



# SELF-DECLARATION

## ISO 26000

**NEN**  
ISO 26000 | MVO  
ZELFVERKLARING

Drawn up in conformity to  
NEN NPR 9026+C1:2012

2019-2020

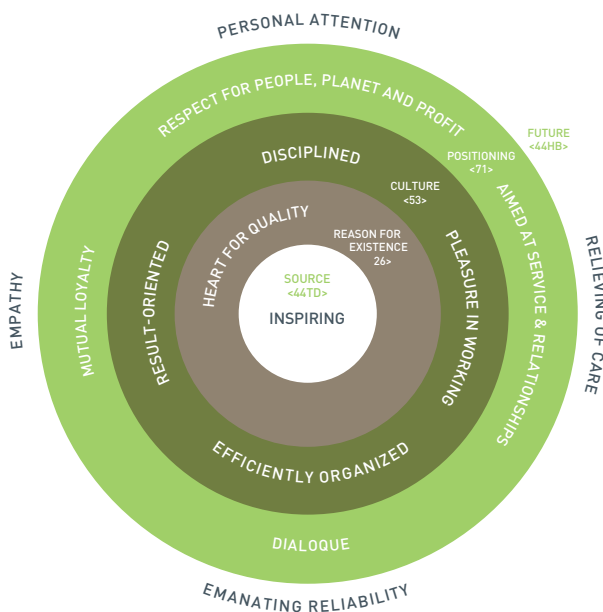
  
Blycolin



## 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. 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



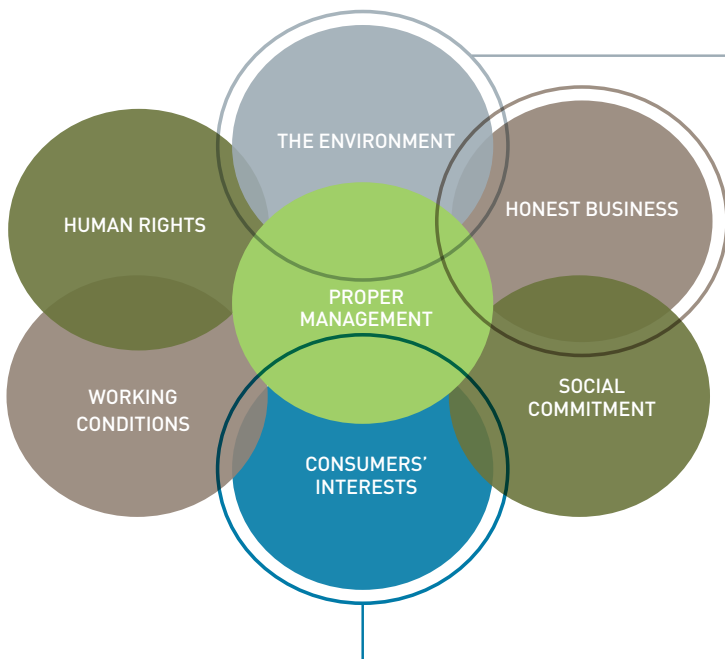
Blycolin is ISO 9001:2015 and Certex certified. Valuable quality certificates that offer certainty. However, in our opinion, they say very little about principles and guidelines for corporate social responsibility. ISO 26000 is developed especially for that purpose. ISO 26000 is an international guideline to put sustainable entrepreneurship into practice.

ISO 26000 provides the answer to the question of how to handle corporate social responsibility. Blycolin has completely endorsed the principles and guidelines of ISO 26000 since 2013.

With the self-declaration at hand, we are able to demonstrate how we apply the principles and guidelines of ISO 26000. With this self-declaration, we demonstrate how we apply the principles and guidelines of ISO 26000. 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.

In 2013, we have opted for ISO 26000 to organize our CSR efforts and communicate about it. Before you lies the updated version of our self-declaration, based on our latest insights and accomplishments regarding CSR.



## Focal points

- Optimizing logistical flows with customers and partners
- 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 questions of the NPR 9026+C1:2012. 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



## 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](http://www.blycolin.com)) contains information on our organization and our CSR policy, as well as information on current projects within this policy. For the laundry facilities in Bunschoten, Maasmechelen (BE), Renkum and Mechelen (BE), 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 CERTEX and ISO9001:2015 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 and its own laundries, 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 corporately 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. We do so, among others, by means of this self-declaration, on our intranet for our employees and on our website;
- focus our company structures in a way that promotes ethical behavior. We have appointed a confidential advisor and the 'four eyes principle' is applied to assessments and important decisions;
- make the codes of conduct that are expected of various people in and around our organization known by means of the personnel policy and personnel regulations;
- 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, for instance for job interviews and departmental meetings.

