

Making sustainable
corporate quality
visible.

The logo for eccos22 features a stylized molecular or network structure on the left, consisting of a large blue circle connected to three smaller blue circles. To the right of this icon, the word "eccos" is written in a lowercase, sans-serif font, followed by the number "22" in a larger, bold, uppercase font.

eccos²²

www.eccos22.com

The International Quality Seal for
Excellence in Sustainability and
Corporate Responsibility

Preface

CSR – a solution for many problems of our time



Communication technologies are available globally. Capital flows are moving rapidly. Corporations are organised on an international scale and are optimised in terms of taxes. This is why the rooms for manoeuvre of public authorities are diminishing. At the same time, the claims placed on public goods are increasing in a society that is not only highly developed and focused on education but also ageing. It becomes obvious that the public institutions alone cannot close this gap.

In the last few decades, federal development aid has not achieved its veritable goals either: Hunger and exploitation of people in the Third World has not been stopped, and the migrants' streams are increasing massively. Even UNO Organisations no longer feel capable of making an adequate contribution to improving the situation on our planet without the support of private donors.

Solving these problems is tricky but **feasible**: It is a matter of turning corporations from machineries focusing on materialistic issues into organisations with a conscience and breathing such human characteristics as empathy and responsibility for the world's society and the planet into them. **Companies can do that.** They are extremely dynamic and innovative players on the planet. They can overcome crises of any kind, can steadily re-orient themselves, can create new ideas and implement them into products and can establish markets that are completely new.

This striking power is needed to build a world worth living together. If consumers learn which companies act conscientiously, sustainable in ecological and social terms, by showing an adequate sense of responsibility and in a manner demonstrating how much they subscribe to dignity of man and which companies make a fair contribution to society, the demand for products and services provided by these actors will increase.

The tools for measuring CSR can help to create the transparency needed to focus the companies' objectives on a better overall social performance of their activities. For the companies, this means they need to adapt today so that they can secure their persistence. It means they need to open up to business opportunities that are still undiscovered. It means process improvements which have not been thought of yet. Once this development step has been taken, the next economic boom will originate from the synergies resulting if people's productive activities help to create habitats that are simultaneously worth living, healthy, peaceful and joyful and if economic growth that is measured wrongly, at the moment, is decoupled from the consumption of natural resources.

Christof Paparella
United Nations, UNIDO

Preface

Corporate quality for the 22nd century

Export is one of the most important drivers for growth and innovation. Changed basic conditions for international business relations in the public sector and in the B2B (business-to-business) area as well as in terms of the donors, investors and lenders necessitate an excellent performance in the fields of sustainability and corporate responsibility. Companies tackling these topics offensively and strategically pursue active cost and risk management. They create innovation, open up new business fields for themselves by means of new products and services and also offer new solutions for social issues.

Such CSR and Sustainability Standards as the Global Compact Initiative of the United Nations, the guidelines and principles of OECD (Organisation for Economic Co-operation and Development), ISO 26000 and the environmental management system acc. to ISO 14001 demonstrate what innovation opportunities and potential risks a company is facing. By obtaining eccos²², the first International Quality Seal for Excellence in Sustainability and Corporate Responsibility, you prove that your company actually is fit for the 22nd century, in every respect.

For evaluating fitness for the future, the organisation's status perceivable holistically will be analyzed from the perspective of all interested parties

and stakeholders. In this respect, attitude (culture and performance) will be assessed just as well as the levers for design (structure and processes) and the impact (results, products and value creation). Thus corporate quality acc. to eccos²² designates the quality with which operational business is being implemented and linked to sustainably working at the future.

The standard for corporate quality acc. to eccos²² is defined by the EFQM Excellence Model (European Foundation for Quality Management), which is aligned on an international scale, the UN Global Compact Principles, ISO 26000, SA 8000 (Social Accountability) and SR 10 (Social Responsibility) as well as environmental management standards.

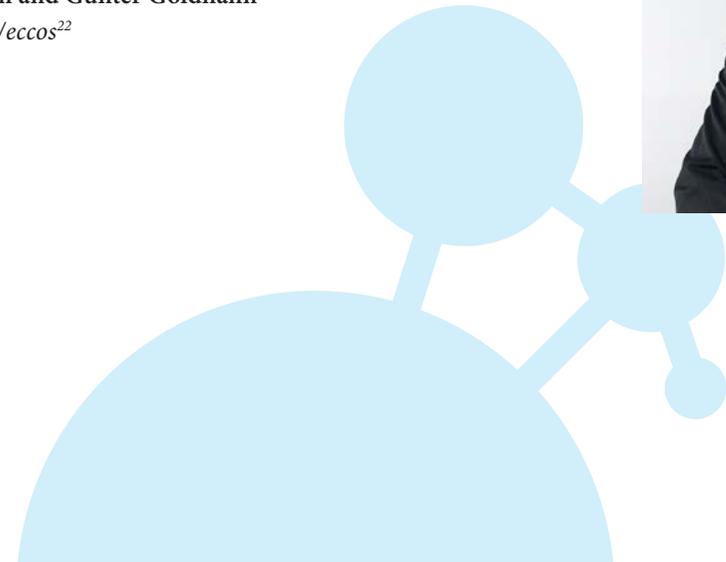
In order to guarantee an independent and exact conduct of the assessment, we have decided to cooperate with Quality Austria. With an organisation that exclusively subscribes to the facts and thus makes a significant contribution to providing the eccos²² Quality Seal with the value that it will have for trade and industry, the environment and global economy.

| **Brunhilde Schram and Günter Goldhahn**
| *CSR Dialogforum/eccos²²*



“The question for our future quality of life is directly linked to the question for energy and material efficiency. All the more important will it be to manage the relevant opportunities in a well-aimed and specific manner.”

| **Konrad Scheiber**, *CEO Quality Austria*



eccos²² proves comprehensive entrepreneurial sustainability.

