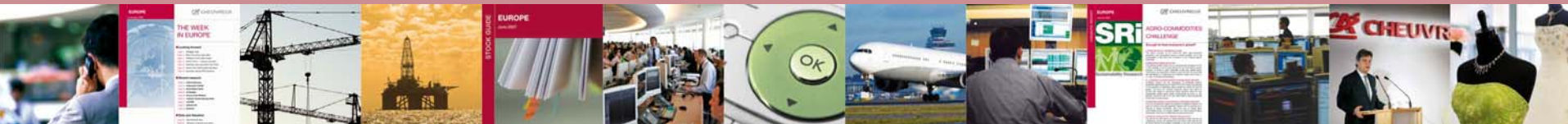




Product responsibility



A must

June 2008

Cécile Lamotte
clamotte@cheuvreux.com
(+33) 1 41 89 74 96

www.cheuvreux.com



Contents

■ Why?

■ Who?

■ How?

■ Definition of product responsibility

- Taking into account the social and environmental impact in the design of a company's products, services and technologies

■ Products form a direct link between a company's social responsibility and its financial performance, as they are decisive in terms of:

- Commercial success
- Brand and client capital
- Products are subject to increasingly stringent regulatory constraints in some sectors. These regulatory constraints lead to growing legal risks
- Employee motivation and loyalty

■ Product responsibility is a distinct part of a company's social responsibility

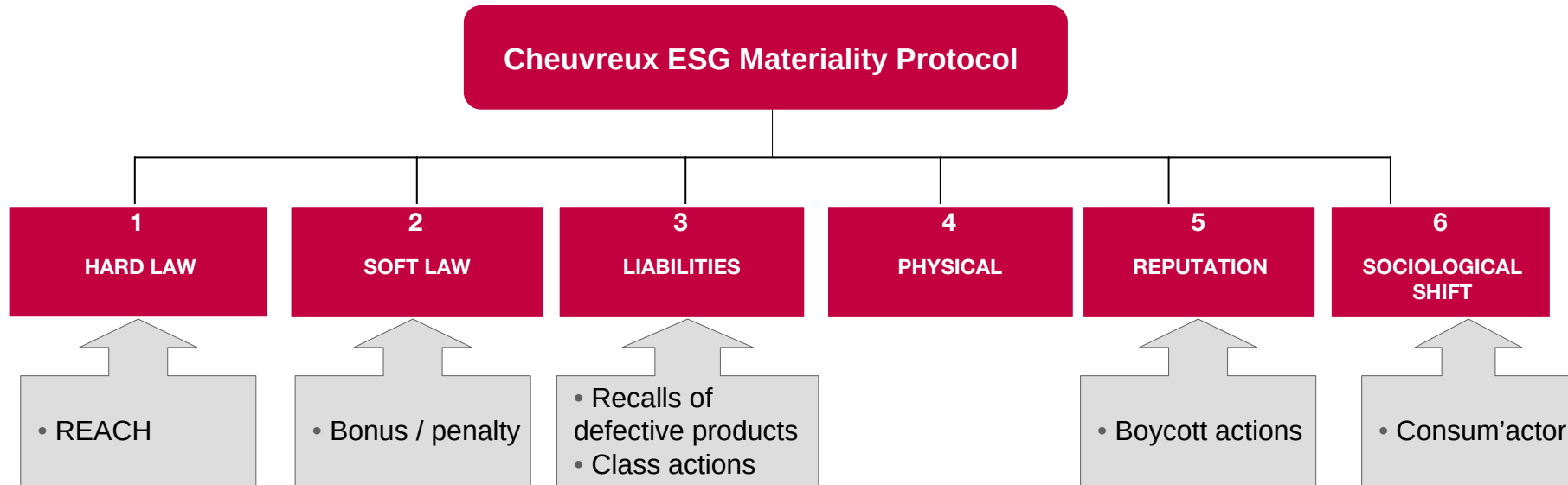
- A company's responsibility to stakeholders is not limited to its production facilities. All output is concerned and carries this responsibility
- Products, services or technologies must be integrated into a sustainable development approach in order for it to be comprehensive and coherent

■ For whom?

- SRI funds
 - ➡ Responsibility analysis
- Mainstream investors
 - ➡ Risk analysis

■ By whom?

- All sectors are concerned





■ How?



Examples

■ Banks

- Contractual transparency (notably in terms of prices)
- Environmental responsibility involving loans made

■ Hotels and Leisure

- Alternative travel offers
- Model hotels in terms of sustainable buildings
- Carbon offset offer

■ Auto

- Range of energy-efficient vehicles
- Service economy (car sharing)

■ Retail

- Informative packaging: traceability, nutritional information, carbon labelling, etc.
- Alternative products offer (fair trade, organic food, etc.)

