

It
feels
better...

Self declaration ISO 26000

DRAWN UP IN CONFORMITY TO NEN NPR 9026+C1:2012

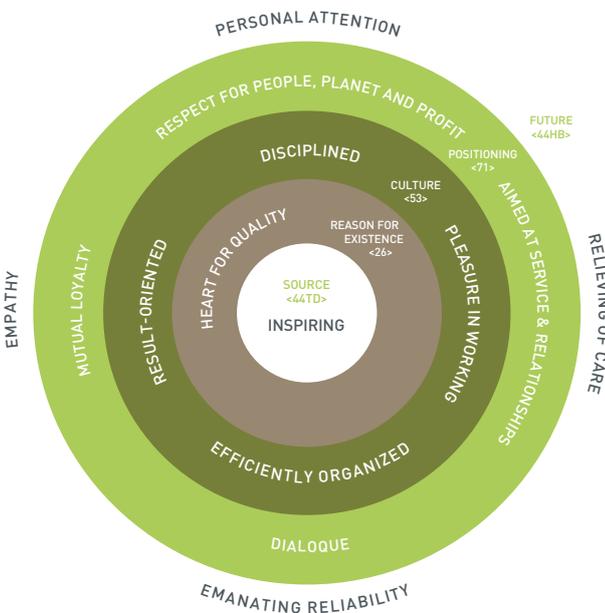




ISO 26000, principles and guidelines we endorse

Blycolin is the leading international specialist and partner in linen services for the hospitality branch. Our enthusiastic employees believe quality is very important and endorse our corporate social responsibility. People and their wellbeing, entrepreneurship for and in the community, sustainable purchasing and caring for the environment are central to our business. In an inspiring and efficient way, we proudly achieve sustainable total solutions that contribute to the maximum quality perception (Q perception) of hospitality guests.

Our core values

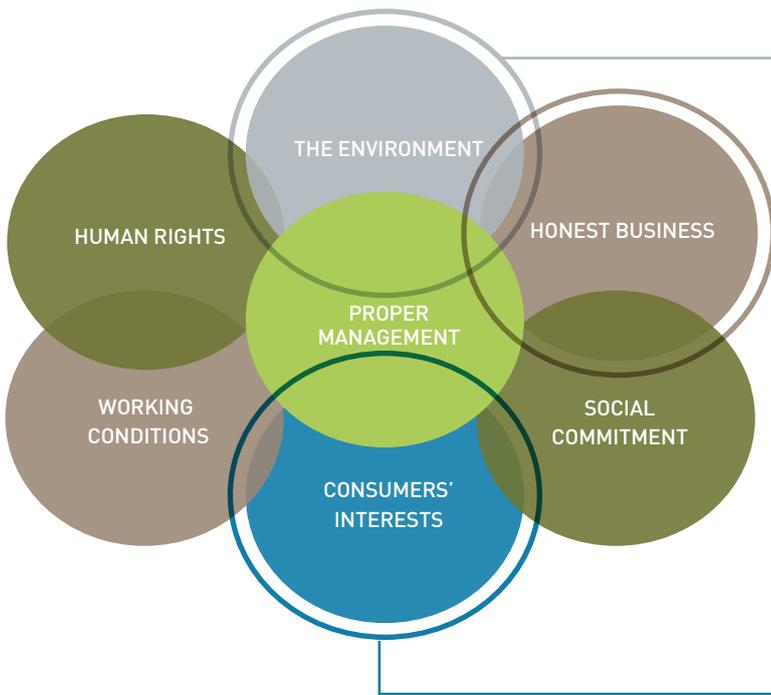


Blycolin is ISO 9001 and Certex certified. Valuable quality certificates that offer certainty. However, in our opinion, they say very little about principles and guidelines for corporate social responsibility. ISO 26000 is developed especially for that purpose. ISO 26000 is an international guideline to put sustainable entrepreneurship into practice.

ISO 26000 provides the answer to the question of how to handle corporate social responsibility. Blycolin endorses the principles and guidelines of ISO 26000 completely.

With the self declaration at hand, we are able to demonstrate that we apply the principles and guidelines of ISO 26000. This self declaration is drawn up in conformity with the NEN guideline NPR 9026+C1:2012. We have implemented that signature, because we have integrated the core themes of ISO 26000 optimally in our operational management. Thereby, we have consciously chosen for a number of core themes and focus points.

We are transparent in the operation of our company and conduct our business based on honesty, trust and clear agreements. We treat all people equally, stimulate their contribution to the production process and make sure working conditions and working relations are optimal. Moreover, with ISO 26000, we emphasize that we actively want to improve the environment and work on sustainable solutions. We also emphasize that we respect you as our customer and will always provide you with proper product information and safe products. We are also very involved in the community.



