

CO₂ performance scale – Eiffage Benelux – Corporate communication plan

1. Introduction

The effects of global warming are being felt in every corner of the globe. Eiffage Benelux wants to play an active role in fighting climate change. This is why we are taking a large number of initiatives to reduce our ecological footprint, both in our offices and on our construction sites.

Regarding this, the Eiffage Benelux management committee has decided to deploy level 3 of the CO₂ performance scale in all its subsidiaries. Two of our companies already hold this certification :

- OVMB since the end of 2020
- Herbosch-Kiere since 2015 (reached level 4 in September 2021)

2. The CO₂ performance scale : content and importance of the communication plan

The CO₂ performance scale (or ladder) is a management system designed to encourage companies to reduce their CO₂ emissions. This translates into energy and material savings and undoubtedly paves the way for innovation. In the construction industry in the Netherlands, this scale is often used as an award criterion for government contracts. In Flanders and Wallonia, we are currently in a test phase. A step-by-step plan already exists for all subsidiaries, and the inventory of our emissions has already begun. Our ambition is to have all the subsidiaries of Eiffage Benelux certified by the end of 2021 !

To achieve this, we need a good internal and external communications strategy.

Our communication plan sets out how we intend to achieve our ambitions in terms of CO₂ emissions, as well as the required internal and external communication to achieve them.

3. Communication objectives

Communicating about the CO₂ performance scale should contribute, both within and outside the Group, to increasing awareness and commitment to improving our performance within the scope of our CO₂ policy.

4. Organisation

4.1 Why communicate ?

Internal and external communication about the efforts made as part of the CO₂ performance scale is essential to ensure that :

- our co-workers become aware of the importance of reducing our CO₂ emissions ;
- our co-workers understand how they can contribute to our ambitions ;
- our commitment to reducing CO₂ emissions is broadcast outside the Group.

4.2 Supervisors and stakeholders

- Management team
- Project manager
- Team members
- stakeholders
- External opinion + internal audit

5. Internal communication

5.1 Purpose and organisation

To strengthen the commitment of our co-workers, it is essential to communicate internally about our CO₂ policy, the QESDE (Quality, Environment, Safety, Durability, Energy) action plan and its objectives, the resulting actions and results, and the CO₂ footprint of each of our companies in the Benelux.

In short, all our co-workers clearly need to know :

- what our concrete ambitions are ;
- that our measures to reduce CO₂ are important and necessary ;
- that these measures require well-defined efforts.

Both, top-down and bottom-up communication, are important to clarify, develop and implement our actions.

To do this, we need to use different means of communication (see chart/timetable below) and organise regular contact sessions. The aim of these sessions is not only to communicate the current status of our QESDE system, but also to exchange ideas.

5.2 Target group -> internal communication

All the co-workers of Eiffage Benelux.

5.3 Internal communication channels and timetable

Tools	Frequency	Supervisor	Target group
Posters	At least every two years	Subsidiary communications officer	All co-workers
Quarter « Carbone footprint »	1 x per quarter	Project manager and project team	Construction site team
Employee information session	At least every two years	Project manager and management team	All co-workers
Newsletter	At least every two years	Comm. dptmt, in consultation with the project manager	All co-workers
Eiffage intranet	At least every two years	Project manager – management team	All co-workers + Eiffage Benelux Group
Magazine 'Inside'	At least every two years	Project manager – management team	All co-workers + Eiffage Benelux Group
'Yammer' page, dedicated to innovation	At least every two years	Comm. dptmt, in consultation with the project manager	All co-workers

6. External communication

In order to profile and place ourselves as a socially responsible construction company, it is important that we communicate regularly outside the Group about our CO₂ policy, our CO₂ footprint, our reduction targets, as well as the progress of this emissions reduction.

The aim of communicating to our external partners is two-fold :

- Inform them of the progress we are making in reducing our CO₂ emissions, using the CO₂ performance scale ;
- Inform them of our actions regarding corporate environmental responsibility, to highlight our active role in this field.

Tools	Frequency	Supervisor	Target group
Website (specific page)	Every six months	Communication department + project manager	All visitors
LinkedIn	At least two publications per year	Communication department + project manager	All subscribers
Facebook (if applicable)	At least two publications per year	Communication department + project manager	All subscribers
Instagram	At least two publications per year	Communication department + project manager	All subscribers
Digital newsletter	At least two publications per year	Communication department + project manager	Customers and stakeholders
SKAO.nl website	At least two publications per year	Communication department + project manager	All visitors
Press release	Once a milestone has been reached	Communication department + project manager	All stakeholders

7. Evaluation of internal and external communication

It is important to accurately assess the impact of our communication policy. An evaluation must therefore be organised at least once a year by the project manager and the management team. The ensuing results must be shared with all our co-workers.