■ Pharma

- Positioning the product range for unmet medical needs
- Transparency of information on the results of clinical trials

■ Media

- Ethical advertising: complete and accurate information



Life Cycle Analysis: an indispensable tool

- **LCA helps determine which part of a product's life cycle has an environmental impact.**
- **An effective and systematic way to evaluate the environmental impact of a product, service or process.**
- **The fundamental goal is to reduce a product's pressure on resources and the environment throughout its life cycle, from the extraction of raw materials to end-of-life processing, i.e., from "cradle to grave".**
- **Life cycle analysis consists of examining the function of a product in order to compare it with other products carrying out the same function.**
- **Using LCA is very important to determine whether a radical change in a model can be considered, i.e., service economy (car sharing).**
- **The lifespan of a product is a key aspect.**
- **Note: LCA is only useful for assessing environmental impact. There are still social impacts.**



■ Contractual transparency

■ Product labelling

- From regulated labelling to a voluntary approach

■ Pro-active in communications

- Risks accepted vs. risks imposed

■ Legal procedures

- Civil liability stems from product liability in the event of a defective product.
 - EC Directive 92/59/EEC on general product safety: “Producers shall be obliged to place only safe consumer products or services on the market. They shall also provide consumers with the relevant information, under the threat of penalties, to enable them to assess the risks inherent in a product and to withdraw the product in the event of it proving a danger to the public.”
- Criminal liability can be invoked in the event that a person’s life is placed in danger and a causal link can be proven.
 - Under tort law, a person harmed by a defective product can engage the criminal responsibility of the manufacturer or the seller if negligence can be proved.
 - In Europe, there are two types of disputes: for workers and consumers. At this stage, there is very little jurisprudence for consumers.



Innovation: the main driver

- Innovation is key to margin and business growth
- It could be driven by research into social and environmental benefits
- Be cautious when assessing the new risks: beware of the precautionary principle



■ Sociological shift: awareness opens up new markets

- The role of the media
- Consum'actors

Governments strive to influence demand in order to offset externalities and reduce public expenses:

■ Bonus/penalty

- To attain member state caps
- Car pollution is also a public health issue
- Could be used for many other products

■ VAT rates

- The EU is considering cutting VAT on green goods

■ Other taxes

- Fuel duties
- Cigarettes
- Customs tariffs

■ Incentives

- Tax credits
- Norms/labels
- Specific funds for innovation



Contacts

RESEARCH & DISTRIBUTION CENTRES

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CRÉDIT AGRICOLE CHEUVREUX – AMSTERDAM BRANCH
HONTHORSTSTRAAT 9
1071 DC AMSTERDAM
TEL: +31 20 573 06 66
FAX: +31 20 672 40 41

FRANCE

CRÉDIT AGRICOLE CHEUVREUX S.A.
9, QUAI PAUL DOUMER
92400 COURBEVOIE
TEL: +33 1 41 89 70 00
FAX: +33 1 41 89 70 05

GERMANY

CRÉDIT AGRICOLE CHEUVREUX – FRANKFURTER BRANCH
TAUNUSANLAGE 14
D-60325 FRANKFURT AM MAIN
TEL: +49 69 47 897 100
FAX: +49 69 47 897 530

ITALY

CRÉDIT AGRICOLE CHEUVREUX ITALIA SIM S.P.A.
VIA BRERA 21
20121 MILAN
TEL: +39 02 80 62 83 00
FAX: +39 02 86 46 15 70

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CRÉDIT AGRICOLE CHEUVREUX ESPAÑA S.V. S.A.
PASEO DE LA CASTELLANA 1
28046 MADRID
TEL: +34 91 432 78 21
FAX: +34 91 432 75 13

SWEDEN

CRÉDIT AGRICOLE CHEUVREUX NORDIC AB
REGERINGSGATAN 38
10393 STOCKHOLM
TEL: +468 723 5100
FAX: +468 723 5101

SWITZERLAND

CRÉDIT AGRICOLE CHEUVREUX – ZURICH BRANCH
BAHNHOFSTRASSE 18
8001 ZURICH
TEL: +41 44 218 17 17
FAX: +41 44 212 25 50

UNITED ARAB EMIRATES

CRÉDIT AGRICOLE CHEUVREUX – MIDDLE EAST BRANCH
702, 7TH FLOOR, PRECINCT BUILDING #2, THE GATE DISTRICT
DUBAI INTERNATIONAL FINANCIAL CENTRE
P.O. BOX 506611
DUBAI, UAE
TEL: +971 4 428 3600
FAX: +971 4 428 3644

UNITED KINGDOM

CRÉDIT AGRICOLE CHEUVREUX INTERNATIONAL LIMITED
12TH FLOOR
MOORHOUSE - 120 LONDON WALL
LONDON EC2Y 5ET
TEL: +44 207 621 5100
FAX: +44 207 621 5101

DISTRIBUTION CENTRES

JAPAN

CHEUVREUX
CALYON CAPITAL MARKETS ASIA B.V., TOKYO BRANCH
SHIODOME SUMITOMO BUILDING, 15TH FLOOR
1-9-2 HIGASHI-SHIMBASHI
MINATO-KU
TOKYO 105-0021
TEL: +81 3 4580 8522
FAX: +81 3 4580 5534

UNITED STATES

CRÉDIT AGRICOLE CHEUVREUX NORTH AMERICA, INC.
1301 AVENUE OF THE AMERICAS 15TH FLOOR
NEW YORK, NY 10019
TEL: +1 (212) 492 8800
FAX: +1 (212) 492 8801

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La responsabilité produit dans l'analyse ISR : un incontournable

Daphné Millet

FAIRE - 12 juin 2008

www.groupama-am.fr

La responsabilité produit chez Groupama Asset Management : Notre approche ISR

Un débat central animant l'ISR : niche ou mainstream ?