Focal points

- Optimizing logistical flows laundry – customer
 - Optimizing logistical flows supplier – laundry
 - Participation in projects for purchasing sustainable fibers
 - Energy-saving laundry (including orientation deploying sustainable energy)
-
- Further increasing of transparency about expectations and agreements with the customer and laundry facilities
-
- Making footprint of washing process insightful at customer level

In this document, we provide you with the answers to the 40 questions of the ISO 26000 self declaration. These are categorized into four main subjects:

1. **CSR principles**
2. **Recognizing corporate social responsibility of Blycolin and stakeholders involved**
3. **CSR core themes**
4. **Integrating social responsibility within Blycolin**

Corporate social responsibility. It feels better! We are always open to suggestions and ideas.

On behalf of the Blycolin Group,

Marc van Boekholt,
Managing Director



Contents

This self declaration document is divided into four chapters. Within these four main subjects, a number of underlying subjects have been defined. For every underlying subject, one or more questions have been included. The division of questions per underlying subject is as follows:

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1. CSR PRINCIPLES

Question 1 Rendering accountability

Our organization renders accountability for our effects on society, the economy and the environment. We render accountability for:

- The effects of our operational management on society, the environment and the economy and especially for any negative effects;
- The measures we have taken to prevent repetition of those negative effects.

Clarification/examples:

In various ways, Blycolin renders accountability to its stakeholders for the impact of activities on society, the economy and the environment. Among others, through:

- Annual reports
- Participation in long-range agreements (MJA3)
- Customer satisfaction research
- Corporate website
- Formal and informal communication with stakeholders

Our website (www.blycolin.com) contains information on our organization and our CSR policy, as well as information on current projects within this policy. For the office in Zaltbommel and the laundry facilities in Bunschoten and Maasmechelen, Blycolin has insight into the carbon footprint, measured annually by an independent research agency based on the total energy consumption and driven kilometers. Besides this, Blycolin is ISO9001:2008 certified and within this quality management system, inspection, evaluation and continual improvement of our activities are secured.

Question 2 Transparency

Our organization is transparent about decisions and activities that have an effect on our surroundings.

Which activities does your company undertake to realize this principle?

We are transparent about:

- The goal, nature and location of our activities
This information is supplied on our website.
- Who has the majority interest in our organization
To stakeholders that require this information, this has been made clear and comprehensible.
- Which responsibilities and qualifications go with those positions in terms of decision-making
Internally and easily available. To relevant stakeholders, this information is available.
- Who holds which position in our organization in terms of decision-making
Internally and easily available. To relevant stakeholders, this information is available.
- Our CSR performance for significant subjects (internal)
This information is available internally, among others through the financial report (available to relevant stakeholders), the environmental report for laundry facility Bunschoten and the carbon footprint calculation for Zaltbommel, Bunschoten and Maasmechelen, as well as reports of periodical interviews with suppliers and reports of periodical audits.
- Our financial performances
To relevant stakeholders, this information is available.



- From where our financial means originate
To relevant stakeholders, this information is available.
- Who we consider to be stakeholders
This information is shared with our employees.
- The way in which these stakeholders are selected (internally)
This information is shared with our employees.
- How these stakeholders are involved in the organization (internally)
This information is shared with our employees.

This information is:

- Publically and easily available. Not all corporate critical information is available publically, as indicated above.
- Comprehensible to our stakeholders.
- Timely, factually correct, clear and objective.

Blycolin gladly invites parties with additional questions to contact us.

Question 3 Ethical behavior

**Our organization displays ethical behavior.
Which activities does your company undertake to realize this principle?**

We:

- Make our core values and principles known
- Focus our company structures in a way that promotes ethical behavior
- Make the codes of conduct that are expected of various people in and around our organization known
- Prevent or solve conflicts of interest in the organization that might lead to unethical behavior
- Establish supervision and control mechanisms to monitor, support and enhance ethical behavior
- Recognize and handle situations in which local legislature does not exist, or conflicts with ethical behavior
- Respect the welfare of animals

How is this ethical behavior formalized?

Blycolin and its employees behave in an ethical manner and deal with stakeholders in a decent way. Blycolin does not yet have a special code of conduct describing ethical behavior. There is a code of conduct for suppliers. Also, Blycolin has general conditions for customers, a company rule book, a personnel policy and a policy on working conditions. Based on the results of the research for the ISO26000 project, Blycolin has decided to include guidelines on ethical behavior in the personnel policy and personnel rule book. It will also be a fixed subject during performance interviews.



Question 4 Respect for the interests of stakeholders

Our organization respects and anticipates the interests of stakeholders.

Which activities does your company undertake to realize this principle?

We:

- Know who our stakeholders are;
- Acknowledge and value our stakeholders and respond to stakeholders' concerns;
- Recognize that stakeholders can influence the activities of our organization;
- Have determined whether stakeholders are capable of contacting us in order to exert influence and that we take this into account;
- Weigh the interests of stakeholders in relation to broader public expectations;
- Take into account the interests of stakeholders with which we do not have a formal relationship.

Clarification/examples:

Blycolin acknowledges and respects the interests of its stakeholders and anticipates these interests pro-actively. Blycolin values maintaining a good relationship with its stakeholders. It is clear that stakeholders have influence and are influenced when taking decisions and making strategic choices. For this reason, we value a structured dialogue with our stakeholders so there is a good balance between the interests and expectations of Blycolin and its stakeholders.

