

## Company ID

Company Name:	<b>Mohren Apotheke</b>
Activity Sector:	Apothecary
Core Business / Main Activities:	Pharmacy
City/Country:	Graz, Austria
Year of Foundation:	1711
Number of Company Sites (2004):	1
Website (if available):	<a href="http://www.mohren-apotheke.at">www.mohren-apotheke.at</a>
Number of Employees (2004):	Full Time 3, Part Time 3, Women 5, Men 1
Annual Turnover in 2004 (€):	1.280.000

## Responsible Business Practices – Main Topics

Broad Area(s) of CSR Good Practices:	<input type="checkbox"/> Business Ethics <input type="checkbox"/> Workplace <input type="checkbox"/> Environment <input type="checkbox"/> Marketplace <input checked="" type="checkbox"/> Community
CSR Issue(s):	<input checked="" type="checkbox"/> Handicapped accessible apothecary (including acoustic signals for deaf-mutes) <input checked="" type="checkbox"/> Information about medicaments in braille, on audio CD and provided personally by employees in sign language <input checked="" type="checkbox"/> Accessibility and design for all <input checked="" type="checkbox"/> Community involvement
Main Drivers to be Responsible:	<ul style="list-style-type: none"> <li>▪ Management values</li> <li>▪ CSR issues in the core business of health care</li> <li>▪ Unique selling proposition in the local community and combination of the traditional background of the apothecary with innovative use of communication technologies</li> </ul>
Some Examples of CSR Initiatives in the Broad Area identified:	<ul style="list-style-type: none"> <li>▪ Communication and advice to the group of deaf-mutes through employees trained in sign language</li> <li>▪ Renewing of the premises considering handicapped people's special needs</li> <li>▪ Comprehensive "design for all" solutions by using high technology tools to enhance guidance of handicapped persons             <ul style="list-style-type: none"> <li>- acoustic signals at the entrance for blind persons</li> <li>- information about medicaments in braille for blind and on audio CD</li> <li>- internet platform developed taking into account accessibility for the handicapped (under construction)</li> </ul> </li> </ul>
Are the Good Practices integrated into a broader Business Strategy? Yes/No? How?	<p>Yes.</p> <ul style="list-style-type: none"> <li>▪ The whole approach of access to health information and drugs for older and handicapped persons on all stages of communication combines the business service strategy with a locally unique offering</li> <li>▪ As an apothecary is orientated to the health needs of its clients in the core of its business, Mohren Apotheke not only serves the needs of handicapped and older people but also sensitizes the background of its business philosophy to all clients. This background could be explained like "a handicapped person is a person who becomes handicapped"</li> </ul>

Business Benefits:	<ul style="list-style-type: none"> <li>▪ Sustainable and future orientated business strategy through creating a handicapped accessible apothecary</li> <li>▪ Professional renewed entrance and interior of the apothecary taking into account handicapped accessibility</li> <li>▪ Improving professional services to target groups who are growing (older people) and who are disadvantaged (handicapped persons)</li> <li>▪ Very good reputation – positive feedback of customers and suppliers, media coverage</li> </ul>
Stakeholders/Beneficiary Groups addressed by the CSR Good Practices:	<p>Main beneficiaries are the <b>older and handicapped persons</b>.</p> <p>Other beneficiaries are:</p> <ul style="list-style-type: none"> <li>▪ Local community (as older persons become an increasing group of population in town)</li> </ul>
Benefits for Society/Stakeholders:	<ul style="list-style-type: none"> <li>▪ Health based support to the community</li> <li>▪ Reducing efforts of older and handicapped persons and possible clients in questions of health and medicaments</li> <li>▪ Providing education and training in sign language for the employees</li> </ul>
To Whom and How did the Company Communicate their Actions:	<ul style="list-style-type: none"> <li>▪ The renewing of the entrance and interior of the apothecary is visible to people passing by and visiting the house</li> <li>▪ Internet based information platform with handicapped accessibility (under construction)</li> </ul>
Awards / Certifications / Marks of Honour:	<ul style="list-style-type: none"> <li>▪ Nominated for the Austrian CSR price "TRIGOS" in 2004 (TRIGOS is the Austrian national award on CSR, launched in 2004)</li> </ul>
Difficulties Found in the Good Practices Implementation:	<ul style="list-style-type: none"> <li>▪ High costs of renewing the premises of the apothecary taking into consideration handicapped people's special needs</li> <li>▪ Technical challenge of providing audio information for each medicament</li> </ul>
Sources of Further Information:	-

### 3. Responsible Business Practices – Description

Mohren Apotheke is an apothecary located in Graz, the second biggest city of Austria. This apothecary was a long and strong tradition in the local community as it has been founded in the year 1711.

Altogether 6 employees work at this apothecary.

As the apothecary had to be renewed, the current owner, Mr. Christian Müller, took the decision to create a comprehensive design for all solution in his apothecary. Starting with handicapped accessibility in the entrance and in the whole interior – there are even acoustic signals for blind clients – his apothecary provides information on each medicament also on audio CDs and in braille.

Furthermore the employees of Mohren Apotheke are trained in sign language in order to provide information and advice to deaf-mute clients.

Meanwhile the apothecary is also working on an online platform developed taking into account handicapped accessibility.

### 4. Training Exploitation

#### A). Additional Relevant Information concerning the Exploitation of this Study Case in Training Situations (relevance criteria: broad area(s) of CSR good practices)

This case can be used as an example of a company caring about physically handicapped people, but it can also be interesting to explore from the point of view of growing niche markets emerging from changes like the aging of the population and the role of technology and innovation as tool for integration.

#### B) Pedagogical Suggestions concerning the Exploitation of this Study Case in Training Situations (relevance criteria: broad area(s) of CSR good practices)

##### COMMUNITY

##### Topics for discussion:

- Responsibility of an apothecary towards handicapped persons
- Role of high tech solutions in social integration

##### COMMUNITY VERSUS MARKETING

##### Topics for discussion:

- Design for all concerning products and services of a SME
- Business adaptation to demographic change in European societies
- Role of high tech solutions in business sustainability