- Niche : Des produits dédiés dans lesquels prime la dimension socialement responsable
- Mainstream : intégration de la dimension ESG à l'analyse et/ou la gestion classiques

Le positionnement de Groupama AM : nécessité de coexistence des deux approches

- Gestion de niche : SICAV Euro Capital Durable (notée aaa par Novethic), fonds dédiés
- Gestion sous monitoring : contrainte ou objectif de la qualité ISR des portefeuilles
- Gestion Mainstream : intégration de l'analyse ESG à l'analyse financière et la gestion

La logique de l'intégration ISR à l'analyse financière :

L'analyse ISR

- Prolonge notre analyse fondamentale centrée sur une approche de moyen-long terme
- Élargit notre champ d'investigation à trois domaines nouveaux
- Conduit à une appréciation globale de l'entreprise

➡ **L'ISR est un outil d'aide à la décision de gestion**

La responsabilité produit dans le secteur de l'assurance

Intégration des enjeux sociaux et environnementaux dans le métier d'assureur : Couverture, prévention et anticipation des risques sociaux et environnementaux

■ Couverture des risques rares et populations exclues :

Ex : maladies rares, population à bas salaires, zones inondables, microassurance, etc.

■ Prévention des risques sociaux et environnementaux : incitation à un comportement responsable via un pricing ou des produits différenciés

Ex : assurance voiture verte, assurance dépollution, etc.

■ Anticipation des risques sociaux et environnementaux émergents :

Ex : changement climatique, vieillissement de la population, nanotechnologies, raréfaction des ressources naturelles, dissémination des OGM, etc.

➡ **Saisie de nouvelles opportunités commerciales**



GENERALI
Solutions d'assurances

Agir Pour Notre Avenir

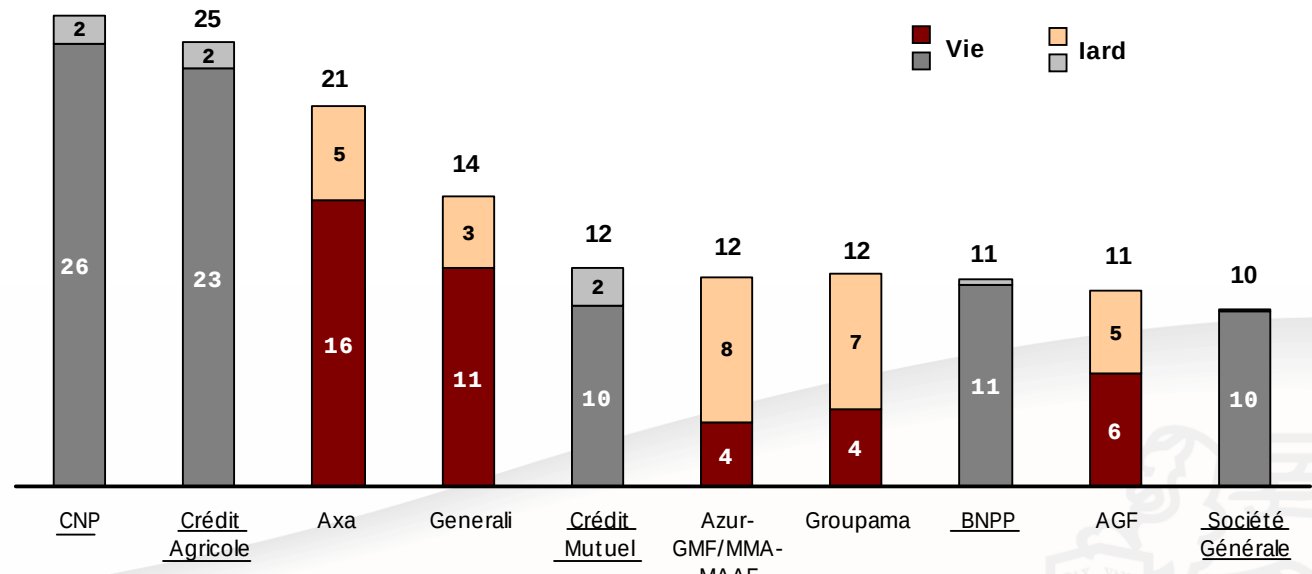
Politique de Développement Durable de Generali

FAIRE – 12 juin 2008



Generali, 2ème assureur généraliste en France

- 2ème assureur généraliste en France
- 6 millions de clients
- 560 000 professionnels et entreprises assurées
- 8 000 distributeurs (salariés, agents généraux, courtiers, conseillers en gestion de patrimoine)
- 7 000 collaborateurs
- CA : 15,5 milliards d'euros en 2007 (dont 11,4 milliards d'euros en vie et 4,1 en dommages)
- 75,5 milliards d'euros d'actifs gérés



Classement des 10 premiers groupes d'assurance - Activité en France (en Mds€)
(prévisions 2006)

Une conviction : les questions environnementales vont avoir un impact fort sur notre métier

- Impact dans la sinistralité
- Impact dans le comportement des consommateurs
- Impact dans le comportement des entrepreneurs

Une réflexion qui a mobilisé simultanément de nombreux acteurs et décideurs

- Un facteur clé de réussite : l'engagement des principaux dirigeants
- Une volonté centrale : trouver de vraies applications concrètes
- Un appui en communication



Bancassurance: un offre DD totalement inexistante pour la partie assurantielle (sauf ISR, très développé)