Concrete examples are:

- Discussing this self declaration with a number of customers and suppliers
- The periodical customer satisfaction research

Question 5 Respect for the legal order

Our organization respects the ruling legislature. Which activities does your company undertake to realize this principle?

We:

- Acquaint ourselves with the applicable legislature: Through a number of ways, this is secured within Blycolin, for example:
 - Enabling and stimulating reading professional literature
 - Stimulating visiting shows
 - Active membership of branch association FTN
 - Organizing training in cooperation with suppliers (machines, chemicals)
- Comply with legislature in all countries we are active in, even when enforcement from the government is inadequate. Blycolin highly values ethical and honest trading. Complying with legislature is a precondition for this. We make arrangements to ensure our relations and activities comply with legislature. This is done in various ways:
 - Measures as a result of audits (Risk Inventory Evaluation, ISO9001, Certex)
 - Safety instructions of suppliers
 - Informing employees on recent and relevant legislature and how they can comply with it. Every employee has a personal development plan, with space for education in it.
- Assessing periodically whether the organization still complies with legislature: Yes, through:
 - ISO9001 audit
 - Certex
 - RIE update

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Question 6 Respect for international codes of conduct

Our organization respects the international codes of conduct.

Which activities does your company undertake to realize this principle?

We:

- Respect the minimal international codes of conduct in countries where legislature inadequately protects the environment or society or conflicts with international codes of conduct;
- Reconsider our relations and activities in areas where the international codes of conduct are not upheld;
- Prevent our complicity in the violation of the international codes of conduct by other organizations.

Clarification/examples:

Our strategic suppliers have undersigned a Code of Conduct. Our tactical suppliers will follow soon. Upholding the Code of Conduct is discussed with our suppliers every year.

Question 7 Respect for human rights

Our organization respects and acknowledges the universal human rights.

Which activities does your company undertake to realize this principle?

We:

- Respect these rights in all countries, cultures and situations;
- Take measures in situations in which human rights are violated in terms of our operational management, the value chain and/or our sphere of influence;
- Do not abuse or profit from situations in which human rights are insufficiently protected;
- Respect the international codes of conduct.

Clarification/examples:

Please see clarification to question 6.

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2. RECOGNIZING CORPORATE SOCIAL RESPONSIBILITY OF BLYCOLIN AND STAKEHOLDERS INVOLVED

Question 8 Identifying stakeholders

How has your organization identified its stakeholders (who have been consulted in which way)?

For the stakeholder analysis, a wide range of Blycolin employees has been selected. These colleagues have been asked to map out:

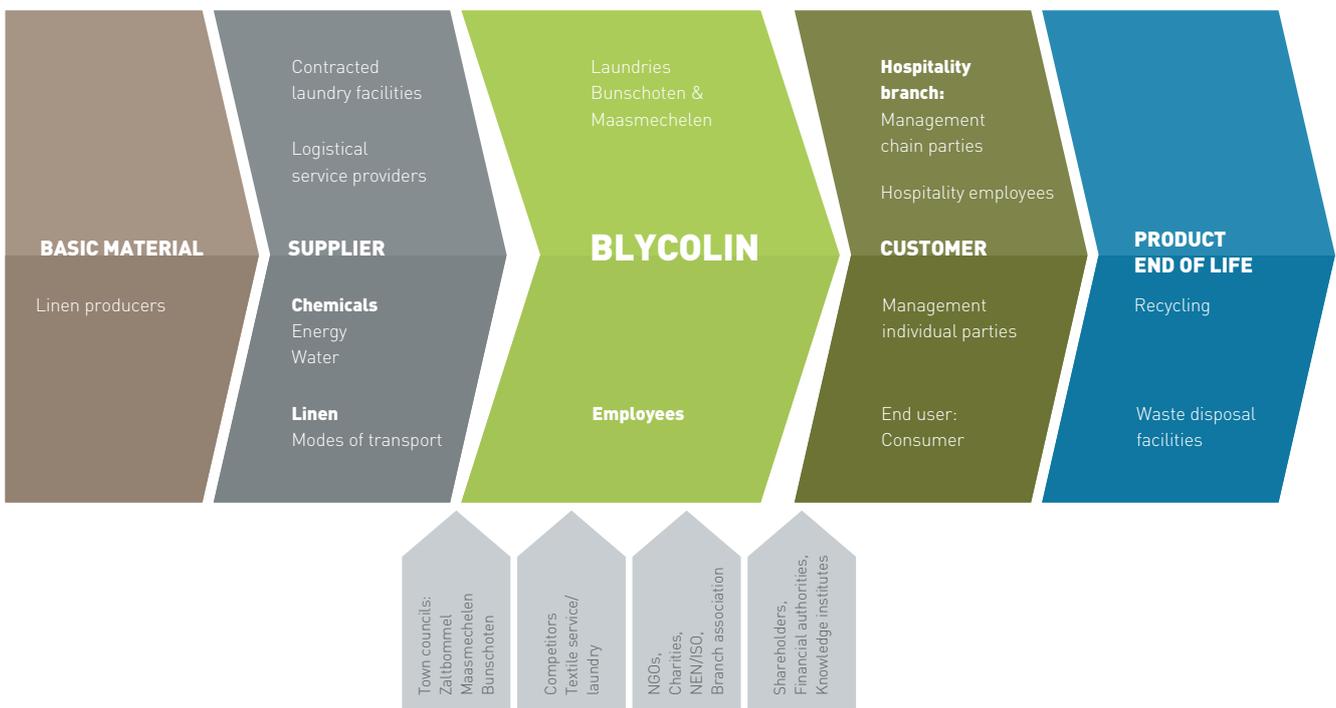
- To whom should be given account
- Who has interests in Blycolin's decisions
- Who is influenced positively or negatively by Blycolin's actions
- Who is in the chain

