

SWEDEN



- Area: 450,295 square kilometres
- Population: 9,4 million
- Kingdom
- EU accession: 1995
- Currency: Swedish Krona (SEK)



CSR IN SWEDEN

- Although smaller firms may find it difficult to keep up with all the new concepts and requirement, many are working with CSR without thinking about it.
- The Corporations are good at it - but have not discovered the possibilities of using CSR as a marketing opportunity.



Motivs for Swedish Companies

- *Demands from investors*
- *Requirements from customers*
- *New voluntary regulation (UN, EU, OECD)*
- *Avoiding criticism in the media and from NGOs*
- *Employer branding - easier to recruit*



Is CSR profitable?

- *Attracting customers*
- *Attracting employees*
- *Attracting investors*
- *Enhance reputation*
- *Strengthen brand*
- *Protection against scandals*



Imperative rules designed by Swedish government related to social responsibility

- *Product safety*
- *Information for consumers*
- *Working environment*
- *Working hours*
- *Employment security*
- *Holidays*
- *Bribes*
- *Corruption*
- *Environmental pollution*



BEST PRACTICES

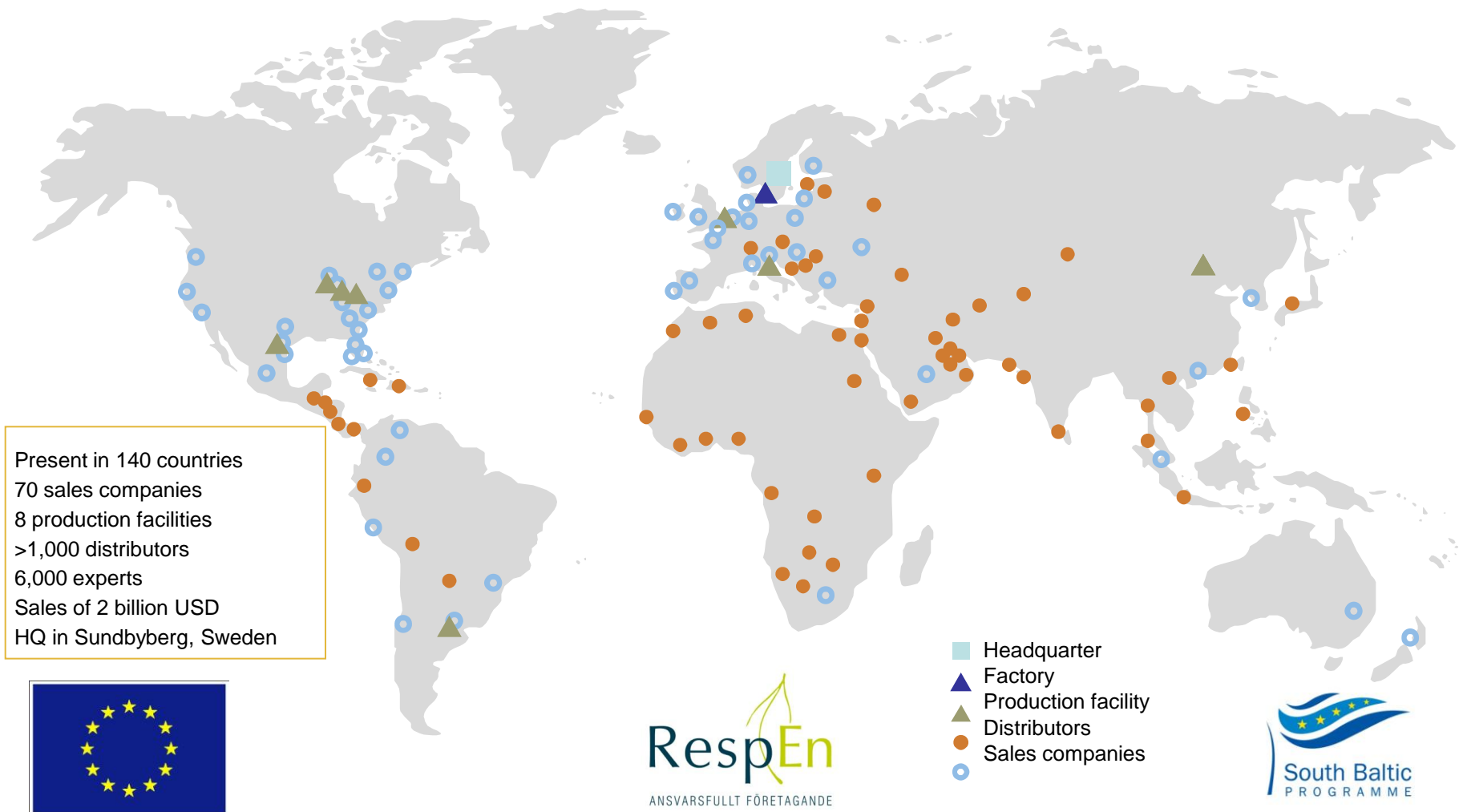






ITT

Water & Wastewater





ITT

Water & Wastewater

OUR VISION



Supplier demands

Areas examined during evaluation of new suppliers:

- Environmental
- HR
- Purchase
- Risk Management
- Logistics – dangerous material



Supplier demands

- **Environmental**

certified to ISO14000 or an equivalent standard,
alt. have a concrete implementation plan for a certified EMS.

ITT regularly conducts environmental site audits, specifically related to new suppliers and / or existing providers who lack certification.

- **HR**

Health programs for staff (wellness program)
Corporate Code of Conduct or equivalent?
Statistics of sickness

- **Purchases**

Established processes for evaluating new and existing suppliers
Requirements on their suppliers in terms of CSR?



Supplier demands

- **Risk Management**