Assurances : une offre DD disséminée et relativement similaire d'un concurrent à l'autre:

Les principales offres:

■ Habitation:

- Inclusion des équipements ENR (énergies renouvelables) dans les contrats MRH
- Rabais si travaux d'équipements écologiques

■ Automobile:

- Rabais si véhicule écologique
- Rabais en fonction du kilométrage parcouru

■ Épargne / prévoyance

- Quasiment toutes les assurances incluent de l'ISR dans leur portefeuille

■ Pro:

- Une offre encore très embryonnaire, Generali clairement leader
- Innovation AXA: accompagnement vers la certification ISO14001



Le développement durable

Un engagement, des applications



GENERALI
Solutions d'assurances



Offre aux clients

Entreprises & particuliers
Conseils et actions de prévention



Gestion des actifs

Construction aux normes HQE
Grille de sélection des valeurs
Création d'OPCVM « verts »



Communication

Publicité, Internet,
communication clients



Gestion interne

Optimisation des processus internes
(énergie, recyclage, achats, éditions...),
projet Ambition (angle social)

L'offre Generali pour les entreprises



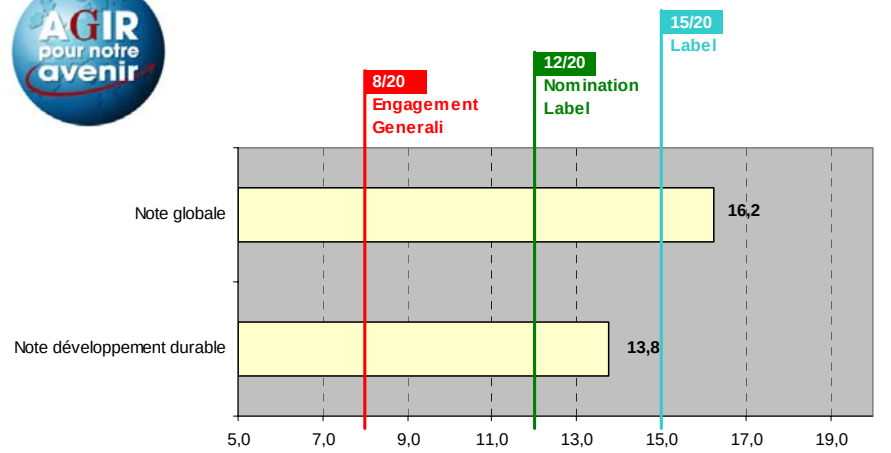
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Le Diagnostic Développement Durable :

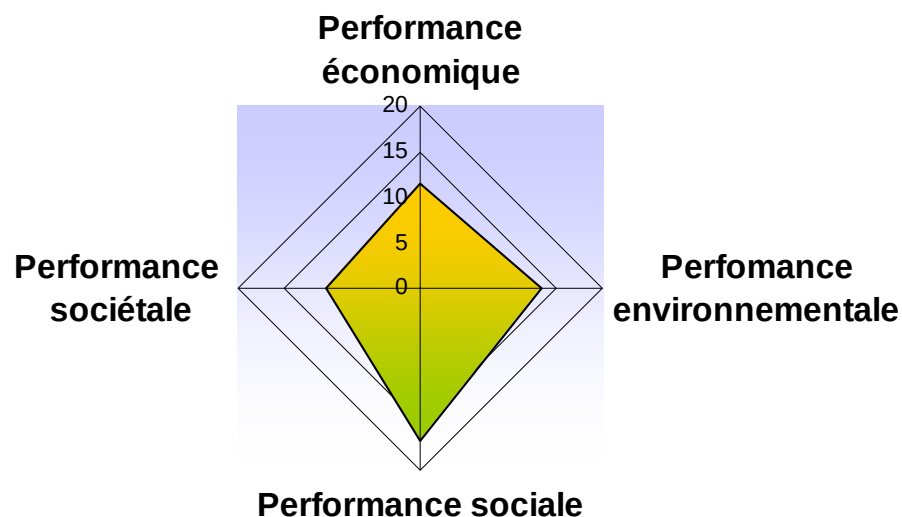
- Un audit original créé par Generali pour les entreprises de 50 à 500 salariés
- Notation de la performance globale de l'entreprise grâce à une grille d'analyse intégrant des questions liées au développement durable
- Mise en évidence de ses risques et de ses axes de progrès
- Obtention du Label ➡ tarifs réduits & « services plus »
- Cette offre est actuellement déclinée pour les PRO-PE et les entreprises de 20 à 50 salariés

L'assurance des chantiers HQE tertiaires

- conditions tarifaires privilégiées (en partenariat avec Certivéa - CSTB)



**Notation développement durable sur 20
(approche synthétique par catégories)**



L'offre Generali pour les particuliers



GENERALI
Solutions d'assurances

Conseils en prévention :

- Publication de guides & site Internet dédié
- Opérations de sensibilisation du public (mondial du 2 roues)
- Guides de conseils rédigés en partenariat avec l'ADEME