The ISO 26000 steering group has compiled this information and returned for approval. The results of this analysis is the answer to question 9.

Question 9 Identifying stakeholders

Who are the stakeholders in your organization?

Below, you can find a visual representation of our stakeholders.



Question 10 Involving stakeholders

Why and for what does your organization involve its stakeholders (give examples of the way in which your organization has done so)?

We involve our stakeholders to:

- Gain insight into the impact of our decisions and activities on specific stakeholders;

Through, among others, periodical discussion with suppliers, customer satisfaction research and the periodical interviews with our employees, we establish the impact of our activities and decisions. Innovations (such as in logistics), cannot take place without the support and dedication of our customers. Below, we describe our ambition to intensify the dialogue on CSR with our stakeholders in 2013.

- Find out whether positive impact on our surroundings can be increased and negative impact can be decreased;

Two-yearly and operationally, a customer satisfaction survey is conducted. In a CRM, stakeholders' satisfaction on various areas of our services is recorded based on conversations with regional managers and/or customer service.

- Find out whether our claims with regard to social responsibility are found to be credible.

This self declaration is a reason for Blycolin to intensify the dialogue with stakeholders about CSR. For the year 2013, Blycolin has set itself the task to:

- Discuss the self declaration with five customers in the Netherlands, Belgium and Germany (individually)
- Discuss the self declaration with minimally three suppliers (individually)
- Assess our CSR performance.

This is the ambition, see above

- To be transparent about what we do (our activities and decisions);
- Communications in newsletters, website, social media;
- Where possible, form partnerships that offer advantages to us and our stakeholders;
- With selected customers, we perform logistical optimization projects. Impact in time, and thereby financial advantages, are key in these projects. We will also do pilots with our products together with customers (for instance, testing recycled bath linen with our own clientele).

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3. CSR CORE THEMES

Question 11 Determining relevance CSR subjects

Indicate whether you have considered the following when determining the relevant subjects:

- Your own activities and decisions.
- Activities and decisions of organizations in the value chain and sphere of influence of your organization.
- Daily activities and special circumstances.

Question 12 Determining relevant CSR subjects

Which subjects are relevant?

- Management of the organization – Decision-making processes and structures
- Environment – Prevent pollution
- Environment – Sustainable use of resources
- Environment – Push back and adjust climate change
- Working conditions – Work and work relationships
- Working conditions – Working conditions
- Working conditions – Personal development & training
- Honest business – Honest competition
- Human rights – Due Diligence
- Human rights – Handling complaints and disputes
- Customer / consumer affairs – Honest marketing
- Customer / consumer affairs – Sustainable consumption
- Customer / consumer affairs – Customer service and support
- Customer / consumer affairs – Protection of privacy

- Customer / consumer affairs – Information and awareness
- Social awareness – Showing commitment
- Social awareness – Education and culture
- Social awareness – Development and access to technology

Question 13 Determining significance CSR subjects

Which criteria have you used in determining the significant subjects?

- The degree to which the subject has an effect on your stakeholders and sustainable development.
- The effect of taking extra action(s) in this subject, or deciding not to do so.

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Question 14 Determining significance CSR subjects

Which subjects are significant?

- Management of the organization – Decision-making processes and structures
- Environment – Prevent pollution
- Environment – Sustainable use of resources
- Environment – Push back and adjust climate change
- Working conditions – Work and work relationships
- Working conditions – Working conditions
- Working conditions – Personal development & training
- Honest business – Honest competition
- Human rights – Due Diligence
- Human rights – Handling complaints and disputes
- Customer / consumer affairs – Honest marketing
- Customer / consumer affairs – Sustainable consumption
- Customer / consumer affairs – Customer service and support
- Customer / consumer affairs – Protection of privacy
- Customer / consumer affairs – Information and awareness
- Social awareness – Showing commitment
- Social awareness – Education and culture
- Social awareness – Development and access to technology

Question 15 Prioritizing CSR subjects

Which criteria have you used when determining the priority subjects?

- The costs versus the benefits of taking action on the subject.
- The time it will take to reach the desired goals.
- The financial implications when the subject is not handled soon.
- The ease and speed with which actions can be taken – the quick wins.

Question 16 Prioritizing CSR subjects

Which subjects have priority?

