

1. Company ID

Company Name:	Van Dorp installaties bv
Activity Sector:	Technical installations
Core Business / Main Activities:	Fire prevention, technical support, climate control and electronics
City/Country:	Zoetermeer, The Netherlands
Year of Foundation:	1825
Number of Company Sites (2004):	6 places in The Netherlands
Website (if available):	www.vdi.nl
Number of Employees (2004):	320
Annual Turnover in 2004 (€):	37.000.000

2. Responsible Business Practices – Main Topics

Broad Area(s) of CSR Good Practices:	<ul style="list-style-type: none"> <input checked="" type="checkbox"/> Business Ethics <input type="checkbox"/> Workplace <input type="checkbox"/> Environment <input type="checkbox"/> Marketplace <input type="checkbox"/> Community
CSR Issue(s):	<ul style="list-style-type: none"> <input checked="" type="checkbox"/> Business sustainability <input checked="" type="checkbox"/> Employee well being <input checked="" type="checkbox"/> Respect for the interest of the clients <input checked="" type="checkbox"/> Respect for the environment
Main Drivers to be Responsible:	<ul style="list-style-type: none"> ▪ People are more valuable than money ▪ Production focused on the welfare of Mankind and Environment
Some Examples of CSR Initiatives in the Broad CSR Areas identified:	<ul style="list-style-type: none"> ▪ Job opportunities for handicapped people ▪ Gender policy: in case of equal qualifications in recruiting people there will be a priority for women, in order to achieve a better balance between man and women in the organisation. ▪ Leadership by managers' example
Are the Good Practices integrated into a broader Business Strategy? Yes/No? How?	<p>Yes. The whole approach to employees as stakeholders is fully integrated in the corporate strategy, mainly through implementing the quality management model.</p> <p>The quality policy is an integrated part of the company processes. Quality is focused on useful products with low use of energy and maintenance costs. Examples of quality items are:</p> <ul style="list-style-type: none"> ▪ Certification of ISO 9001 and VCA (certification on health and safety at the workplace) ▪ Working with safety, health and environmental guarantee for customers, sub contractors, visitors and staff ▪ Prevention of damage or harm to health ▪ Safety at work has a high priority
Business Benefits:	<ul style="list-style-type: none"> ▪ Better overall company performance
Stakeholders/Beneficiary Groups addressed by the CSR Good Practices:	<ul style="list-style-type: none"> ▪ Employees ▪ Suppliers ▪ Clients ▪ Stockholders ▪ Environment
Benefits for Society/Stakeholders:	<ul style="list-style-type: none"> ▪ Technical education projects for young people to familiarize them with their working opportunities ▪ Education and medical care for orphans in Uganda through the van Dorp foundation ▪ Reduced environmental impact

<p>To Whom and How did the Company Communicate their Actions:</p>	<ul style="list-style-type: none"> ▪ Regular information about the quality and safety of the products delivered to clients and suppliers ▪ Permanent communication through the company management with the employees and stockholders about the values and ethical principles of the company ▪ Regular communication with the employees about the mission and policy through regular meetings with the workers counsel
<p>Awards / Certifications / Marks of Honour:</p>	<ul style="list-style-type: none"> ▪ ISO 9001: 2000 ▪ VCA (certification on health and safety at the workplace) ▪ Sprinkler (certification to install installations in buildings with guarantee of high quality) ▪ STEK (special certification to be allowed to work with cooling systems and chemicals as CFC's HCFC's and HFC's)
<p>Difficulties Found in the Good Practices Implementation:</p>	<p>Main difficulty is to maintain the right attitude of the staff regarding the clients. In this field a lot of low educated people are working with low awareness about ethics and mature attitude to others. For this they organize training courses to increase their performances.</p>
<p>Sources of Further Information:</p>	<p>-</p>

3. Responsible Business Practices – Description

Corporate Social Responsibility is excelled through 4 main areas:

1. To integrate business ethics throughout the whole organisation
2. To be a good and responsible employer
3. To take care of the environment
4. To be responsible from supplier to client

The key success factors in the process are:

1. Regular feedback from customers, employees, business partners
2. Management by objectives
3. Education and engagement of employees
4. Continuously improving communication system

Company statement

1. Focussed on the continuity of the organisation and its employees: this is Van Dorp installaties by common interest.

Van Dorp installaties by management believes that each activity that can destroy this has to be avoided. Investments and marketing efforts have to focus on this aim. The long term continuity of the organisation is an essential goal to guarantee profits over time. The interests of the employees are also the interests of the organisation.

We also think herewith to provide employment for handicapped people. In case of equal qualifications in recruiting people there will be a priority for women to achieve a better balance between man and women in the organisation. We execute an integer and trustable policy. From the managers we expect them to be good examples in this. Their style of management is one of serving; this includes, for instance, that they will never ask others to do those things they will not do themselves. We are focussed on employability, permanent education and training of the employees to enable them to sustain themselves for full benefit of themselves and the company.

2. Respect for the interests of our clients.

We want to deliver the trust and quality which our clients deserve. Our policy is focussed on a fair and client friendly approach.

3. Respect for the interests of our suppliers.

We aim at a good and decent relationship with our suppliers.

4. Respect for the environment.

We consider the interests of the environment in our company and pay attention to it. At the same time we are responsible for the impact we have on the environment and try to achieve to limit this as much as possible. We stimulate therefore the use of durable installations and to use alternative (renewable) energy.

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 was primarily designed to be used in the "Business Ethics" training module, but can also be used in any of the other modules.

The case description is based on the policy of this company and can be used as a discussion on what these statements mean in practice.

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

Topics for discussion:

1. In the description you could read the company statement. What do you think of it? Is it possible to implement such statement in an organisation?
2. Make a code of ethics for your own organization. (Suggestion: use as a source the Sarbanes-Oxley Act link at the CSR Glossary – Item "Code of Ethics")
3. How will you implement a business ethics approach in your company regarding:
 - a) the suppliers and customers
 - b) the staff, particularly how to 'train' the staff to work in an ethical way, not only for the direct work but also in attitude to each other, customers and suppliers

For the group discussion you can use the sheet 'dialogue' presented below.

DIALOGUE

	POLICY	ORGANIZATION	PEOPLE
TECHNICAL ASPECTS	GOALS AND THE WAY HOW TO WORK	TASKS AND RESPONSIBILITIES	PROFESSIONAL SKILLS
POLITICAL ASPECTS	INFLUENCING THE POLICY	DECISION MAKING	FREEDOM
CULTURAL ASPECTS	CORPORATE CLIMATE	COOPERATION	ATTITUDE

With this scheme you can discuss each item from different points of view.
 In the headline you find three items: Policy, Organisation and People.
 In the left column you find three aspects: Technical, Political and Cultural.
 To start a discussion on an item you can discuss it from a technical and policy angle. You will be focussed on 'goals and the way how to work". The same subject discussed from a technical and people perspective will enable you a completely different discussion; you will be focussed on the skills of people necessary to achieve the goals discussed before.
 Passing through the whole table you will get a complete picture on the topic.