

PRESS RELEASE

UPE 06 – February 2013

CSR serving the sustainable performance of SMEs in the French Riviera

A winning bet, after just 10 months of work with UPE 06:

Preliminary economic, social, and environmental results for PERFORMANCE GLOBALE 06¹

Already 10 months of intensive work on CSR and Carbon Strategy for the pioneering companies seeking to integrate new social and environmental expectations into their management through a unique collective commitment program in France, initiated by UPE 06², and which will allow them, in just 18 months, to become major players in the sustainable territory, in close collaboration with iconic companies on the Riviera, and with the support of public authorities.

With this program launched in March 2012 by its President, Yvon Grosso, UPE 06 wants to give French Riviera SMEs the ability to meet new CSR market expectations and to be prepared for the exceptional opportunities opened by the prospect of eco-companies development on the French Riviera, especially regarding the Eco-Valley project, the first and only national sustainable development dedicated zone in France.

An initial assessment at the end of December 2012 for these 20 SMEs / SMIs from all sectors of activity, 10 months after the start of the **PERFORMANCE GLOBALE 06** program: to the question "Is there a return on investment for CSR?", the answer is clearly: "Yes", and they prove it.

Remarkable results already observed at mid-operation, while it is customary to consider CSR benefits at medium and long term only, and many still believe SMEs to be too remote from such considerations.

- **Economic benefits:** innovative and pioneering positioning, appropriate response to CSR customers requirements, perception of new hitherto ignored stakeholders expectations, understanding of new economic issues linked to responsible consumption, were for PG06 SMEs, the main sources of gains in national and international market shares, of new business development, of secure contracting with customers and development of local employment;
- **Environmental benefits:** integration of environmental issues, including with Bilan Carbone®, has put the environment at the

SMEs/SMIs 1st PARTIAL RESULTS AFTER 10 MONTHS OF WORK

(March-December 2012)

SUSTAINABLE ECONOMIC DEVELOPMENT

New markets	> 5,7 M€	4 SMEs
Consolidated markets	> 3,2 M€	4 SMEs
Creation of new activity	≈ 100 K€	2 SMEs
Economy of functionality		1 SME
Job creation	9 permanent contracts	8 SMEs

ENVIRONMENTAL CREDENTIALS

Carbon weight 20 SMEs	29 K tonnes CO2e
Waste action	13 SMEs
Energy action	3 SMEs
Mobility action	6 SMEs
Environment training	8 SMEs
Carbon offset	1 SMEs

SOCIAL PROGRESS

Well-being at work	8 PME
Absenteeism reduction	4 PME
Gender equality	12 PME
Inclusion of people	
• excluded from the labour market	4 SMEs
• seniors	6 SMEs
• disabled	4 SMEs

CORPORATE GOVERNANCE

CSR inside strategy	12 SMEs
Stakeholders dialogue	15 SMEs

Figures provided by the SMEs for performances directly related to actions initiated or enhanced by PERFORMANCE GLOBALE 06, total at the end of December 2012

¹ PERFORMANCE GLOBALE 06 : Alpes-Maritimes overall performance

² UPE 06 : Union pour l'Entreprise des Alpes-Maritimes (Riviera Company Union – MEDEF/CGPME)



heart of strategic decision-making. Beyond the initial actions on waste, mobility and energy management, the environmental challenge has spurred innovation for our SMEs and led to the creation of new eco-designed products and services. A uniqueness that they have generated, reconciling environmental compliance and sustainable economic development.

- **Social Progress:** re-establishing links within the company means ensuring stability in a difficult and low visibility economic climate. The collective commitment program has put people at the very heart of the business, upgrading skills, inputting more collaborative decisions, improved and shared internal communication that led to staff mobilization in the projects. Human capital is the cornerstone for the development of corporate citizens.

Individual coaching, group meetings, training days, sharing exchanges with corporate sponsors, exchange of best practice have provided intensive training for both entrepreneurs and their referents. This collective intelligence has served as a model for leaders in their own organizations: all together, over 850 staff involved who will benefit directly and indirectly from this participatory approach.

PERFORMANCE GLOBALE 06 companies are all SMEs / SMIs (fewer than 250 employees, less than 50 million € turnover), located on the territory of the Alpes-Maritimes Department, with a real awareness of the challenges involved in sustainable development and corporate responsibility.

A CSR Web Series was produced to collect evidence from the entrepreneurs and the sponsors involved in order to share success keys and challenges with other entrepreneurs, please find all the stories on our **PERFORMANCE GLOBALE 06** blog: blog-performanceglobale06.com.
Internet site for general information: www.performanceglobale06.com

The collective commitment program lasts 18 months: 12 months of individual and group work and 6 months follow-up monitoring.
Session 1 started for 20 companies in March 2012, Session 2 is scheduled for another 20 in 2013-2014.

ALL INFORMATION ON THE PROGRAM AND RESULTS by [following this link](#) (French).

CONTACT

Véronique LEVY +33 6 12 72 32 06 v.levy@thegreencommunication.com

* * * * *

Download the list of players and details following the link (in French):
http://www.performanceglobale06.com/images/acteurs_performance-globale-06.pdf

With the financial support of public authorities :



and emblematic local companies working alongside UPE 06 to accompany the French Riviera SMEs:



et en partenariat avec :