- Management of the organization – Decision-making processes and structures
- Environment – Sustainable use of resources
- Honest business – Honest competition
- Human rights – Due Diligence
- Customer / consumer affairs – Honest marketing
- Customer / consumer affairs – Sustainable consumption
- Customer / consumer affairs – Information and awareness
- Social awareness – Development and access to technology

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Question 17 Prioritizing CSR subjects

To which actions has led or will lead this policy you?

Besides recording ethical behavior in the personnel rule book and including it in performance interviews, Blycolin has set itself the goal to intensify the dialogue with its stakeholders (see also question 10 for these goals).

The cooperation with institutes of knowledge / branch organizations to make innovations in the area of linen management available to the market will be continued, with decreasing the environmental burden as precondition.

Question 18 Prioritizing CSR subjects

Clarification on prioritizing. Also explain why certain subjects have or have not been included.

The priorities have been determined based on a democratic (and anonymous) voting process among a diverse group of employees. The results of the vote were then used as input for a discussion with the same group of employees. In this discussion, the priorities have been identified. These priorities were then translated into action plans. Then, management has made a selection from these action plans for the year 2013 based on an analysis of risks, profits and investments. The plans not selected are on the long list for 2014.

Question 19 Prioritizing CSR subjects

Indicate which stakeholders – and in which way – you have involved in indentifying relevant, significant and priority subjects.

The relevant subject have been determined by the ISO 26000 steering group based on interviews with employees. Indirectly, customers and suppliers have also been involved. For 2013, Blycolin has set itself the task of intensifying the dialogue on CSR with its stakeholders.

The significant and priority subjects have been determined in a democratic process in which a representative group of employees has been involved. The employees were asked to include the vote of suppliers, customers, knowledge institutes and branch organizations in their assessment

This self declaration is cause for Blycolin to intensify the dialogue on CSR with its stakeholders. For 2013, Blycolin has set itself the task of:

- Discussing the self declaration with five customers in the Netherlands, Belgium and Germany (individually)
- Discussing the self declaration with at least three suppliers (individually)

Please also see question 10.



4. INTEGRATING SOCIAL RESPONSIBILITY WITHIN BLYCOLIN

Question 20 Chain responsibilities and sphere of influence

Which (types of) organizations are in your sphere of influence and how do they relate to your organization?

Economical relationship:

- Customers (hotels, restaurants, recreation parks, wellness centers)
- Suppliers (linen, water, energy, chemicals)
- Laundry facilities
- Branch organizations
- Partners (logistical service providers)
- Financial institutes
- Competitors
- NGOs

Ownership relationship:

- Shareholders
- Companies that are part of the Blycolin Group

Legal/Political relationship:

- Employees
- Government bodies
- Branch associations
- Town council Zaltbommel
- Town council Bunschoten
- Town council Maasmechelen
- Town council Lier/Antwerp
- Town council Eupen

Informal influences relationships:

- Consumers (the customer's customer)
- Please also see the stakeholder overview for question 9.

Question 21 Chain responsibilities and sphere of influence

In which way does your organization stimulate social responsibility with other organizations? Give examples.

- By including social criteria in contractual conditions.

Our Code of Conduct is standard included in the contracts with suppliers. The purchase conditions contain criteria for suppliers in the entire chain control, for instance banning child labor. Furthermore, we check for Fairtrade and/or GOTS certification.

- By publically making a statement about social responsibility.

On our website, <http://www.blycolin.com/sustainable.html>, it is clearly indicated which path Blycolin has chosen with regard to sustainable and socially responsible entrepreneurship. This is made concrete by means of this self declaration and our CSR policy.

- By involving the community, political leaders and other stakeholders.

Blycolin contributes to the employment in the surrounding region of Zaltbommel/Kerkdriel, as well as of Maasmechelen and Bunschoten (laundry services). Much is purchased from local suppliers, such as the lunch provision, confectionery, flowers and personnel activities at local caterers.

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- By using social criteria when taking investment decisions.

We try to use as much energy-efficient equipment as possible in our laundry facilities and the transport fleet should comply with the latest standards, while also being kept up to date.

- By sharing knowledge on social issues with stakeholders, hereby increasing awareness.

The knowledge and expertise acquired in our own laundry facilities are translated to and shared with our partner laundries, among others through the FTN organizational meetings. This is a continuous process that involves training of all sales personnel and the entire organization. At the moment, there is a joint pilot with a number of customers regarding recycled bath linens to test the practical applicability. We like to help our customers to become more sustainable. Blycolin is also partner of MVO Nederland (CSR The Netherlands).

- By initiating a lobby and using relations with media.

Blycolin informs about its CSR efforts and performance through various channels, among which:

- Through various branch organizations where Blycolin's methods are often cited and explained.
- GOTS linen was introduced at AF&BM meeting (food and beverage managers in the Netherlands).
- Participation in a project for optimization of logistical processes with a chain customer.
- Participation in a Hoteltop network during which social issues were discussed.
- Regular articles in Hospitality Management with focus on 'Embrace by Blycolin'.

We also make use of social media (Twitter and Facebook) newsletters in which we pay attention to CSR.

