



YPO-WPO SOCIAL ENTERPRISE NETWORKS

Winners of the 2009 YPO Social Enterprise Networks CSR Awards

Following are descriptions of the winners of the YPO Social Enterprise Networks Corporate Social Responsibility Awards, announced in March 2009 in recognition of companies headed by YPO members and graduates that have made a significant, measurable impact in their communities, on the environment, or among their employees.

The ten winners are: Aramex, Benchmark Assisted Living, Brandix Lanka Limited, Canadian Mountain Holidays, Inc., Diageo, GDF Suez Energy, Goodwill Industries International, Ron Santa Teresa, Saudi German Hospitals Group and TechTurn.

The winners were selected from 160 applications based on the positive impact the organizations have made in underserved or disadvantaged communities; in environmental sustainability or innovation; and/or in addressing workplace issues such as diversity, living wages, wealth sharing, ownership programs and transparency.

Aramex International (Jordan)

Aramex is a publicly traded logistics and transportation company with 7,800 employees. Its success as a bottom-line corporation is undeniable, but the most remarkable things about the company are what it does beyond the profit targets. It has set an environmental goal of becoming the world's first carbon-neutral logistics provider. Already, Aramex has incorporated hybrid vehicles into its fleet, switched to electric forklifts, converted some of its fleet to non-petrol fuel, and switched all other fleet vehicles from leaded gas to unleaded. Aramex has converted all its express shipping pouches from plastic to biodegradable materials, introduced reusable bags for inter-office transport, began using paper made from recycled materials, and cut corporate paper usage through technology and recycling projects.

Beyond the Aramex walls, CEO Fadi Ghandour's compassion is felt throughout the region. He founded Ruwwad, a sustainable community development which began in 2005. It is funded privately and led by Aramex, enhancing local communities and creating sustainable change in Jordan. Ruwwad has provided scholarships, rehabilitation programs, infrastructure development, and public service projects in underserved areas. The reach is growing to other parts of Jordan and into surrounding countries.

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Benchmark Assisted Living (U.S.A.)

Benchmark Assisted Living develops, owns and manages senior living communities in the United States. As part of its commitment to employees, the company established The Benchmark One Company Fund, a separate, non-profit organization for employees' urgent financial needs. Employees can turn to this fund when they have an "unexpected, uncontrollable, extreme emergency" that puts them in perilous economic straits.

Benchmark has extremely robust employee communication and recognition programs. Managers use tools that allow employees to anonymously submit feedback, questions, and concerns to senior leadership. Benchmark also holds bi-annual culture audits where senior leaders meet with each associate in every location, and it conducts a third-party survey annually to measure supervisory effectiveness, respect, teamwork and loyalty. Employee recognition programs provide cash bonuses, peer-initiated thank-you grams, an annual cruise to Bermuda, and items of distinction. The company also offers classes within its own education program called Benchmark University. It is no wonder, then, that Benchmark was named one of the Top 100 Places to Work by the *Boston Globe* in 2008.

Brandix Lanka Limited (Sri Lanka)

Brandix is a manufacturer of textiles and apparel, working with such well-known brands as Gap, Marks & Spencer, Victoria's Secret, Ann Taylor, and Tommy Hilfiger to provide "total solutions." Under CEO Feroz Omar's leadership, Brandix has the world's first Platinum-rated Green Factory under LEED certifications and the U.S. Green Building Council. More than US\$25 million is slated over the next four years to convert *all* of the company's factories to Green manufacturing, reducing its carbon footprint by 65 percent. At the current Green-certified factory, Brandix's 130,000-square foot facility reduced carbon emissions by 80 percent, achieved energy savings of 46 percent, reduced water consumption by 58 percent, and sends no – that's *zero* – solid waste to landfills.

Brandix employees are also dedicated to the cause. They have taken company assistance to address their communities' water needs. Brandix helped provide reliable access to quality water by donating more than 900 community water supply facilities to 500 rural Sri Lankan families. Through a related project with the government, Brandix has contributed to a training center and laboratory where people in the North Central Province learn about water sanitation and filtration techniques to help combat the high levels of kidney failure and dental fluorosis.

Canadian Mountain Holidays, Inc. (Canada)

Canadian Mountain Holidays (CMH) is world's largest heli-skiing and heli-hiking company, hosting more than 10,000 guests each year. The potential for environmental impact is high, but CMH mitigates this through innovation. It educates guests and website visitors on multiple aspects of environmental sensitivity. CMH also has created a computer-based wildlife monitoring program that carefully tracks mountain caribou, mountain goats, wolverines, and other animals so that helicopter pilots do not

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displace these fauna from their homes. CMH also has reduced its consumption of resources and managed its waste. For example, it minimizes overall use of fuel, reduces its environmental footprint by using progressive waste and food management systems, and works with suppliers to minimize packaging waste.

