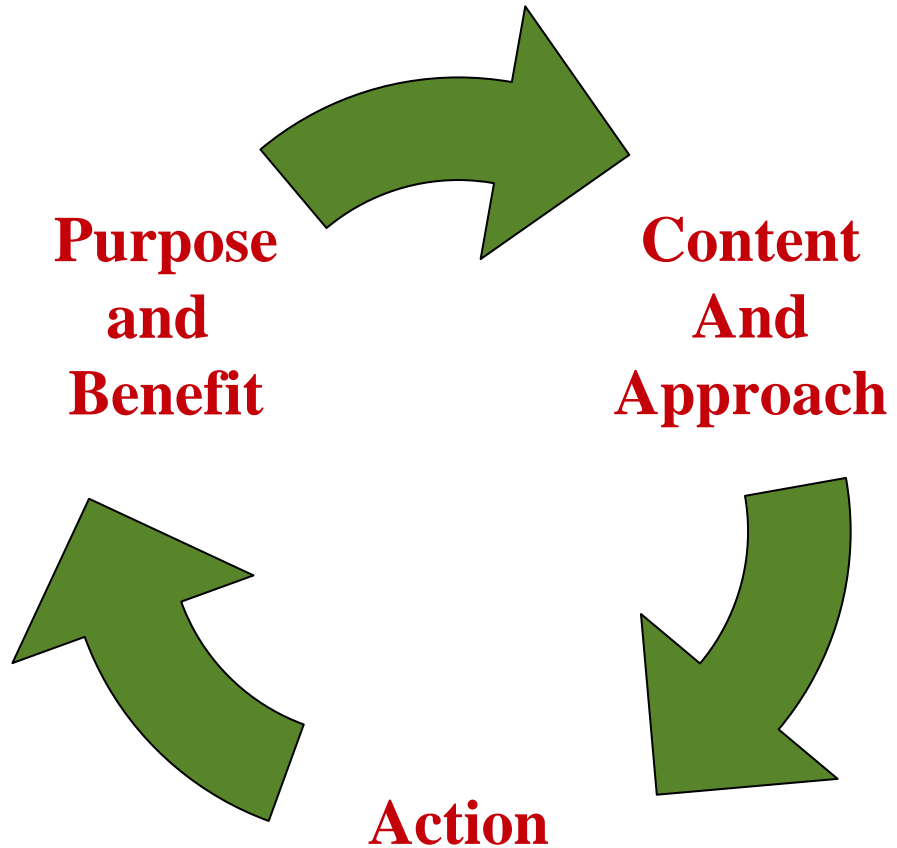




# CSR – corporate social responsibility an integrated approach

*We give local ideas global opportunities*

# A model for integrating CSR



# Kofi Annan on business

"...it is a utopian notion that poverty can be overcome without the active engagement of business."



Foto: [www.readersread.com](http://www.readersread.com)



Foto: Jens Henrik Nybo/Innovation Norway

**CSR is a guide:  
Reach your goals  
smarter and faster**



Foto: Johan Wildhagen/Innovasjon Norge

## Content: 6 Focus areas

- Community
- Supply chains
- Working conditions
- Environment
- Corruption
- Human rights

# Stormberg - social responsibility also in the supply chain

## 简介

Stormberg 始终以社会责任为己任，所以，我们又不容辞地为自己的企业行为负责，包括为所有参与生产的员工建立良好的工作环境。

为了向我们的供应商，员工，以及其他有关方面阐述本公司的立场，我们制定了相关行为准则。

## 准则

Stormberg 的供应商在提供产品和服务时，必须长期遵守下列国际准则和条款。

一般而言，供应商必须确认他的分包商同时遵守准则。供应商和分包商的合同工，非正式工以及临时工，也必须被包含在内。

在某些场合下，由于政治或文化环境的影响使得遵守标准条款，或者取得分包商的身份确认变得困难，则需要有相应的替代性方案。

我们的供应商必须允许 Stormberg 以及被 Stormberg 授权的企业或组织，在即使没有事先通知的情况下，能自由使用他的设备，随时查阅所有相关数据。

作为与 Stormberg 保持长期合作关系的前提，供应商必须在一定的时间内实现主要目标。对于那些没有显著改善条件的供应商，Stormberg 将考虑是否继续保持合作关系。当然，只有当供应商在 Stormberg 反复提出要求，但始终没有满意的改进的情况下，合同才会被终止。



Foto: [www.stormberg.no](http://www.stormberg.no)

# Taking care of the environment at Solstrand

“Travelling in Norway means meeting  
unspoiled nature and beautiful scenery...”