Established and approved a Business Continuity Plan including external risk factors, their entire supply chain, etc?

Regulations for

- o Safety equipment
- o Fire-/ Evacuation training
- o Product Life Cycle Assessments
- o First aid
- o Machine and Security

- **Logistics – dangerous material**

ITT has a number of requirements in terms of materials and substances, such as Black-Grey list, REACH and RoHS

Regulations for handling dangerous goods

Control of handling dangerous goods



Examples of current supplier base

Poland 5-10 suppliers

Baltic 5-10 suppliers

Hungary, Czech Republic, Slovakia 5-10 suppliers

China 5-10 suppliers

India 5-10 suppliers





Develops and sells efficient and sustainable technologies for water treatment and recycling of process fluids.



Mercatus-facts

- 20 employees
- More than 53 million SEK
/22.525.000 PLN in
turnover -08
- About 10% export
- Profitability ca: 5-6 %



At the crossroad in year 2000

- Stressful environment and a lot of unplanned overtime
- Unequal skills / knowledge turf
- "Unvisible" customer complaints
- Energy consuming bullshit
- Lack of visions and strategies
- Values?????
- Large orders and rather good profitability

THE GOAL:

To break the patterns before the bad things takes over and destroys all the positive elements.



The driving force at the crossroad - to protect our resources

- Learn the best way how to cooperate in groups – teamwork
- Learn about and understand our different personalities
- Learn how to give and take feedback
- Build an atmosphere of openness and caring



We are knights



Protecting the environment is more than a trend. It is economically viable to invest in environmental technology. And it is necessary if the earth shall not perish.

We are knights of the right to run for Mercatus banner, in the fight against the folly, for the earth's survival.



Aim and Strategies



Vision

Grow internationally while maintaining culture and be a model of environmental technologies and practices/working ways.

