



## Saint-Gobain UK & Ireland Community Engagement Policy - 2016

Our policy towards Community Engagement seeks to fulfil the following objectives

- To promote understanding of our Sustainable Habitat Strategy
- To create identity with our brand and the offer we bring, particularly the emphasis on comfort and well-being in homes, schools, hospitals and community facilities
- To create understanding of, and confidence in, our operations within a local community
- To create a desire to enter the construction industry, either as an employee of Saint-Gobain or in a trade that could create a future customer

### Approach

Saint-Gobain in the UK and Ireland strives to be a welcomed and wanted part of the local communities within which we operate.

Each Saint-Gobain UK & Ireland business will have a stakeholder plan\* that identifies clearly who the key contacts should be on the issues that matter for the communities within which the business operates. This plan will form the basis of proactive contact and dialogue, although particular care should be given when engaging, at a local level with politicians with the various tiers of local government\*We will always seek to work with and alongside community groups to gain maximum leverage and influence from our efforts

We seek active dialogue and engagement with the community on issues that matter for them and that matter for Saint-Gobain including, amongst others, the following:

- The quality of local homes, especially for disadvantage groups and the elderly
- The quality of important local community facilities
- The quality of local education and skills provision for our industry
- The quality and protection of the local environment
- The impact of our operations and any concerns that may arise
- Local issues, support for local groups and charities can be accommodated out-with the target agenda when the local community perspective or local employee commitment is particularly strong.

Our approach will be based on employees actively engaging in issues, projects and interventions with and alongside other stakeholders, ideally customers, suppliers and influential local groups who can help in establishing, promoting and protecting our reputation.

Where possible and appropriate, we will establish specific partnerships with local Community Groups, Schools/colleges and Charities – details of such partnership, should be communicated to the HR & CSR Director and the Communications Director, before any final agreement is made, and all such agreements must avoid any religious or political groups.



Each Saint-Gobain UK & Ireland business can decide how it engages within a community and with whom, shaped by the overarching objectives outlined above and the policy stance that stakeholders will be proactively engaged with.

Employees should be actively encouraged to bring forward ideas for community engagement and given the time to become involved. Businesses can set a target for the number of hours available to employees to engage with community activities. Development programmes for leaders, graduates and trainees should explicitly include a community engagement element within them.

### **Measuring Impact**

We are committed to measuring the impact of our community engagement activities and this will be the responsibility of each local business. We can measure this impact at local level by conducting a survey of community perceptions and attitudes towards Saint-Gobain and measure again, every two years, to see the impact of our actions and activities in the target areas.

Saint-Gobain UK & Ireland conducts a Brand Barometer on a frequent basis. This mechanism could also be utilised to provide another indicator of changes in awareness and perceptions of the brand.

Employee engagement surveys can specifically measure the impact of community activities on the commitment to our organisation.

Social Media traffic and content, whether favourable or unfavourable will be monitored and when issues do arise, to assess whether our community activities support our business.

### **Reporting**

Details should be retained on activity in regards to local community engagement, with a specific person in the business nominated to aggregate activity. Information should be kept on issues such as:

- Groups with whom new or existing projects have been undertaken during the calendar year
- Number of schools/pupils engaged with during calendar period
- Number of hours of voluntary support given by the business during the calendar year
- Monies raised for local charities during the calendar period.

This information will be requested annually to form part of our CSR Reporting process.