- By promoting good examples. Regularly, charity requests are granted. For instance, we have donated linen to the Ronald McDonald House and beds and linen to Mission across Borders, which services many (children's) homes in Eastern Europe. We donate towels to Lenie 't Hart and her seal shelter and bed and bath linen is given to hospitals in Surinam, but also to youth shelters in the Netherlands. We furthermore donate money to Kika and Alpe d'HuZes (both cancer charities).
- By cooperating with suppliers, customers and trade colleagues on sustainability projects.

A Fairtrade/GOTS linen line was added to the Blycolin collection. Together with a supplier, we have also developed a recycled line. Together with FTN, we develop projects.

With customers and prospects, the delivery frequency are discussed and where required adjusted so facilitate less transport movements. We see it as our responsibility to make our customers aware of the impact of delivery frequency.



Question 22 Appropriate caution

In which way does your organization assess the (potentially) (negative) effects of its own activities and decisions on society, environment and economy?

Among others, through:

- RIE
- The working conditions policy
- Own Code of Conduct
- EEPs and participation MJA3
- Carbon footprint calculation
- Financial annual report
- Dialogue with stakeholders
(Please see question 10 for goals 2013)

Question 23 Appropriate caution

In which way does your organization assess the (potential) (negative) effects of its own activities and decisions in your sphere of influence on society, environment and economy?

Partner laundry facilities are assessed on their honesty in conducting business, and complaints are researched within the bounds of possibility. When a complaint is valid, Blycolin will reconsider the cooperation. Partner laundries are periodically questioned on energy consumption, water consumption, and financial data, in order to influence and guarantee honest business.

Blycolin attempts to continue the dialogue on effects of business with chain parties through active participation in the branch association.

Question 24 Appropriate caution

How is appropriate caution exercised or implemented in your organization (and provide examples thereof)?

- Guidelines on how people related to the organization can observe appropriate caution. Blycolin has a personnel rule book with guidelines which is shared with all employees.
- Instruments to map out the impact of planned and existing activities, such as:
 - Annual carbon footprint calculation
 - Financial models
 - Annual environmental reports
- Instruments to integrate the CSR core themes in the entire organization.

Active internal communication and the themes are used during the purchase process and are part of the selection criteria. Action plans have been developed across the organization to create awareness and support.

- Instruments to measure performance and make adjustments in priority and approach. Evaluation of projects during the annual Management Review (of ISO 9001).
- Others, to wit: personnel rule book, Code of Conduct.



Which (potentially) negative effects in society, environment and economy has your organization identified?

A potentially negative effect on environment, society and economy ensues from the fact that linen is purchased from low-wage countries, whereby honest business and human welfare are subsidiary to the efficiency of the production process and profit gains. Blycolin chooses to purchase from producers that minimally conform to the code of conduct and take initiatives to improve working conditions and to decrease negative effects on the environment.

Question 26 *Vision, mission and strategy*

Our organization has given direction to its social responsibility:

- By including the role of social responsibility in our vision and mission.

Blycolin has formulated and published a CSR policy.

- By including important principles and subjects of social responsibility in our policies and strategy.

We have included these during the implementation of ISO 26000.

- By observing a code of conduct or ethical code in which the principles and values of social responsibility are translated into guidelines for fitting behavior. This is a plan for 2013 which ensued from the research conducted for the ISO 26000 project.
- By translating priorities for actions on core themes into goals (SMART).

We have included these during the implementation of ISO 26000.

- By drawing up an action program (with responsibilities, timeline, budget, and so on).

We have included these during the implementation of ISO 26000.

Question 27 *Developing support and competencies*

In which way does your organization create support for social responsibility – inside as well as outside of the organization?

Blycolin clearly states its policy on sustainability and CSR on its website, which is public.

With both the office staff and traveling sales force of Blycolin, the criteria of various certifications have been discussed and clarified, such as Green Key and Green Globe. The commercial management will furthermore partake in training session of Green Globe. These sessions will then be translated to the rest of the organization. Seminars and lectures are attended. (Fairtrade) speakers are invited for sales meetings. During meetings with our customers, the GOTS and Fairtrade products will be discussed. These products are also clearly indicated in our rental assortment and on our website.

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In partnerships, thinking along with our customers for logistical and efficient solutions, for instance by developing methods and instruments for in-house separation of the laundry, doing a pilot and then rolling out the project.

Indicate whether you hereby pay attention to:

- Increasing the knowledge of the principles, CSR core themes and subjects.
- Commitment of the top of the organization in taking its social responsibility.

Question 28 Developing support and competencies

In which way does your organization develop the required competencies for taking social responsibility, inside and possibly outside of the organization?

Please also see the answer to question 27. Also, the publication of this self declaration, and the research that preceded it, has led to the development and propagation of CSR. Our goal for 2013 (please also see question 10) is to further expand this knowledge and these skills together with our stakeholders.

Question 29 Integration social responsibility in operational processes, systems and procedures

In which way has your organization integrated social responsibility in her operational processes, systems and procedures?