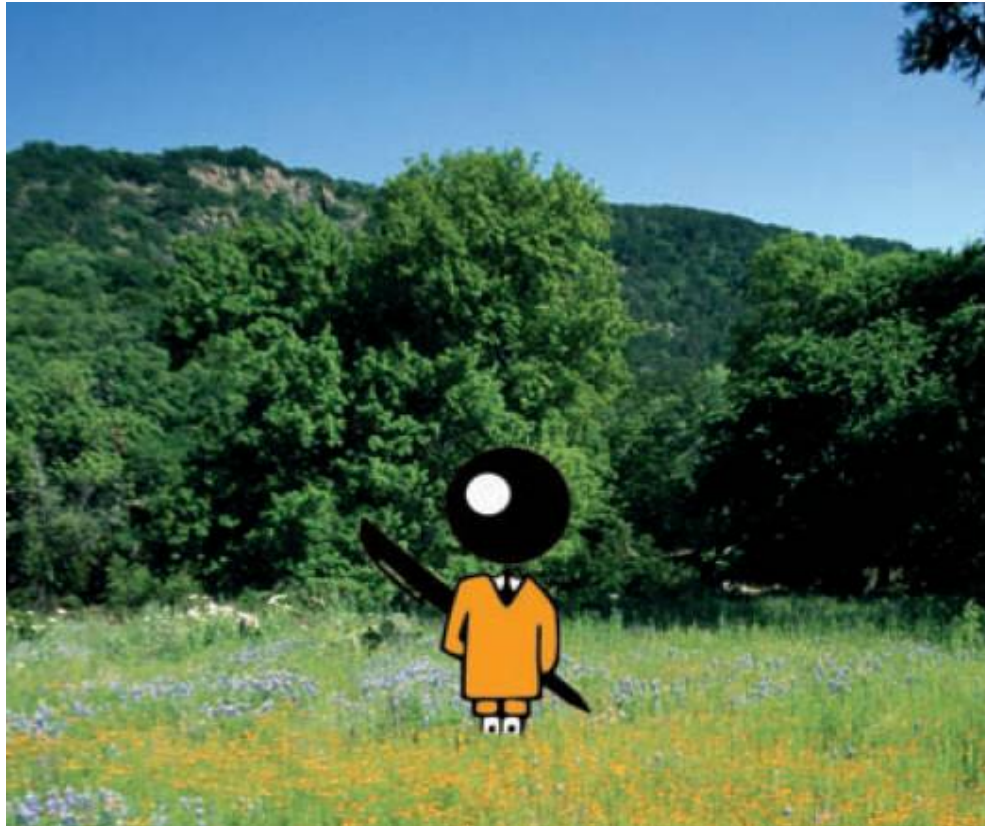
Tarifs préférentiels :

- Assurances des véhicules non polluants
- Assurances des panneaux photovoltaïques (assurance habitation)

Offre de Fonds :

- Thèmes d'investissements en lien avec le développement durable (énergies renouvelables, eau, déchets...)





JETABLE ?



- Les produits BIC® ne sont pas à usage unique
Une qualité qui se traduit par une longue durée d'utilisation



- La distinction « jetable / rechargeable » ne permet pas de déterminer à priori la performance environnementale d'un produit.
 - ▶ Pour les rasoirs : la quantité annuelle de déchets n'est pas supérieure la performance sur tout le cycle de vie est souvent la même
 - ▶ Pour l'écriture : certains stylos non rechargeables pourraient obtenir l'Ecolabel français NF Environnement 400

Les points clés de l'approche BIC



Des produits
accessibles



Des produits qui
Durent longtemps

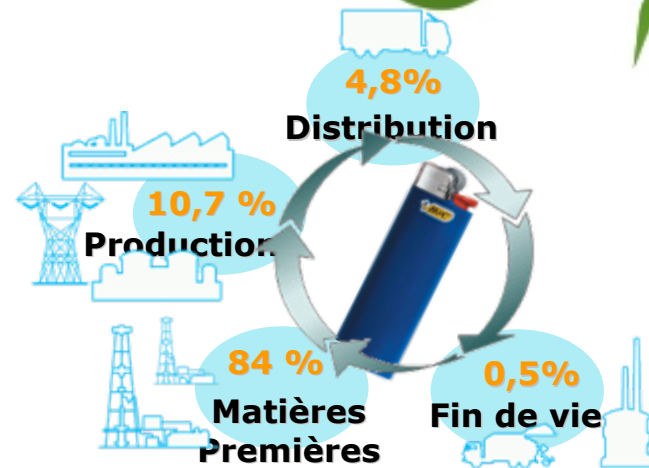
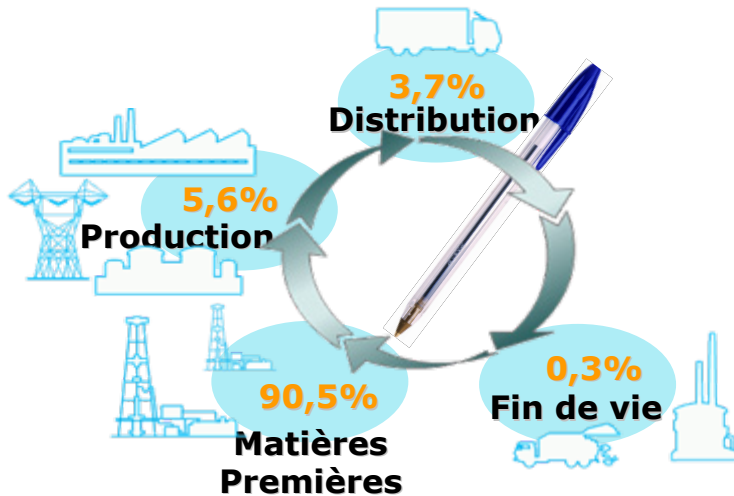