#### **How is this ethical behavior formalized?**

Blycolin and its employees behave in an ethical manner and deal with stakeholders in a decent way. The guidelines for this have been recorded in the personnel policy and personnel regulations. There is also a code of conduct for suppliers.



## 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, or sending it to them;
- the periodical customer satisfaction enquiry.

## 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 (SA8000, ISO9001:2015);
  - 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:
  - ISO9001:2015 audit;
  - Certex;
  - RIE update.



## Question 6 Respect for international codes of conduct

**Onze organisatie respecteert de internationale gedragsnormen.  
Welke activiteiten onderneemt uw organisatie om invulling aan dit principe te geven?**

**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 most important suppliers of textile have undersigned our Code of Conduct. Periodically, we have local audits at our manufacturers of our suppliers. Also, we have SA8000 audits performed at these manufacturers.

## 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.



# 2

## 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:

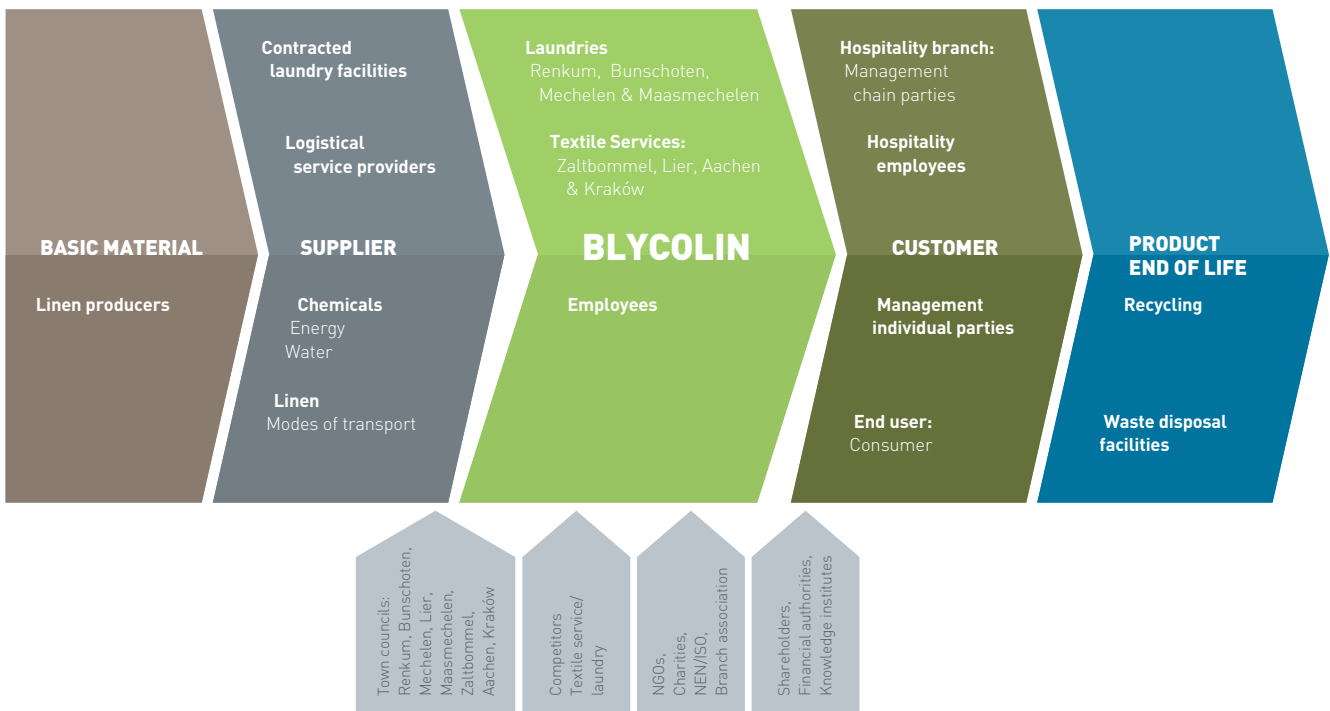
- to whom should be given account;
- who has interests in Blycolin’s decisions;
- who is influenced positively or negatively by Blycolin’s actions;
- who is in the chain.