Our organization has integrated this:

- By carefully monitoring and managing the effects of our own activities on society, environment and economy.
- By ensuring that the principles of social responsibility are applied in our operational processes and are reflected in our structure and culture.

At the moment, Blycolin going through an awareness process. Our employees have now been introduced to the philosophy and language of CSR. This starts by mapping out responsibilities and rolling out and implementing project plans.

Clarification:

- Among others, by having our carbon footprint calculated annually for Zaltbommel, Bunschoten and Maasmechelen, we gain insight into our energy and material consumption.
- Blycolin is reactive in handling complaints and/or negative effects of its own actions or its partners' actions.
- We know where our impact is and for which issues we need to take our social responsibility. With our CSR policy, we aim to embed CSR in our company culture.

Question 30 Communication and reporting

Does your organization consider the following criteria in its communication about social responsibility?

- Complete: the information indicates all important activities and the social effects thereof.
- Comprehensible: the information is comprehensible to the target group. This includes both the language used and the way in which the information is presented.
- Responsive: the information relates to the stakeholders' interests.
- Accurate: the information is factually correct and contains sufficient depth.
- Balanced: the information is balanced and honest. The organization does not only communicate good news, but also provides information on possibly negative social effects.
- Recent: it therefore should always be clear to which period the information pertains.
- Accessible: the information is available to all stakeholders.

Clarification:

In our various communications, we incorporate the CSR theme, both internal and external. On our new website, our CSR policy is extensively discussed. Also in our internal communications, we try to report our CSR efforts as clearly as possible.

Some examples:

- Advertising campaign Embrace
- Articles in newsletters about sponsoring charities
- Articles about our CSR philosophy
- Articles about our sustainable linen lines
- Website
- Intranet site
- Promotional gifts and packaging
- Social media

Question 31 Communication and reporting

In which way does your organization communicate about its social responsibility? Please provide examples.

- During meetings and conversations with stakeholders.

We inform our customers about what we do with regard to social responsibility. With certain customers, we do joint projects in the area of sustainability, for instance 'Plan for the Planet' and Planet 21.

- By communicating about specific subjects or projects with stakeholders (see above).
- Internal communication between management and employees of the organization.

In this communication, this self declaration should also play a part. Our CSR policy has already been presented to and discussed with our employees. Also on the intranet, CSR is regularly discussed (efforts and performance). In the information folder for the traveling sales force, CSR information is also included.

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Question 32a Communication and reporting

Does your organization report on CSR via a social report (whether or not as separate report)?

Blycolin does not report on CSR via an annual report yet. Relevant CSR information is shared through the website.

Question 33a Communication and reporting

Are there or have there been conflicts or differences of opinion with stakeholders?

We recently discovered that the management of one of our partner laundries had different views on business ethics. We discussed this and based on the results of this meeting, it was mutually decided to terminate our cooperation.

Question 33b Communication and reporting

Which methods do you use to solve (possible) conflicts?

- Direct discussions with stakeholders with whom a conflict or difference of opinion has risen.
- Other procedures to handle complaints, to wit: complaint procedure ISO 9001.

Question 34 Monitoring activities and assessing performances

In which way does your organization monitor its activities that have an effect on relevant themes and subjects?

- Feedback from stakeholders.
- Monitoring the use of indicators, mainly applies to laundry facilities, measuring use and disposal of water, carbon emissions, energy and chemicals.
- Other, namely agreements with suppliers are described in the Code of Conduct and are discussed.

Indicate whether the following points apply to this monitoring:

We are convinced that this way the scope of monitoring is in line with the scope and the interest of the activities. Moreover, monitoring provides results that are reliable, timely available and easily comprehensible. Monitoring is therefore attuned to the users.



Question 35 Monitoring activities and assessing performances

How has your organization assessed its performance on relevant themes and subjects?

The assessment of performances on the themes and subjects relevant to our organization take place through an internal management assessment. Hereby, the following questions are asked and answered:

- Have the intended goals been reached?
- Were these, in hindsight, the right goals?
- Did we have the correct strategies and processes for the intended goals?
- What worked well, and why? What did not work well, and why not?
- What could we have done better or differently?
- Have all relevant people been involved?

Blycolin uses differentiated goals for each department. In some cases, performance indicators are linked to these departmental goals, which are monitored and discussed periodically in quality meetings.

Question 36 Monitoring activities and assessing performances

Have you involved stakeholders, and if so, which ones?

We have involved various stakeholders, to wit: employees of various branches, textile suppliers, suppliers of laundry facilities and customers. By ways of structural/planned meetings about various themes, we want to expand the stakeholder

dialogue in the years to come, to further increase the commitment of stakeholders. This way, we also allow our stakeholders to have a say in our goals. Our stakeholders, for instance our customers, regularly give their public opinion about our performance. Furthermore, we keep a relationship schedule internally and meetings with stakeholders are processed and saved for easy reference.

Question 37a Monitoring activities and assessing performances

Which improvements or successes has your organization achieved?