Rien de superflu

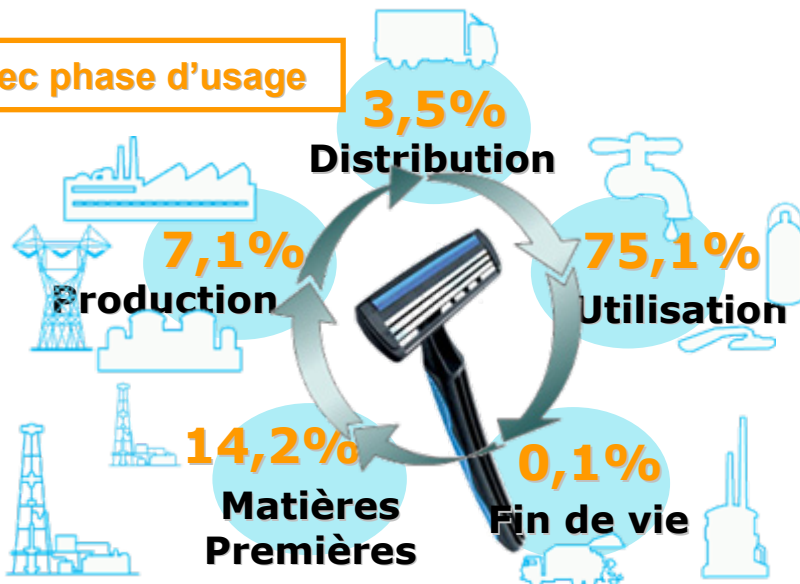


2.8 g de matière par km d'écriture

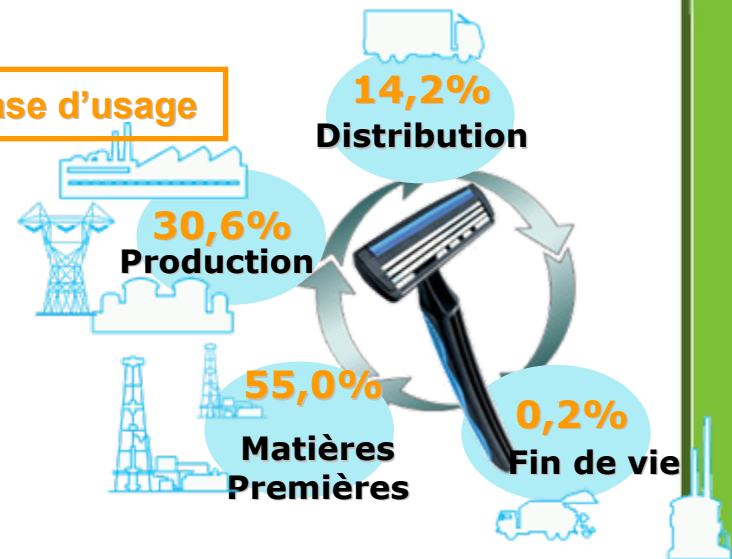
Approche en cycle de vie (Eco indicator 99)



Avec phase d'usage



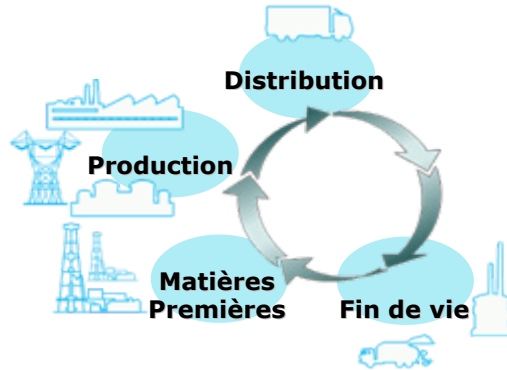
Sans phase d'usage



Les points clés de l'approche BIC



Une logique de réduction
de l'impact
environnemental



Depuis 2005, un outil d'ACV
simplifiée

Une recherche sur les
nouveaux matériaux





Un outil pour développer le bon sens écologique

RESULTS

and Settings\ggeorgakis\Desktop\Eco-Tool\Revised\Bic3_Total_Razor_10_10.txt

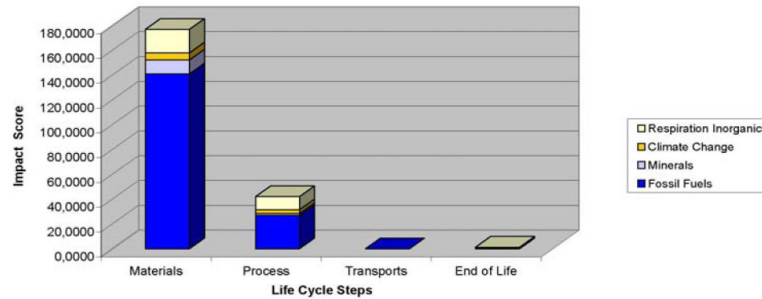
Impact Category	Materials	Process	Transports	End of Life
Fossil Fuels	141.0354	28.8545	0.0000	0.3159
Minerals	11.2236	1.5301	0.0000	0.0033
Climate Change	5.7485	3.0013	0.0000	0.7222
Respiration Inorganics	19.9735	10.6541	0.0000	0.2013
TOTAL	176.9810	42.0400	0.0000	1.2527