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.



# 2 FAIR TRADE

## 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;
- find out whether positive impact on our surroundings can be increased and negative impact can be decreased;
- find out whether our claims with regard to social responsibility are found to be credible.

By means of, among other things, periodical conversations with suppliers, periodical customer satisfaction research and the periodical review with our employees, we visualize the impact of our decisions and activities. Our regional managers are also an important link in the dialogue with our customers. In every conversation, they collect valuable input to improve our CSR performance. Innovations simply cannot take place without the help and dedication of our customers. To improve and innovate effectively, we depend on the input of our stakeholders.

This self-declaration is a reason for Blycolin to intensify the dialogue with stakeholders about CSR. In 2019-2020, Blycolin has set itself the following tasks:

- to discuss the self-declaration with 5 customers in the Netherlands, Belgium and Germany to further improve our CSR performance;
- to discuss the self-declaration with at least 3 suppliers to further improve our CSR performance;
- to remain transparent about what we do, also with regard to CSR, in conversations, newsletters, on the website and on social media. We love to share our linen stories;
- where possible, create partnerships that offer benefits to us and our stakeholders.

# 3

## 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.

- customer / consumer affairs – Information and awareness;
- social awareness – Showing commitment;
- social awareness – Education and culture;
- social awareness – Development and access to technology;

### Question 12 Determining relevant CSR subjects

**Which subjects are relevant?**

- management of the organization – Decisionmaking processes and structures;
- environment – Prevent pollution;
- environment – Sustainable use of resources;
- environment – Push back and adjust climate change;
- working practices – Work and work relationships;
- working practices – Working conditions;
- working practices – 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;

### 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.

### Question 14 Determining significance CSR subjects

**Which subjects are significant?**

- management of the organization – Decisionmaking processes and structures;
- environment – Prevent pollution;
- environment – Sustainable use of resources;
- environment – Push back and adjust climate change;
- working practices – Work and work relationships;
- working practices – Working conditions;

# 3

- working practices – 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;
- the evaluation of the CSR activities in 2016 - 2018.

## Question 16 Prioritizing CSR subjects

### Which subjects have priority?

- environment – sustainable use of resources;
- environment – prevent pollution;
- working practices – working conditions;
- human rights – due diligence;
- customer / consumer affairs – honest marketing;
- customer / consumer affairs – sustainable consumption;
- customer / consumer affairs – information and awareness.

The priorities have been elaborated in action plans for the period 2019-2020 (please see question 17), or have been translated into participation in a CSR initiative (please see question 40).

## Question 17 Prioritizing CSR subjects

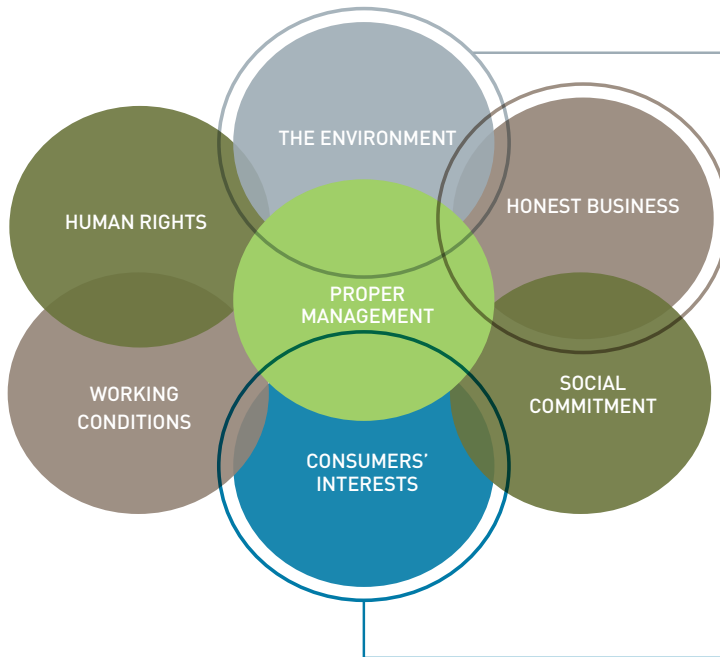
### To which actions has led or will lead this policy you?