CMH also reaches beyond its vast territory to work with others who share their vision. It is actively involved with environment-focused groups such as the Nature Conservancy, the Mark Kingsbury Foundation, Universities of British Columbia and Calgary, Canadian Avalanche Centre, and many others.

Diageo (Asia-Pacific)

As one of the world's largest premium alcoholic drinks businesses, Diageo supports efforts to encourage and enforce responsible, safe drinking. In 2008 alone, the company had 110 responsible drinking initiatives in 45 countries.

It is known for efforts in three areas: combating alcohol misuse, including underage drinking and drunk driving; raising consumer awareness about the decision to drink alcohol or abstain; and responsible marketing and product innovation. Some of the actions that the company has taken include public education to increase awareness of drunk driving, server training to teach servers how to responsibly wait upon their customers, and strict standards for advertising and marketing — now known as the Diageo Marketing Code.

In 2008, the company launched a unique interactive responsible drinking campaign, *Join the Pact*, as part of Johnnie Walker's sponsorship of the Vodafone McLaren Mercedes F1 team. Consumers and Formula One fans were encouraged to join their sporting heroes — Mika Häkkinen and Lewis Hamilton — in making a personal pledge to Never Drink and Drive. To date, over 35,000 consumers have signed up for the pact at www.jointhepact.com.

In collaboration with MTV Asia, Diageo rolled out an Asia-wide responsible drinking campaign in 2008 called Guardian Angels to encourage party-goers to never drink and drive. Models dressed up as Guardian Angels visited night spots to talk about responsible drinking and distribute responsible drinking materials. The initiative was supported by the local police and the bar community.

Last year Diageo also set up a new website — DRINKiQ.com — to help people reflect on their decisions about drinking or not drinking. It is designed to promote responsible drinking through the sharing of best practice tools, information and initiatives. Originally conceived in Australia, this program has since been presented to more than 250 employees in the region with 45 facilitators trained, and will reach all employees by June 2009.

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GDF SUEZ Energy Brasil/Tractebel Energia (Brazil)

GDF Suez Energy Brasil is the owner and manager of Tractebel Energia, the largest private energy producer in Brazil. Tractebel Energia conscientiously minimizes its hydroelectric plants' impact on the environment, going above and beyond government requirements and even earning ISO Certifications for all its power plants. It created Lages Bioenergetica in 2003 to generate steam by burning the residual wood from a nearby furniture factory. The facility also reduces greenhouse gas emissions by 220,000 carbon dioxide-equivalent tons per year under normal operating conditions.

Even beyond these outstanding environmental efforts, the company compassionately interacts with its customers and those who are affected by its infrastructure development. In the communities where it operates, Tractebel has enacted several education programs for youth in the country; is a key supporter of the City of Children, which cares for more than 3,000 underprivileged children; preserves culture by sponsoring the Babaçu Coconut Breakers group, which makes hand-crafted items from coconut rinds; and resettled 8,864 families impacted by its reservoirs into better homes and quality of life than they previously had. The company is an important employment generator, having created 38,500 direct and indirect jobs during the establishment of its power plants in addition to bringing significant income and infrastructure to the country. Moreover, the company directly employs 1,000 loyal workers in its operations.

Goodwill Industries International, Inc. (U.S.A.)

In the U.S., Goodwill Industries International is made up of 160 community-based organizations dedicated to providing education, training, and employment services and job placement for people with disabilities or disadvantages, including people who are welfare dependent, homeless or lack education or work experience. Every year, local Goodwills partner with commercial businesses, government agencies and other non-profits to provide meaningful business solutions and employment to people who need it most. Through innovative community enterprise opportunities, Goodwill's collective goal is to improve the quality of life and economic self-sufficiency of 20 million people and their families by 2020.

Every year, local Goodwill organizations raise funds for community services through the sale of donated goods at more than 2,200 retail stores around the country. Known as one of the country's original "green" companies for its recycling of used goods, Goodwill is a leader in implementing computer and electronics recycling programs that protect our environment and provide employment and employment services to our communities. In fact, since 2005, Goodwill's partnership with Dell Computers through the Reconnect Program has diverted from landfills more than 37.58 million pounds of electronic waste.

