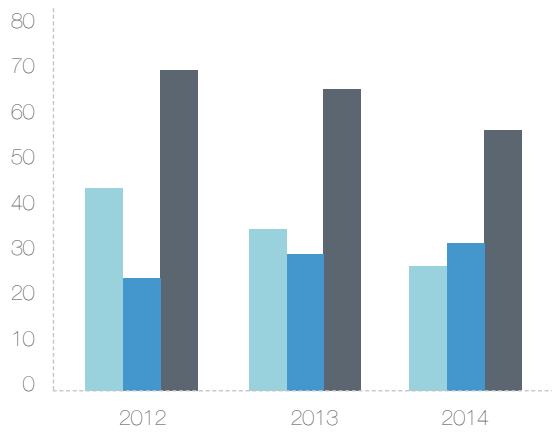
Periodic Evacuation Simulations, Safety in the Handling of Machines, Risks of Working on Elevated Platforms, Electrical Risks, Risks of Working at Height and Chemical Risks.



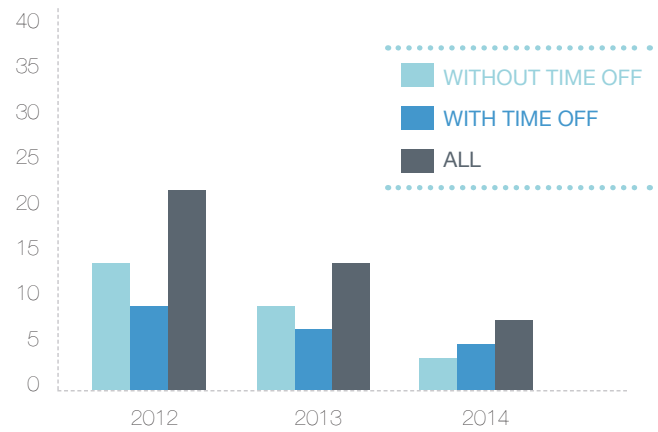


CONTENUR information:

Accident reduction CONTENUR Services



Incident reduction CONTENUR



“ **2014** ”

without time off with time off all

4 6 10

CONTENUR believes in Sustainable Development



>> CONTENUR and the environment:

CONTENUR is one of the first Spanish companies to implement an environmental management system based on the requirements set out in the ISO 9001 and ISO 14001 standards.

CONTENUR cares about the environment and promotes respect for the environment and sustainable development, priorities that are reflected by its use of clean technology.

Products are designed to reduce their environmental impact, be accessible to everyone and promote recycling.

Ecological design

In addition to their new features, many new CONTENUR designs aim to improve the ecological and sustainable behaviour of products. Examples include:

- >> More recyclable parts used in the design of new containers.
- >> Reduced energy consumption from more efficient moulds, more energy efficient machinery for production and switching from rotational moulding to injection moulding for accessories.
- >> Lower CO2 emissions from transportation thanks to the design and manufacture of stackable products that mean the same amount of goods can be transported using less vehicles.
- >> Lower CO2 emissions in the transformation of polyethylene, using thinner products manufactured using less polyethylene.



Carbon footprint



CONTENUR's concern for the environment and good environmental behaviour have led it to implement and certify an ISO 14001 environmental management system (GA-2014/0276) and it has calculated and recorded its carbon footprint for its Getafe plant and services division.

Nowadays, almost all activities that take place involve the consumption of energy, which means contributing to the emission of greenhouse gases (GHGs) into the atmosphere.

The carbon footprint is a measurement of the social responsibility of organisations that can also be used to raise awareness of the need to adopt more sustainable practices.

The calculation aims to quantify the volume of GHG emissions, measured in tons of CO₂ equivalent that are released into the atmosphere as a result of our everyday activities or the sale of a product.

The calculation of the carbon footprint identifies the sources of GHG emissions, making it possible to define better goals, more effective policies to reduce emissions and better targeted cost savings initiatives, all as a result of an increased awareness of the critical points for reducing emissions.

>> Consuming responsibly:

CONTENUR sets annual targets for key consumption indicators for its industrial activity, which can be revised on a monthly basis, to promote measures to reduce the consumption of water, light, electricity, paper and fuel.

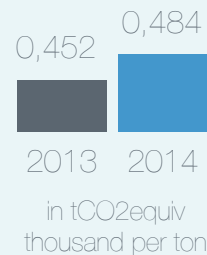
In line with Spanish Law 5/2003 of 20 March on Waste in the Community of Madrid and the company's environmental commitment, CONTENUR is included in the register of small manufacturing companies and manages its waste through the company GVC Valorización, which is authorised to transport and manage hazardous waste.

The policy for reducing the consumption of paper includes promoting reuse and only printing if strictly necessary. CONTENUR has also been awarded the Forestry Stewardship Council (FSC) certificate for its newsletter, which helps stop the consumption of wood obtained from illegal logging.

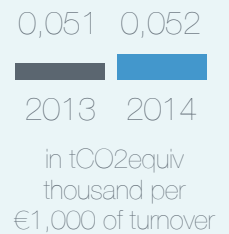
CONTENUR is also committed to correctly separating the waste it generates by providing segregated recycling containers and ensuring the correct segregation and recycling of hazardous and non-hazardous waste. In Poland, the company also works with an oil recycling plant for the treatment of waste generated at its factory.