Blycolin has a mature management system. For an optimal integration of the ISO 26000 guideline in our management system, this is prerequisite. Some of our successes in the past years, partly due to our CSR policy, are:

- Cooperation with sheltered workshops
- Agreements made with textile suppliers with signing of our Code of Conduct
- Conscious choice for the introduction of Biolijn textile, Fairtrade and GOTS linen
- Learning company: making internship places available and development of our employees by ways of courses and training
- Participation MJA3 since November 18, 2004
- Participation EEP (part of MJA3) 2013-2016 (laundry in Bunschoten)

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Question 37b Monitoring activities and assessing performances

Which goals have not yet been reached?

Since the end of 2012, the application of the ISO 26000 guideline is effective at Blycolin. In 2013, the first assessment will take place, during which we will monitor how many progress we have made in reference to the previous years.

Question 38 Selecting CSR initiatives and instruments

In which CSR initiatives and possibly accompanying instruments does your organization partake?

Blycolin takes part in many CSR initiatives. We strive to embed CSR into our business policy as much as possible. However, CSR is of course a very broad notion. Blycolin has distilled it to the dimensions in which we are active. These dimensions are described in the CSR brochure and also published on our website. These dimensions are:

- Entrepreneurship for and in society (social commitment, honest business, consumers' interests)
- Sustainable purchasing (consumers' interests, honest business)
- Care for the environment

Within these dimensions, we take part in a number of initiatives.

Entrepreneurship for and in society

- Blycolin is a partner of MVO Nederland (CSR The Netherlands).
- Blycolin has a range of biological linen products that have the Fairtrade and/or GOTS trademark.
- Blycolin donates linen and bath textiles to charities every year.
- Blycolin financially supports, among others, the RopaRun, Rotary Zaltbommel and Alpe d'Huzes.

Sustainable purchasing

- We exclusively work with suppliers who comply with our Code of Conduct.
- Our purchasers know and observe the OESO guidelines.
- We preferably work with suppliers who partake in BSCI, or have a SA8000 certificate.

Care for the environment

- Our laundry facility in Bunschoten takes part in the MJA3 program of Agentschap NL.
- Our laundry facility in Bunschoten annually publishes an environmental report.
- For our office in Zaltbommel and our laundry facilities in Bunschoten en Maasmechelen, we have our carbon footprint calculated every year. This information is used to identify improvement options.

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Question 39 Selecting CSR initiatives and instruments

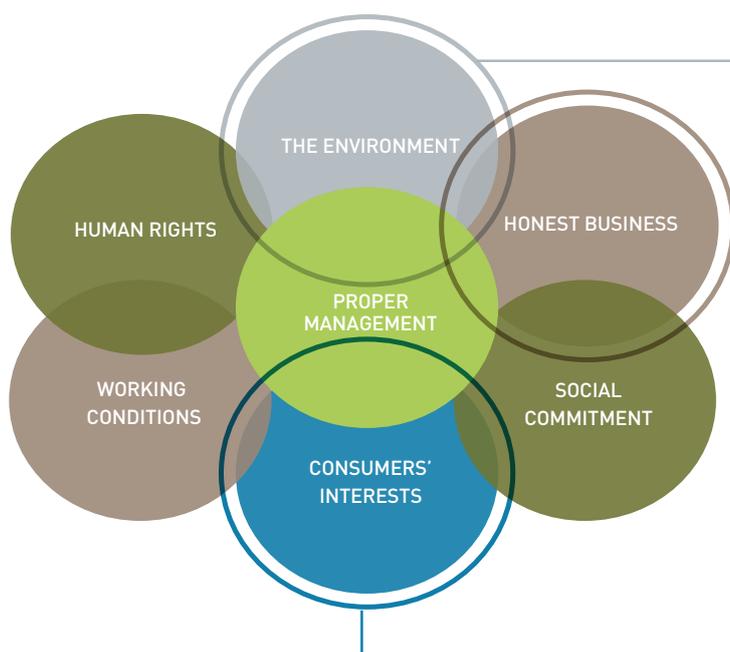
Which of the following issues have you considered when choosing this initiative?

- Supports the principles of NEN-ISO 26000.
- Provides practical guidelines to start up CSR.
- Helps the organization to reach specific stakeholder groups.
- Has a good reputation with regard to credibility and integrity.
- Was effected in an open and transparent way.
- Has been developed with various stakeholders, coming from both developed and developing countries.

Question 40 Selecting CSR initiatives and instruments

Which concrete actions are being taken in relation to the CSR initiative?

1. Including ethical behavior in the personnel rule book and as part of the performance interviews.
2. Internal assessment of six improvement ideas of which the proceeds are on the interface 'people x profit' or 'planet x profit'. Before these ideas turn into projects, they are discussed with a number of customers and suppliers.
3. Including the subject of CSR, and the discussion of the subject, in the customer day 2013.



Focal points

- Optimizing logistical flows laundry – customer
- Optimizing logistical flows supplier – laundry
- Participation in projects for purchasing sustainable fibers
- Energy-saving laundry (including orientation deploying sustainable energy)
- Further increasing of transparency about expectations and agreements with the customer and laundry facilities
- Making footprint of washing process insightful at customer level

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This publication was
produced in cooperation
with Berenschot.



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