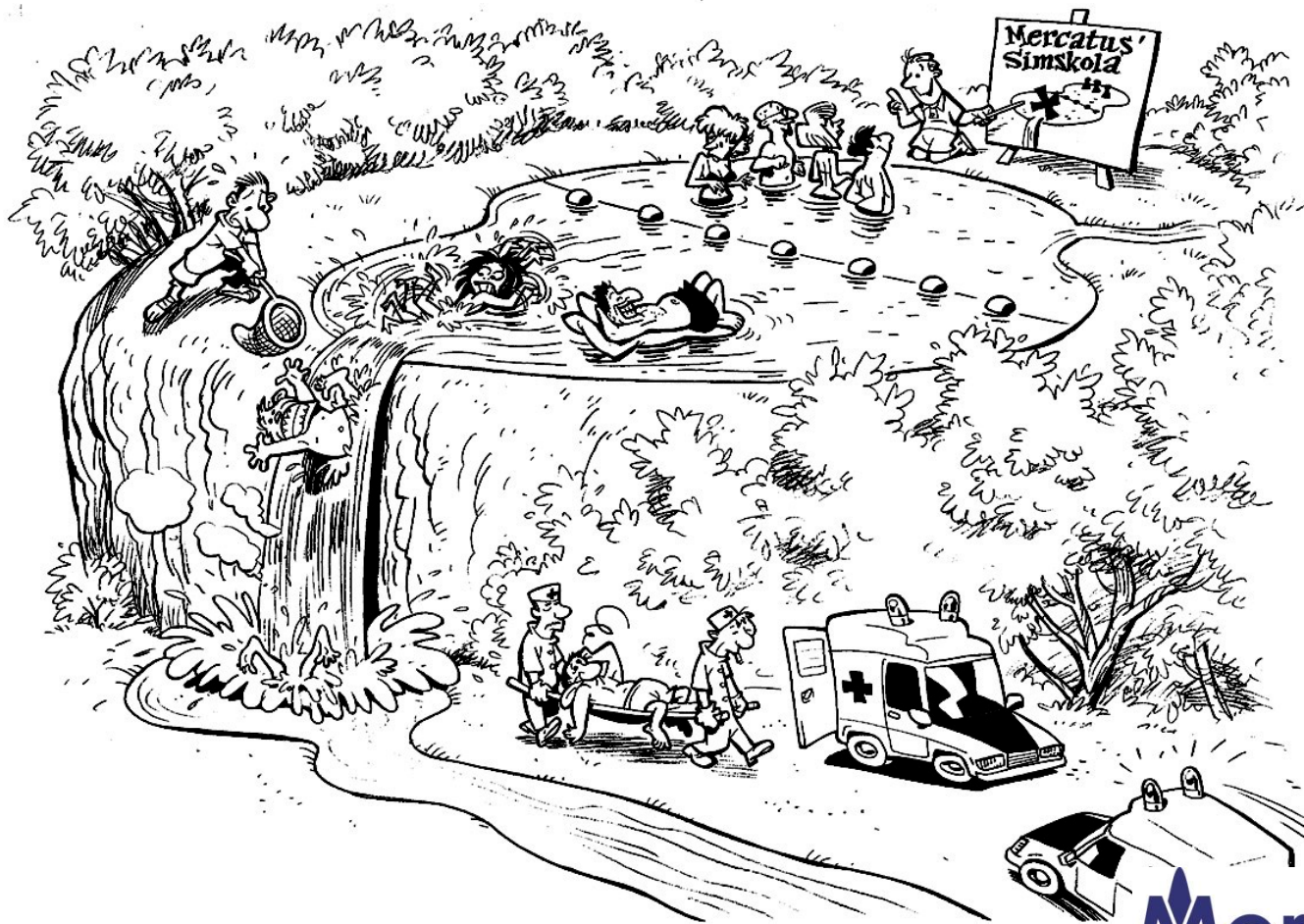
Core Values

Transparency, Caring, Respect

Business Idea

Deliver the right technology for the purification and recycling of industrial process fluids, everywhere.





Mercatus
ENGINEERING AB



RespEn
ANSVARFULLT FÖRETAGANDE


South Baltic
PROGRAMME



Why a Viking?

For more than 30 years we have designed and manufactured the safest and highest quality toys possible. We are actively engaged in the work for ethical manufacturing and all of our products are fully recyclable. We believe that safe toys make children happy.



The Viking philosophy

Safe toys make children happy.

Our mission for more than 30 years has been to design, manufacture and sell the safest and highest quality toys possible.

We never use child labor and are actively engaged in the work being done to assure fair and ethical manufacturing.

We care about the environment. All of our products and packaging are fully recyclable.





Certification

Our factory is

- ICTI-care certified
- CCC certified for the Chinese market
- ISO 9001 certified



Viking Toys five S's

SAFE

Our toys are safe for even the youngest child.

SOFT

Our toys are of smooth round designs and are made of soft, virgin plastic.

STRONG

High quality plastic, strong axles and solid construction make our toys extremely durable.

SIMPLE

Viking toys are of a classic, timeless design.

SILENT

Soft rubber tires make our toys silent and prevent them from damaging floors and furniture.



Moving OEM production to Bangkok



- New factory Layout
- Rent decreased with 50%
- Lessend demand for electricity, 33%
- Admin in direct connection with production
- Moving from hierachial orginazation to flat organization
- Personnel visably more pleased with their jobs.