Carbon footprint calculation

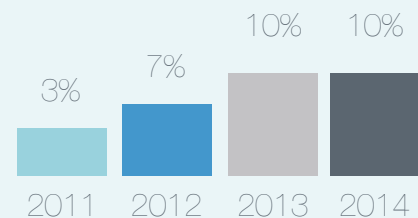
Production



Services



Use of recycled raw materials



CONTENUR designs products to improve the segregation of generated waste.

The products CONTENUR manufacturers are fully recyclable.



>> Recycla a new concept in urban waste management



Main benefits of the Recycla system



Recycla is an integrated system that gathers real-time information on how members of the public segregate their waste and their attitude to waste disposal on an individual basis. This information makes it possible to identify steps to improve the efficiency of the recycling process, save money and even generate revenue.

The system involves the installation of smart containers with a card reader operated opening to allow the gathering of personalised information that allows users to keep track of their recycling habits. Recycla has special software that allows system-wide processing and analysis.

Saving in landfill tax. Increased revenue from the sale of recycled materials.

Reduction in waste tax for members of the public who recycle correctly.

- + value for organic
- + value for paper
- + value for plastic
- + value for glass





>> Innovation

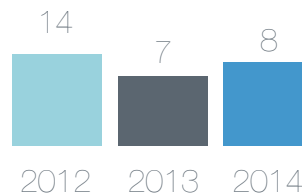
CONTENUR's R&D department develops products to meet the needs of customers in the different markets in which it operates. The department is supported in this task by the sales department, which uses its relationships and dialogues with customers to detect market requirements.

CONTENUR also has a Product Development Committee, involving all the functional areas of the company. Together with the R&D team, the department promotes the design and development of new products and investigates and resolves any ambiguities or imprecisions that arise in the creation process.

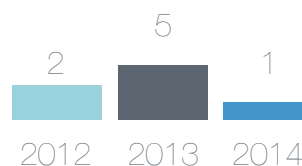
CONTENUR undertakes R&D projects in partnership with leading designers and technology institutes such as the Madrid Polytechnic University, the polymer laboratory at the King Juan Carlos University, the Plastics Injection Technology Centre at the University of Zaragoza (AITIP) and the Plastics Industry Injection Workshop (TIIP). It also works with the Department of Mechanical Engineering at the University of Zaragoza for the simulation and flow testing of material in containers. The company has the most advanced production and technology in the sector, tools that have been key to creating competitive products and services, both at home and abroad.

CONTENUR has pioneered the use of injection-moulded high-density polyethylene in the manufacture of high volume containers and underground systems, a clear example of how innovation is one of the company's most important priorities.

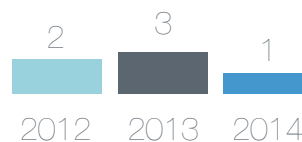
New developments:



Industrial design register:



Utility models:



CONTENUR is committed to the competitive development of containerisation and actively participates in national and international associations and institutions, including:

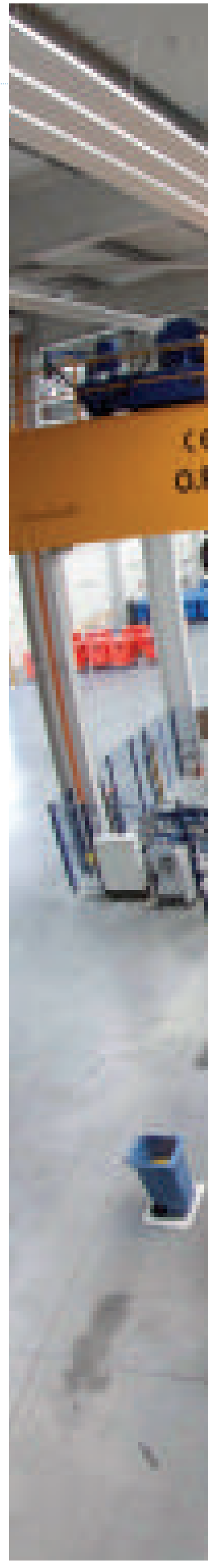
The Plastic Technology Institute (AIMPLAS)

- The Spanish Association of Plastic Manufacturers (ANAIP)
- The Spanish National Association of Public Environmental Services Companies (ANEPMA)
- Engineering Consultancy and Project Management Services (AMEC)
- French National Trade Union of Manufacturers for Cleaning, Collection and Treatment Equipment (FAMAD)
- The Polish Chamber of Waste Management (PIGO)

The company also participates in industry forums, mainly in Spain, France and Poland.



**New
projects
launched in
2014**



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>> CONTENUR and the creation of inclusive leisure spaces.

Another aspect of the company's work in the community is improving the inclusion of children with disabilities.

CONTENUR and Fundosa Accesibilidad have worked on a new method for designing children's playgrounds that meet the requirements to allow them to be enjoyed by all children, regardless of whether they have a disability.

The creation of Inclusive Leisure Environments aims to create a single area that caters to the needs of disabled children and allows them to share toys and games with other children.



The project has seen both organisations work together to produce a design manual that establishes the best way to design and build new play areas from scratch. The manual has obtained Via Libre certification from the Spanish National Organisation for the Blind (ONCE) for various facilities.

CONTENUR also promotes scholarships as part of partnerships with the Carlos III University in Getafe and the European University in Madrid.





www.contenur.pl