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Ron Santa Teresa (Venezuela)

As CEO and president of Ron Santa Teresa, Alberto Vollmer has turned lemons into lemonade – or in his case, criminals into productive members of society. In 2003, one of the company’s security guards was attacked and mugged by three members of a local gang. Ron Santa Teresa gave the muggers a choice: prison time or three months of unpaid labor on the company’s grounds. The youths chose to work. This was the beginning of Proyecto Alcatraz – named for the infamous Californian jail but alluding to the fact that personal beliefs are self-limiting prisons. Proyecto Alcatraz takes entire gangs into its program of education, labor, service, self-analysis, and even rugby. To date, the program has disassembled five gangs and helped lower crime rates in Revenga County by 65 percent, with homicides falling from 67 in 2003 to less than 10 in 2008. Proyecto Alcatraz’s success has attracted attention from far and wide, including from Colombian President Alvaro Uribe, the World Bank, General Motors, the Social Enterprise Knowledge Network, and mass media.

The company also formed Fundación Santa Teresa, which invests in the local community because, as Vollmer states, “we strongly believe that prosperous corporations cannot prevail in failing societies.” Ron Santa Teresa runs Visión Revenga to bring community leaders, businesses, neighbors, and cultural and sporting groups together to define the vision and strategic plan for Revenga County. Vollmer and his company created ProVive, a program for medical and educational assistance that seeks to promote human dignity and women’s and families’ rights. Another Ron Santa Teresa program, El Taller del Constructor Popular, offers community members and youth the opportunity to learn a trade. And in yet another instance of turning a negative into a positive, Camino Real Housing Development was started by Ron Santa Teresa when squatters took up unofficial residence on the back of company property. With the help of the local government, proper housing is now in place for 99 poor Revenga families. To round out its social corporate responsibility platform, the company has environmental stewardship programs to redirect and minimize the impact of Ron Santa Teresa’s rum-manufacturing processes.

Saudi German Hospitals Group (Saudi Arabia)

Saudi German Hospitals Group CEO and President Eng. Sobhi Batterjee thinks on a grand scale. It all started when his family first brought medicine to Saudi Arabia in the 1940s. Forty-three years later, the family brought *branded* modern medicine to the country. In the late 1980s, the Batterjee family again stepped up medicine by forming a strategic relationship with key German medical universities and centers to bring the exacting German medical standards and knowledge to Saudi Arabia. This relationship continues to provide the latest innovations and high medical standards to doctors and staff in the Saudi German Hospitals (SGH) Group, which has resulted in serving more than 12 million patients and around 300,000 surgeries.

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Eng. Batterjee thinks that medical care should not be reserved for the wealthy. SGH Group closely works with the region's charity organizations and has reduced the need for people to travel great distances for medical care. The Group is developing many not-for-profit hospitals for the underprivileged, some in areas with great need such as Sudan, Ethiopia, Chad, Kashmir, Pakistan, and Bangladesh. These hospitals are being developed in association with Nobel Peace Prize winner Mohammad Yunus, the Grameen Bank, Islamic Development Bank, and others.

SGH Group has helped create the Saudi Entrepreneurship Development Institute, Family Business Academy, Health Management, Training and Research Institute, and the largest charity blood bank in the region. It also is the largest franchisee in the area of Gold's Gym, which helps preserve health for thousands of people. Community health programs, lectures and education for healthcare professionals, and special programs for children are all provided free by SGH Group. In fact, US\$500,000 is being dedicated to community seminars and conferences for preventative education and awareness.

TechTurn (U.S.A.)

TechTurn CEO Jeff Zeigler has figured out how to turn some one million used computers annually into millions in revenue by properly recycling, recovering, refurbishing and remarketing them to thousands of end-users world-wide. In addition to reaping a handsome monetary reward, TechTurn also gives people access to very affordable refurbished computers while protecting the environment from harmful chemicals that leach out of discarded electronics. The company offers recycling solutions for used computers, notebooks, displays, and enterprise systems.

TechTurn was founded in 1999 and has literally saved the world from millions of computers that would otherwise be tossed into landfills. TechTurn estimates that in 3,000 computers, there are 18,000 lethal doses of toxic metals. If those 3,000 computers are sent to TechTurn, however, the impact can be minimized: environmental water impact is reduced by 8.5 percent, greenhouse gas by 1.5 percent, total toxics by 8 percent and long-term toxics by more than 90 percent. TechTurn is focused on the proper refurbishment and recycling of used computers as opposed to improper e-waste dumping. The company also strives to recycle or reuse all packaging – including foam, plastic, and cardboard.

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