



# SCANCOM MAKES NO COMPROMISE ON CSR

**Outdoor furniture manufacturer ScanCom leads by example and encourages effective Corporate Social Responsibility (CSR) across all industries.**

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## Leading Speech

Global furniture manufacturer ScanCom outlined its CSR plans for the coming year last month during the Danish Business to Vietnam CSR seminar. Stig Maasbøl, CEO ScanCom, presented ScanCom's Operational CSR Approach to 450 ministers, leaders of industry and company directors from Vietnam and Denmark. ScanCom was the only manufacturing company asked to address the seminar. "This season will be economically difficult for many global companies, including ScanCom, but our policy for CSR responsibility remains unchanged" said Stig.



The CSR seminar was held as part of the Danish Business Delegation to Vietnam and included a special visit from HRH The Crown Prince Frederik of Denmark. The occasion was marked with a world class exhibition badminton match co-sponsored by ScanCom, whose money will be used to secure professional careers for young Vietnamese badminton talents, who would otherwise not normally have such an opportunity. More than 500 ScanCom employees attended the match to support the occasion. The match was played by top ranking players Peter Gade (Denmark) and Tien Minh (Vietnam) and ended 2: 1 sets to Mr.Gade.

## CSR Operational Approach

ScanCom has an excellent track record for CSR and BSR (Corporate and Business Social Responsibility) initiatives and has always put environmental and social accountability as a top priority. ScanCom, one of the largest outdoor furniture suppliers in the world, employs a massive 13,000 people directly and indirectly in Vietnam alone, and this has a significant influence on local families, local business and the local environment. For this reason ScanCom employs an operational approach to CSR.



Referred to as “the Operational CSR Approach”, this policy requires careful organisation from top management, cultural integration and a firm set of principles and corporate objectives. ScanCom’s key strategies for operational CSR are: Education and Training for employees, the use of a CSR Compliance and Support team within in the company, adherence to a certified Code of Conduct as well as financial support and donations for charitable causes.

Good CSR brings obvious benefits such as an improved standard of living for the local community or being recognised as a certified company, but more importantly, these benefits create positive knock-on effects and bring welfare and value to many other aspects of the business. For example social benefits for workers, like training and healthier working environments, will bring about improvements in product quality and production efficiency, this leads to improved customer (and market) satisfaction and later, increased business activity and growth.

## CSR Financial injections

As part of ScanCom’s CSR policy, the company also provides additional financial support for young families who do not have the means to send their children to school. \$30,000 of company money is set aside each year for a “school fee support” program and a “child care policy”, both of which provide cash directly to schools and workers’ families in order to pay for school fees, books and stationary.

In addition to this, ScanCom has concretely donated to the following charitable causes as part of its CSR Operational Approach for 2012:

- \$4000 USD for the Danish Vietnamese Association used to provide financial support for shelters for abused children.
- \$3000 USD sponsorship to secure professional careers for young Vietnamese badminton talents.
- \$1000 USD for Arts for Mobility program which will provide wheels chairs to the poor.
- \$1000 USD worth of furniture provided to Koto Restaurant, a not-for-profit organisation established to assist train and develop orphaned and disadvantaged teenagers for work and education later in life.



## About ScanCom

Founded on the 1st April 1995, ScanCom has grown to become one of the leading manufacturers of outdoor furniture in the world. With legal headquarters in Denmark and top management located in Ho Chi Minh City, Vietnam.

ScanCom owned sales offices can be found in Denmark, United Kingdom, Germany, U.S.A and Vietnam with manufacturing sites in Brazil, Indonesia and Vietnam.

ScanCom credits its achievements to attractive designs, high standards of quality and social responsibility combined with precise delivery planning and competitive prices. Always an active and responsible partner, ScanCom is guided by a firm set of principles that guides the company in all areas of business.