Print
Save
Change your model

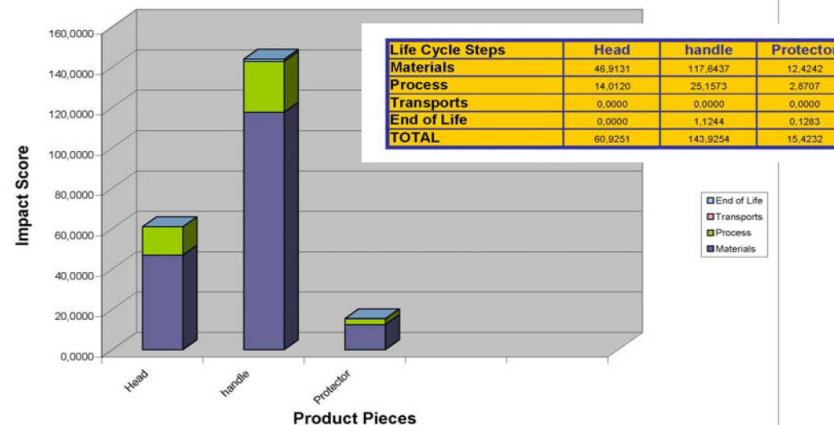
Total Score
220,2737

Total Cost €/cent
0

Impacts over Life Cycle Steps



Impacts over Product Pieces



Faire infuser le Développement Durable



e-learning

En 2007, un module de formation par intranet consacré au développement durable et au programme BIC correspondant a été mis au point par BIC University. Il est aujourd'hui destiné aux cadres responsables d'équipes et sera étendu à d'autres catégories de salariées en 2008.



Et le développement durable au travail ?