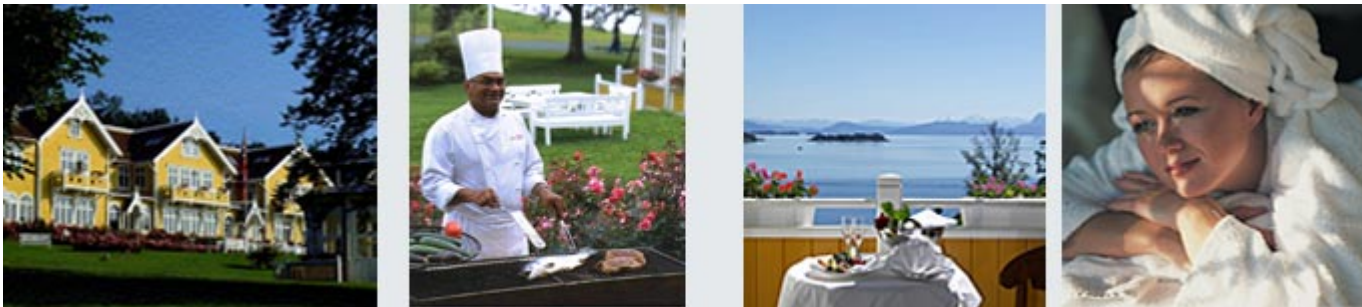
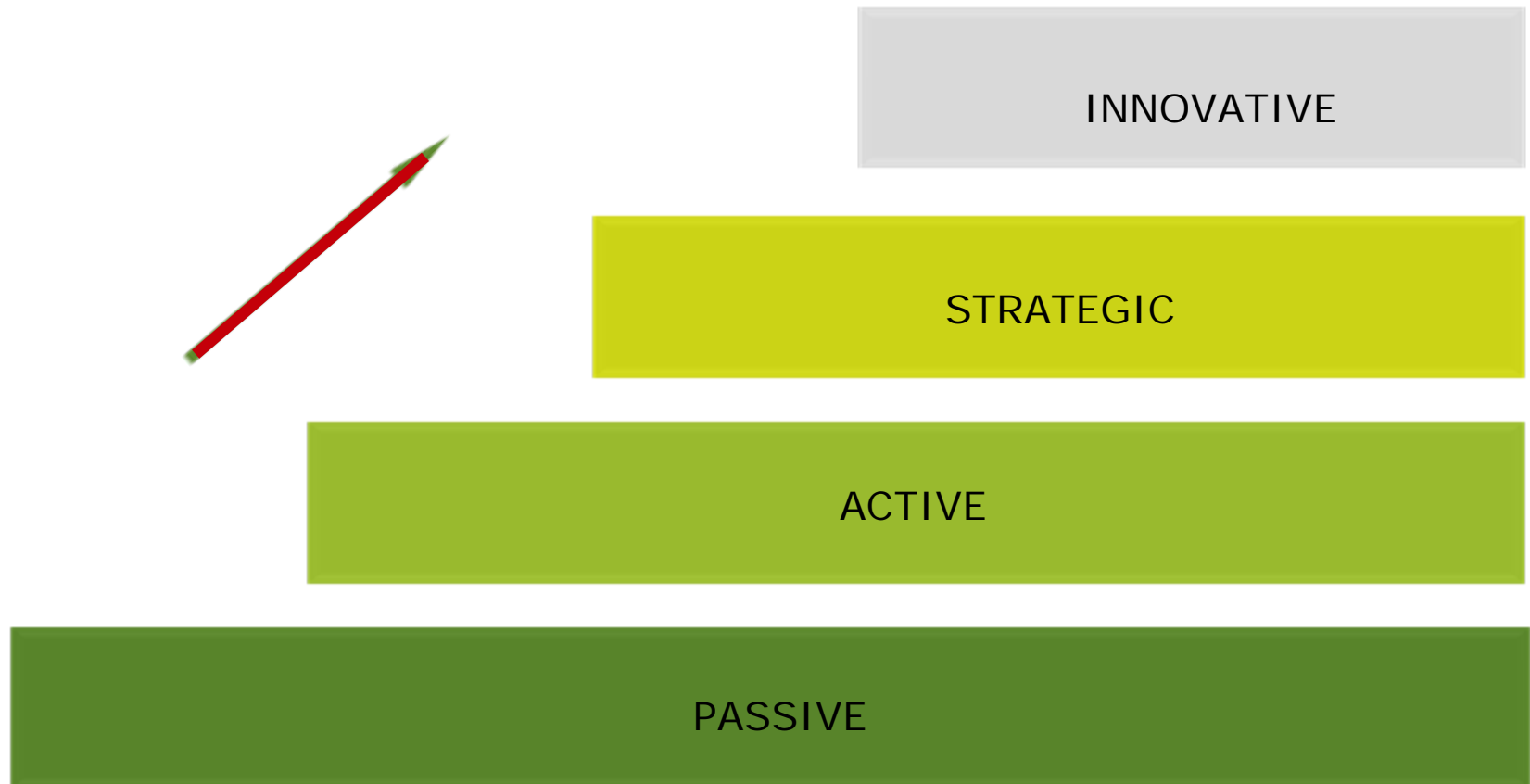


Foto: [www.solstrand.com](http://www.solstrand.com)