Celebrating Thai Toy
progress April 2010



IKEA®





new ideas

View the new 2011 catalogue >

Important information

See the latest information about recalls on IKEA products

[Read more](#)

- > Online planning tools
- > Product A-Z
- > Check Product Availability
- > IKEA Business

At your local IKEA store

Directions, hours, offers, events and new store openings.

[> IKEA Restaurant](#)

Need Help? Ask Anna



Learn more about IKEA products and services.

[> Ask Anna](#)

Offer of the week!




Fantastic offer starts every Monday in your local IKEA store!

[This Week's Offer](#)

Perfect-fit boxes for EXPEDIT


new



Upgrade your bookcase by adding boxes.

[Boxes that fit EXPEDIT](#)

IKEA gift card



Our flattest pack so far - available to buy Online or instore, you choose.

[Choose your IKEA Gift Card!](#)

Back to University

new



With the hectic life of a student ahead of you, we have all you need to prepare for your next steps.

[Home office furniture](#)


How to shop at IKEA



IKEA's shopping concept is unique compared to other furniture stores

[How to shop at IKEA](#)

IKEA responsibility



Small improvements towards a more responsible IKEA

[The Never Ending List](#)

Your dream designer kitchen



From lighting to tips for saving energy - explore our kitchens and get ideas for yours.

[Kitchen ideas](#)

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Be the first to know about new products, events and get 25% off selected products in store.

[Join IKEA FAMILY](#)

IKEA Catalogue & Brochures

View online now!



Customer Services

- IKEA Services
- Contact Us
- Returns Policy
- Shop Online
- Gift Card
- Site Map

About IKEA

- The IKEA Story
- IKEA Sustainability
- IKEA Press Room
- Our responsibility
- Our Partnerships

My Local IKEA

- Your Local Store
- The Kitchen Website
- IKEA Business
- IKEA food and Restaurant

Working at IKEA

- Jobs Available
- Swedishness

ABOUT IKEA

The IKEA Way +

Facts & Figures +

Read our materials

Our responsibility -

The never ending story list -

People

Planet

Products

Business

Life at home

About the Never Ending job

Climate change +

Products and materials +

Food safety +

Forestry and Wood +

IKEA forest projects +

Cotton +

IWAY, Our Code of Conduct

Working conditions +

IKEA Social initiative +

Partnerships +

National community involvement +

Press room +

The never ending story list

the NEVER
ENDING list

Small improvements towards a more sustainable IKEA.

[Read about the Never Ending job](#)

Improvement #1

We don't design flat packs to sell more but to save more. Flat packs mean optimised loads and fewer transports, which reduces emissions. Our use of recyclable packaging requiring minimal raw material helps, too. Brown cardboard is one of our best friends - it saves costs and the environment.

[Read more about efficient transport of products](#)THE IKEA WAY ON PURCHASING HOME
FURNISHING PRODUCTS (IWAY)

1. The IKEA Code of Conduct - IWAY

"The IKEA Way on Purchasing Home Furnishing Products" is our code of conduct. It describes minimum requirements on social and working conditions, together with environmental demands, at suppliers of the IKEA range. It has been established in order to make the IKEA position clear to suppliers and their co-workers, as well as any other

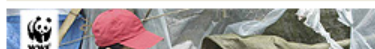
Improvement #2

Some things can't be compromised - safety, respect for people of all ages, the environment. We call it IWAY (The IKEA Way on Purchasing Products, Materials and Services). It's our code of conduct, and it specifies the minimum requirements we place on suppliers. It also describes what they can expect from us in return. IWAY includes zero tolerance for child and forced labour; safe, healthy working conditions; compliance with local laws; care with chemicals - and more. IKEA co-workers are often on site at suppliers, to ensure that our requirements are met. We work to motivate and support suppliers to take increased responsibility themselves. Since we introduced IWAY in 2000, we can see a continuous positive development - more than 100 000 improvements have been made so far.

[Read more about IWAY - our code of conduct](#)

Improvement #3

IKEA designers work to the philosophy of "more from less". It's about creating the price tag first, and looking for design solutions and innovations that use materials and resources in an optimal and environmentally friendly way, right through the entire supply chain. Our board-on-frame MICKE and STUVA series are two good examples where design has minimized the use of resources and made the product easy to handle and transport.

[Read more about products and materials](#)

Improvement #4