

BMC TRAVEL CORPORATE SOCIAL RESPONSIBILITY

STRATEGIC PLAN 2015

1.1 Methodology

BMC Travel has addressed environmental and corporate social responsibility issues through a range of actions aimed at improving the environment, services, relationships with stakeholders in its company setting and conditions for its employees.

The company has pledged to continue with this policy, which ensures BMC Travel's commitment and management is in line with ethical principles and respect for people and the environment.

Against this backdrop, BMC Travel is drawing up a Corporate Social Responsibility Strategic Plan to set out the company's blueprints for action in this field and ensure continuous improvement.

Hence the Corporate Social Responsibility Strategic Plan is the outcome of work done by BMC Travel over recent months, along with its commitment to continue working and improving in this area. Consequently, much of the content of the Corporate Social Responsibility Report for this period concerns the structure, objectives and specific actions envisaged in this Plan.

Several sources have been used to draw up the Corporate Social Responsibility Strategic Plan:

- The 2002 Global Reporting Initiative Guidelines on writing a sustainability report or social balance sheet. This Report includes many of the indicators suggested in the Guidelines.
- The SA8000 standard, focusing primarily on the relationship with employees and suppliers and subcontractors.
- The European Union Green Paper (2001) and subsequent Communication (2002), which set out the framework for what corporate social responsibility should be and present a number of recommendations.

While these instruments have provided the basis for drawing up the Plan, the company's structure and business areas necessitated a bespoke Corporate Social Responsibility Strategic Plan that takes all its special features into account.

1.2 Goal and Objectives

The main goal of the Corporate Social Responsibility Strategic Plan is to lay down management guidelines to ensure ethical principles and respect for people and the environment.

The specific objectives set out in the Corporate Social Responsibility Strategic Plan coincide with the strategic lines marked out:

- 1. Maintain a close relationship with customers and ensure they are satisfied.**
- 2. Minimise environmental impact.**
- 3. Ensure human resources are motivated and engaged in the continuous improvement of the company.**
- 4. Extend the corporate social responsibility commitment to suppliers and subcontractors.**
- 5. Get involved with the community and the social fabric.**
- 6. Promote and systematise channels for dialogue.**
- 7. Monitor and verify the implementation of the Corporate Social Responsibility Strategic Plan.**

The consequences of the Plan's implementation are:

- Homogenisation: ensure that the entire company moves forward in its commitment to society and the environment.
- Systematisation: some actions have been carried out intuitively with great skill, but detailed planning and description afford more prospects for success.
- Continuous improvement: checking and monitoring operations using quantitative or qualitative indicators provides feedback to the system and ensures continuous improvement.

1.3 Strategic Lines

1.3.1 Maintain a close relationship with customers and ensure they are satisfied

Offering excellent quality service to customers has been and remains one of the basic and essential objectives of BMC Travel's operations. As a result, one of the strategic lines in this Corporate Social Responsibility Plan specifically refers to the relationship with customers to ensure dialogue, transparency and their satisfaction.

Actions:

- Assess customer satisfaction.
- Clearly and transparently convey full information concerning the product or service offered.
- Promote good environmental practices among customers.
- Undertake or step up collaboration with campaigns by NGOs and non-profit organisations by publishing leaflets or inserting messages in information channels (website, newsletters etc.).

1.3.2 Minimise environmental impact

A key aspect of corporate social responsibility is environmental stewardship. All activities impact upon the environment to a greater or lesser extent. To minimise this impact, a first step is to identify and evaluate it and then put the necessary improvements in place.

Specific actions to improve environmental management are proposed in this section. Some of them are already underway and therefore their implementation needs to be extended or enhanced, while others are new challenges to enhance environmental management.

Actions:

- Identify and evaluate the main environmental impacts of business operations.

- Set improvement targets to lessen the environmental impacts of business operations.
- Systematically monitor water and energy use and waste generation.
- Manage waste properly.
- Optimise energy use.

1.3.3 Ensure human resources are motivated and engaged in the continuous improvement of the company

BMC Travel's objective for its professional team of over 70 people is to provide a workplace that fosters professional and personal development.

Hence this point includes aspects such as non-discrimination, lifelong learning, participatory management, the balance between work, family and leisure, health and safety at work and business ethics.

The SA8000 international standard has served as the benchmark which uses a verifiable management system to focus specifically on the relationship with the employee.

Actions:

- Assess the training needs of all staff and draw up an annual training plan that includes corporate social responsibility aspects in its training sessions.
- Provide new employees with training about corporate social responsibility commitments.
- Set up a system to encourage employee participation with suggestions.
- Put in place measures to enhance the work/family/leisure balance.
- Ensure consistency and equality of opportunity and non-discrimination.
- Support workforce stability.
- Assess employee satisfaction.
- Apply the measures (ergonomic, space, material, equipment, etc.) required to ensure a good working environment.
- Establish basic occupational health and safety measures.

1.3.4 Extend the corporate social responsibility commitment to suppliers and subcontractors

The corporate social responsibility commitment can only be effectively implemented if it also engages suppliers and subcontractors, given that they perform a significant part of the company's business. Hence one objective is to extend BMC Travel's corporate social responsibility commitment to its supply chain.

To this end, environmental and company standards are used in product and service selection that prioritise products and suppliers and establish requirements in environmental management and the relationship with employees.

Actions:

- Include requirements based on the established criteria in contract clauses.
- Set up a system for evaluating suppliers and subcontractors using the criteria established in the previous point.

1.3.5 Get involved with the community and the social fabric

This line includes what is known as "social action", which encompasses a wide range of actions, from dialogue with the community, to monetary or in-kind (time, services) investment, donations, sponsorship and patronage.

Actions:

- Develop a communication system to improve dialogue with the local community.
- Be an active member of local associations and groups.

1.3.6 Promote and systematise channels for dialogue

Corporate social responsibility inherently contains the idea of involvement and dialogue among all the stakeholders making up BMC Travel as a company. The connotations of the word "dialogue", which entails two-way communication,

should be stressed. Consequently, the ultimate goal is to set up channels that not only make it possible to communicate, but also – and crucially – to receive information and get feedback from all our stakeholders.

Actions:

- Draw up a communication plan to publicise the Corporate Social Responsibility Strategic Plan to all current and potential stakeholders in order to contribute to its implementation.
- Systematise internal communication relations.
- Provide more corporate social responsibility information across all existing communication channels.
- Create specific two-way communication channels for employees within the company.
- Set up working groups to foster dialogue with employees.
- Ensure that BMC Travel has a formally established system in place for compiling customer queries and suggestions, along with mechanisms for responding to, monitoring and recording them.
- Create incentives to encourage dialogue among stakeholders.

1.3.7 Monitor and verify the implementation of the Corporate Social Responsibility Strategic Plan

This strategic line sets out the internal organisation mechanisms for implementing the Corporate Social Responsibility Strategic Plan using a monitoring and control system that provides feedback and ensures continuous improvement.

Regular control and monitoring is required based on the indicators chosen for each action to make it possible to monitor the Plan's implementation.

Actions:

- Assign managers to monitor the Corporate Social Responsibility Strategic Plan.
- Update indicator data with the frequency established in each case.

- Assess the impact of the implementation of the Corporate Social Responsibility Strategic Plan.
- Set up a team to drive the Corporate Social Responsibility Strategic Plan.