# Approach: Social responsibility on four levels



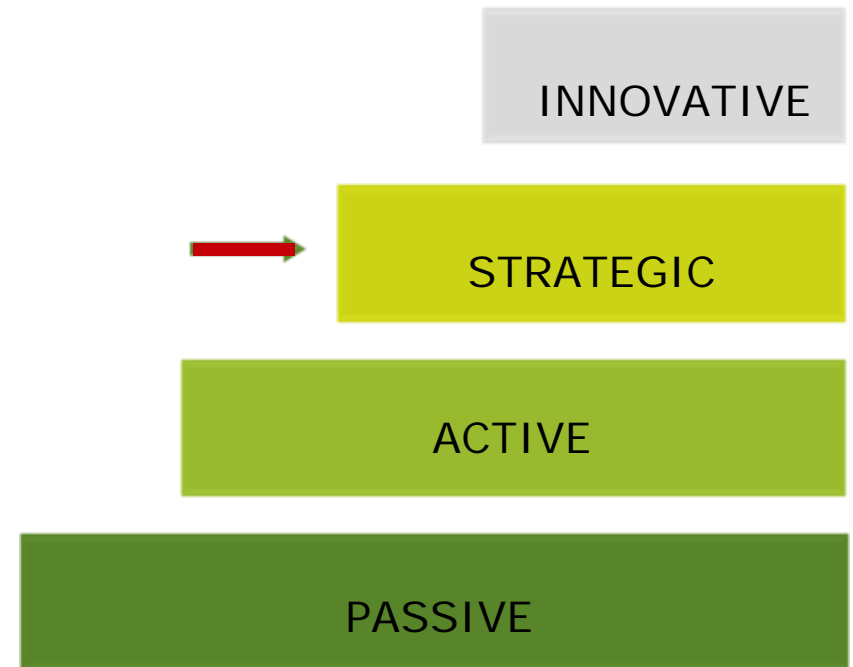
# Active CSR: Lerum



"We create healthy and tasty experiences from real fruit and berries !"



# Strategic CSR: The Body Shop



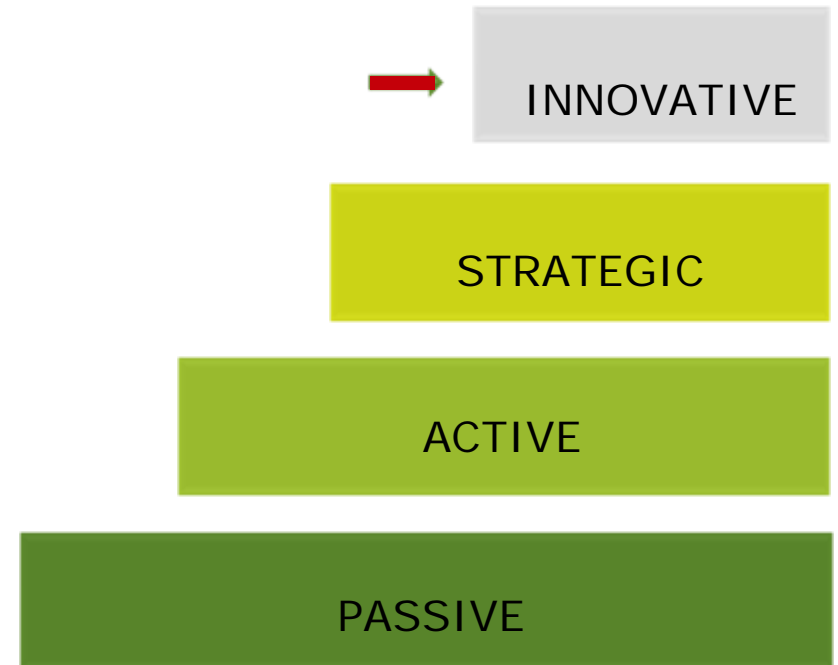
# Strategic CSR: Stormberg

"We can change the world!"



**STORMBERG**

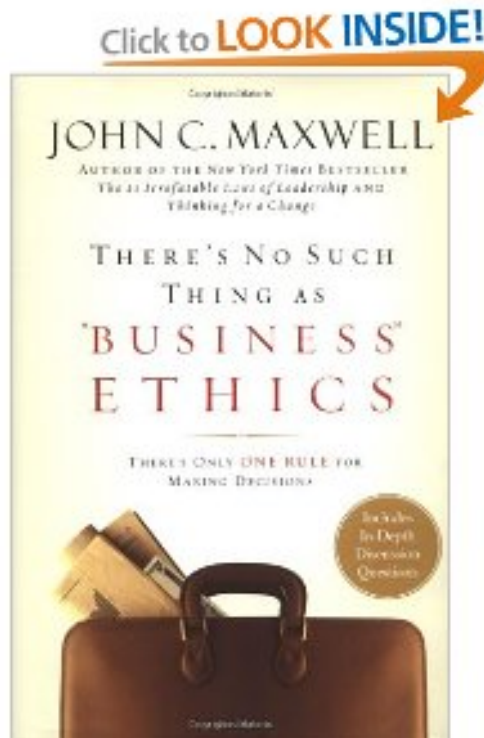
# Innovative CSR: Kebony



# Suggested action points



# I. Work your values and ethical guidelines



## II. Manage your environmental impact



## III. Be the strong link in the supply chain - both ways



## IV. Build competence and join partnerships and industry initiatives



World Business Council for  
Sustainable Development