From our priorities, the spearheads and actions ensue. In the figure above, our actions have been indicated. With selected customers, we discuss (logistical) optimization course. Impact in time and the ensuing financial benefits are key. Also, we perform pilots with our sustainable and recycled products together with our customers. Projects that we are working on, will become visible after they can be placed in the market definitively or have been concluded.

<https://www.blycolin.com/sustainability>

<https://www.blycolin.com/news>.

# 3



## Focal points

- Optimizing logistical flows with customers and partners
- 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

## 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, which was started after the evaluation of the plan in 2013. The results of the vote are then used as input for a discussion with the same group of employees. In these discussions, the priorities are identified. These priorities are then processed into action plans. Management then makes a selection of the action plans based on an analysis of risks, reward and investment for 2017-2018. The action plans that were not selected are on the longlist for 2020.

## Question 19 Prioritizing CSR subjects

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

The priority subjects have been determines by the Blycolin ISO 26000 steering committee, together with employees, customers and suppliers. The results of the 2013 research and the overview of the realization at the end of 2018 formed the basis of this.



## 4. INTEGRATING SOCIAL RESPONSIBILITY WITHIN BLYCOLIN STAKEHOLDERS

### 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 councils of Zaltbommel, Bunschoten, Renkum, Mechelen, Maasmechelen, Lier/Antwerp, 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. CSR has been integrally included in the purchase policy.

- by publically making a statement about social responsibility.

On our website, "<http://www.blycolin.com/sustainability>" and in the brochure on sustainability, the path Blycolin has chosen with regard to sustainable and socially responsible entrepreneurship is discussed, including projects. For more information, also see the various news items <https://www.blycolin.com/news>.

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

Blycolin contributes to the employment in all regions it is located. Much is purchased from local suppliers, such as the lunch provision, confectionery, flowers and personnel activities at local caterers.

# 4



- 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. But also the first electrical vehicles and placing a charging station near our property are part of these decisions.

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

The knowledge and expertise gathered in our own laundries is translated and shared with our partner laundries during, for instance, partner meetings. We like to help our customers to become more sustainable. Therefore, Blycolin is also a partner of MVO Nederland.

- 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;
- an increasing amount of customers include Pure Eco or other sustainable products in their package;
- 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 trade magazines (among which Hospitality Management, AHGZ, Hotel Business) with attention to sustainability at Blycolin.

We also make use of social media (Twitter and Facebook) newsletters in which we pay attention to CSR. In the GreenKey display, the sustainable products have been included. But also the first electrical vehicles and placing a charging station near our property are part of these decisions.

- 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 Kledingbanken Nederland. Bed and bath linen is donated to hospitals in Surinam, but also to youth shelters in the Netherlands. We plant trees to compensate CO<sub>2</sub> through PrimaKlima. Furthermore, we donate money to Kika, Anthonie van Leeuwenhoek hospital and the Alpe d'Huzes (for the KWF);
- by cooperating with suppliers, customers and trade colleagues on sustainability projects.

A Pure Eco line has been added to the Blycolin collection. Together with a supplier, we have also developed a recycle line (New Atlantic). The Comeback bed runner has been developed, manufactured of old used jeans, 90% recycled materials. The project Reborn uses old Blycolin sheets to make new sheets. Also, with customers and prospects, the delivery frequency is discussed and where required adjusted to facilitate less transport movements. There is also a test to employ electrical vehicles for smaller customers, in cooperation with City Hub. 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:**

- risk inventory and evaluation (RI&E);
- 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;
- intranet BlycolInfo.





## Question 25 Appropriate caution

### **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. Besides this, Blycolin visits these manufacturers and periodically perform its own audits. We also have SA8000 audits performed at these manufacturers.

## 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. This Code of Conduct is being used since 2014;
- by translating priorities for actions on core themes into goals (SMART);
- by drawing up an action program (with responsibilities, timeline, budget, and so on).

## 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. During meetings with our customers, the GOTS and Fairtrade products are brought to the attention. These products are also clearly indicated in our rental assortment, Intranet, social media, digital brochures, presentations, company visits and on our website.

Hereby, attention is focused on:

- increasing the knowledge of the principles. CSR core themes and subjects;
- the involvement of the top of the organization in taking its corporate social responsibility.

# 4

## 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 knowledge of CSR.

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## 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.