CSR and sustainability are similar. Still they bring two different perspectives into play. Economic sustainability primarily starts to take effect on the basis of internal processes – and correspondingly depends on the management qualities of these processes.

Responsibility towards society, for its part, is an unwritten law of nature. As a matter of fact, consumers as well as business partners want to feel that both is brought to life within your organisation: quality to the inside and responsibility to the outside.

The eccos²² Quality Seal, which is based on a complex analysis and assessment process, enables you to prove that your company does not only work well but also actually translates the following idea into action: You want to do it better again and again, you can do so, and you will do so. You can be certain yourself that you really act in a manner reflecting your sense of sustainability and responsibility.

Quality to the inside, responsibility to the outside





Lead enabled by responsibility

The eccos²² Quality Seal is no signet that is freely obtainable or, even more so, purchasable but an award deserved honestly. When developing this Quality Seal, the CSR Dialogue Forum and Quality Austria have subscribed to an idea of quality and responsibility that is all-encompassing and which many organisations can only live up to gradually because certain structures, rules and standards have been established.

This does not mean that the award only is accessible to an elitist circle. It rather means that processes that are aimed at implementing the idea of CSR are assessed for their conclusiveness, fitness for the future and maturity and thus their sustainability.

The eccos²² Quality Seal draws its credibility and its value towards society from its basic concept: An analysis refers to what is going on and being improved within the organisation. An assessment refers to what can, in future, be achieved by using these processes and to what extent this will be given a positive social relevance.

An award
deserved
honestly

An excellent foundation for strategies and campaigns

Increase your reputation among partners, investors and consumers and in the public. The eccos²² Quality Seal is the first international award whose granting is based on a process adequately objectivized. It shows that it is a question of an organisation that assigns the same significance to the belief in environmental protection and social responsibility. More credibility cannot be achieved.

The Quality Seal acknowledges to all stakeholders that this organisation wants to change things for the better by means of its business activities. This also is the best basis for successfully imparting strategies, objectives and targets and values.

The federal Quality Seal is awarded in four levels:

- Committed to eccos²² excellence – bronze
- Recognized for eccos²² excellence – silver
- eccos²² excellence – gold
- eccos²² leadership – platinum



Top credibility





How to apply for the award

The way to the eccos²² Quality Seal leads over a multi-phase process. At the beginning, there are a personal interview serving to inform you and a subsequent interview serving to analyze your organisation's current situation. These interviews will take approx. four hours and serve to discuss and clarify all the requirements and basic conditions as well as the organisation's status quo. After this preliminary review made by independent assessors, it will be clarified whether and at what moment a main assessment will be useful. Independent assessors of Quality Austria as well as certified analysts and coaches will review all factors relevant for awarding.

In line with the claim of eccos²², awarding of the Quality Seal cannot be promised in advance. This will be clarified during the interview serving to analyze the organisation's current situation. However, an application will pay off, at any rate. After all, the activities of the Examination Team will already help you to learn valuable lessons about your organisation's fitness for the future.

As for more detailed information, please visit our website: www.eccos22.com



valuable lessons



Association CSR Dialogue Forum
Rosenauerstraße 43, 4040 Linz
Tel. +43 732 73 00 60 32, Fax +43 732 73 00 60 35
office@csr-dialogforum.at, www.csr-dialogforum.at
www.eccos22.com



Strategic cooperation with Quality Austria
Training, Certification and Evaluation Ltd.
Headquarters
Zelinkagasse 10/3, 1010 Wien
Tel. +43 1 274 87 47, Fax +43 1 274 87 47-100

Customer Service Center
Am Winterhafen 1/1, 4020 Linz
Tel. +43 732 34 23 22, Fax +43 732 34 23 23

office@qualityaustria.com, www.qualityaustria.com



Strategic cooperation partners:



Cradle to Cradle™ certified eco-effective
printing products innovated by gugler*.
www.gugler.at



Printed according to criteria documents of the austrian Eco-Label
„printed products“. gugler* print, Melk, UWZ-Nr. 609, www.gugler.at



Imprint: Association CSR Dialogue Forum, Rosenauerstraße 43, 4040 Linz, Tel. +43 732 73 00 60 32, Fax +43 732 73 00 60 35, office@csr-dialogforum.at, www.csr-dialogforum.at, www.eccos22.com
Responsible for the contents: Brunhilde Schram, Register of Associations: ZVR-Zahl 604762504. Concept, design and production: gugler* brand & digital, St. Pölten and gugler* print, Melk.
Picture Credits: Cover: www.data2map.de, ChrisHepburn/istockphoto.com, Ikonoklast_Fotografie/istockphoto.com, Grafissimo/istockphoto.com; p. 4-5: annabaek/istockphoto.com, kemalbas/istockphoto.com;
p. 6-7: dynasoar/istockphoto.com, p. 8: www.data2map.de