## 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.

# 4

## Some examples:

- (advertisement) campaigns: It feels better, no time to waste and linnenverhaal.nl;
- articles in newsletters about sponsoring charities and other initiatives;
- articles about our CSR philosophy;
- articles about our sustainable linen lines;
- promotional gifts and packaging;
- social media and videos;
- an honest linen story, cooperation in the vertical and horizontal chain;
- a contribution to the Chetna Project.

## 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; besides this, also online by means of storytelling.

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.

## Question 32 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?**

In the period of validity of the previous version of the self-declaration, no conflicts have arisen.

## 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 arisen;
- other procedures to handle complaints, to wit: complaint procedure ISO 9001:2015.

# 4

## 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?

Some of our successes over the past years stimulated by our CSR policy are:

- accentuated and concluded SLA with all new customers and saved energy in various ways in laundry, please see <https://www.blycolin.com/news/blycolin-bunschoten-wins-ftn-energy-prize-2016> and <https://www.blycolin.com/news/washing-with-a-certified-eu-ecolabel>;
- drafted benchmark for bathmats and towels;
- participation in various CSR initiatives (please see question 40);
- effected agreements with (textile) suppliers with signing our Code of Conduct;
- set up a database with all (CSR) certificates of suppliers for benchmarking and own communications;
- Blycolin forest in Krumhermersdorf, by planting trees after signing the contract with a new customer <https://www.primaklima.org/ueber-uns/unsere-projekte/projekt/wald/65>;
- choice and increase in purchase of Pure Eco textile, Fairtrade and GOTS linen by customers;
- partner of Made Blue. The water used in our laundries are mirrored and is donated by means of a financial contribution to countries where clean drinking water is not self-evident: a liter for a liter;
- the horizontal cooperation in the Chetna project whereby the first supplies for classrooms, teachers and bicycle shave been purchased and the sanitary provisions have been modernized in 2018 <https://www.blycolin.com/news/chetna-project-a-better-life-for-cotton-farmers> and <https://www.blycolin.com/news/how-chetnas-results-motivate-to-take-new-initiatives>;
- student company: making internship positions available;
- participation MJA3 as of 18-11-2004;
- participation EEP 2013 – 2017 - 2020;
- sustainability is formulated as an integral part of our purchase plan and marketing plan 2017 – 2019;
- recycling of used linen for new towels, please see <http://www.blycolin.com/nl/gerecyclebadlakens-en-handdoeken-atlantic.html>;
- recycling project ECAP 2017-2019.

# 4

## Question 37b Monitoring activities and assessing performances

### Which goals have not yet been reached?

Unachieved goals have been translated into priorities and actions for 2019 – 2020. Please also see our spearheads.

## 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 provides financial support to, among others, Kika, Ronald McDonald house and Alpe d'Huzes, Chetna Project and Made Blue.

### 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 in Bunschoten takes part in the MJA3 program;
- our laundry in Bunschoten publishes an environmental report annually;
- for our office in Zaltbommel and our own laundries, we have the CO<sub>2</sub> footprint calculated every year. This information is used to identify possibilities for improvement;
- we compensate CO<sub>2</sub> through Primaklima and Climate Partner;
- we dedicate ourselves to recycling linen by means of various (research) projects and partnerships.

# 4

## 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. participation in Germany in the initiative 'Bäume Verschenken' to compensate CO<sub>2</sub> emission, please see <https://www.baeume-verschenken.de>;
2. participation in platform MVO Nederland <https://mvonederland.nl/organisatie/blycolin-textile-services-bv>;
3. certification in accordance with the branch-specific certification schedule for industrial laundries CERTEX: <http://www.certex.info>;
4. makes use of the Made Blue water project 'a liter for a liter' in the Netherlands, please see <http://madeblue.org/#Home>;
5. to secure the livelihood of small cotton farmers in India, Blycolin sponsors the Chetna project, please see <http://www.chetnaorganic.org.in>;
6. Blycolin takes part in ECAP for the development of recycling of our old linen <http://www.ecap.eu.com/participants-and-supporters>;
7. participation in platform Maxtex <https://www.maxtex.eu/mitglieder>.

Heksekamp 33  
5301LX Zaltbommel

P.O. Box 288  
5300 AG Zaltbommel  
The Netherlands

T 0418 54 18 00  
E [welkom@blycolin.com](mailto:welkom@blycolin.com)  
[www.blycolin.com](http://www.blycolin.com)



This publication was produced  
in cooperation with Berenschot.