FAIRE Paris
12th June 2008



Sustainable Development Product Responsibility

Dr. Lothar Meinzer
Director Sustainability Center



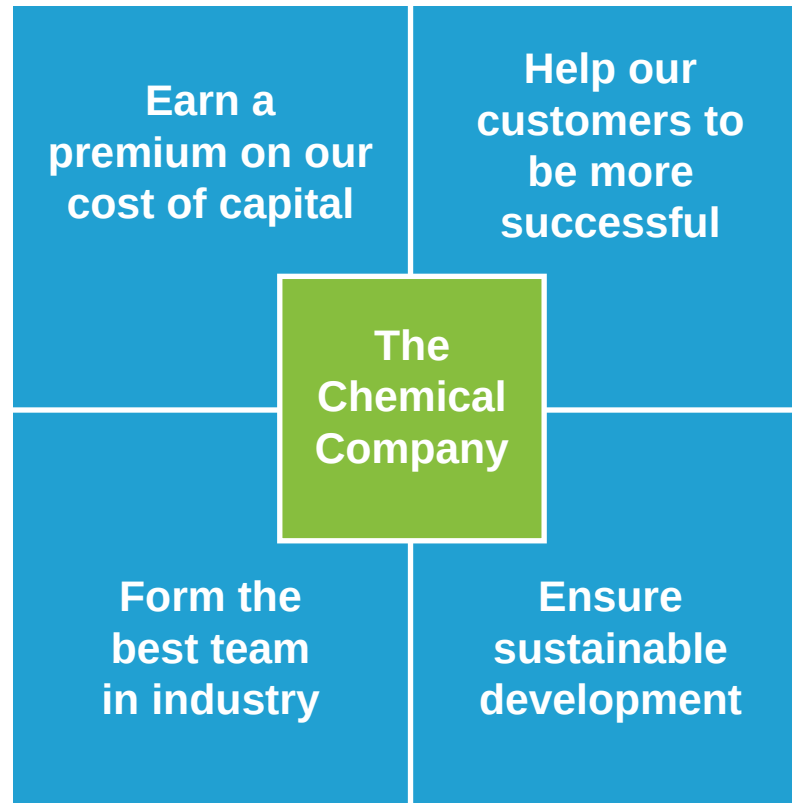
1 | BASF's Sustainable Strategy

2 | Management Tools

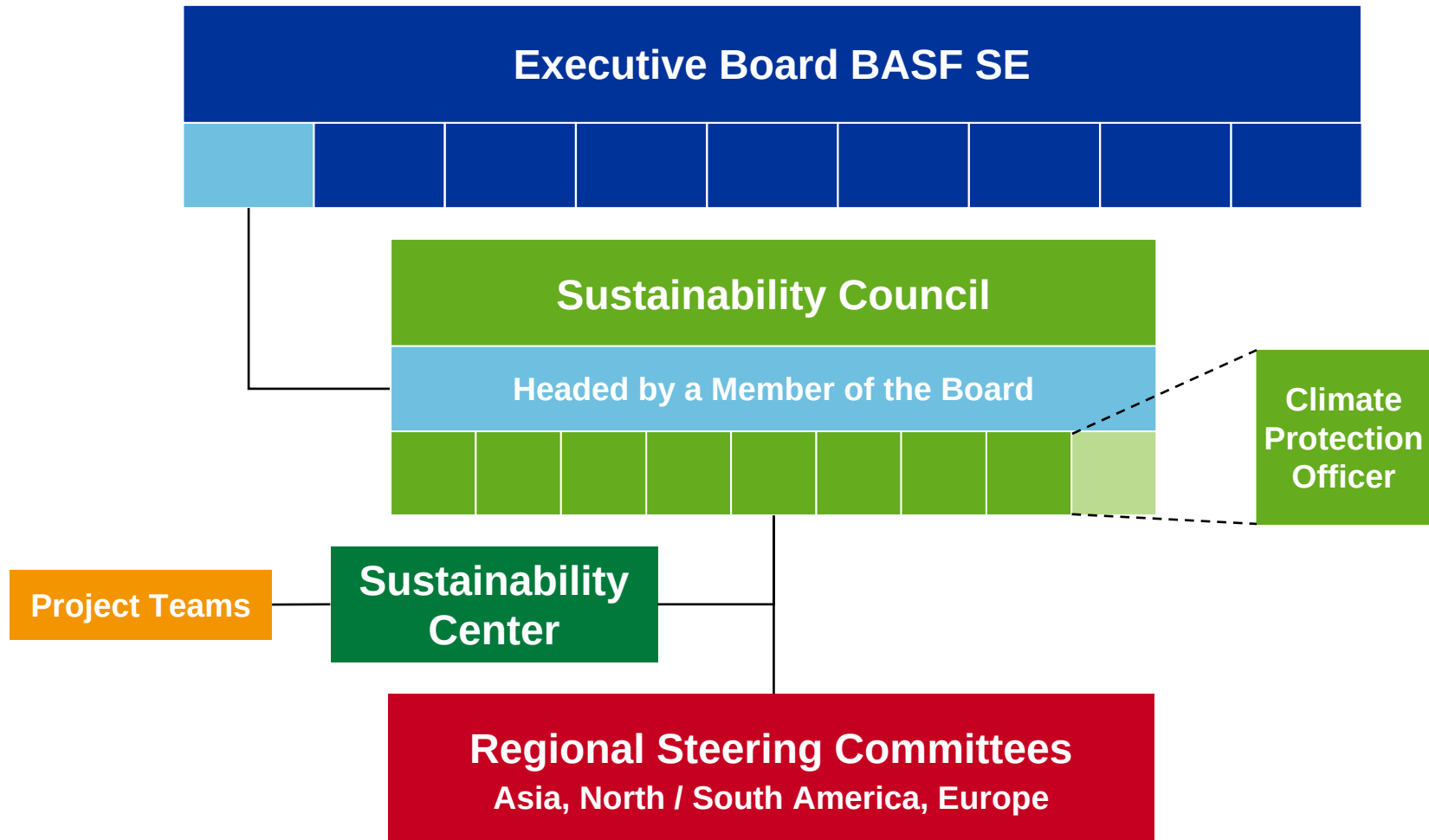
3 | Product Stewardship

4 | Innovation

BASF 2015 – Four strategic guidelines for long-term success



Sustainability – A Board-level responsibility at BASF



1 | BASF's Sustainable Strategy

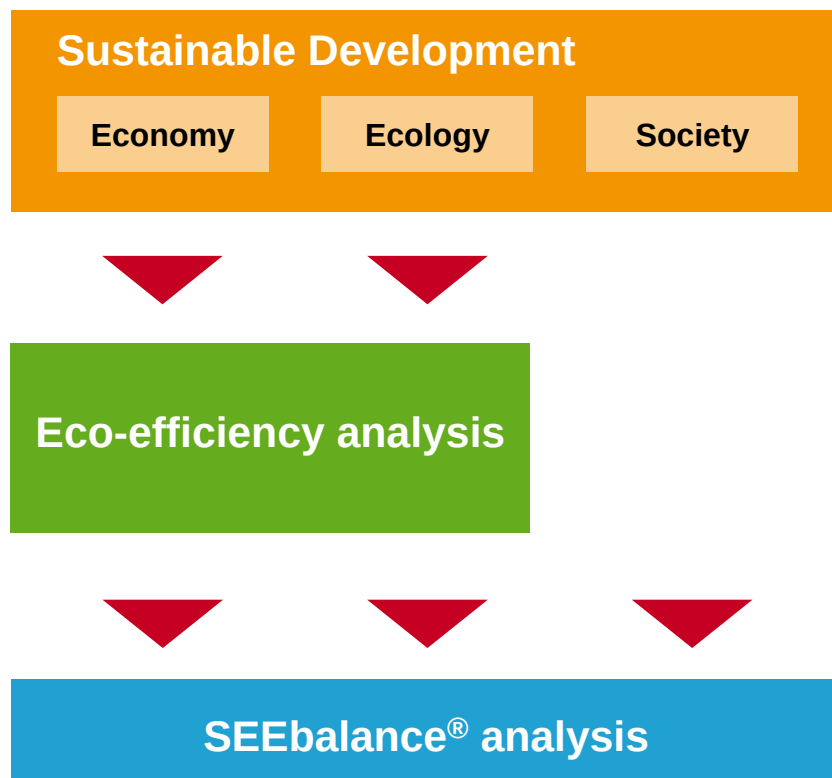
2 | Management Tools

3 | Product Stewardship

4 | Innovation

Evaluating product sustainability

via Eco-efficiency and SEEbalance® analysis

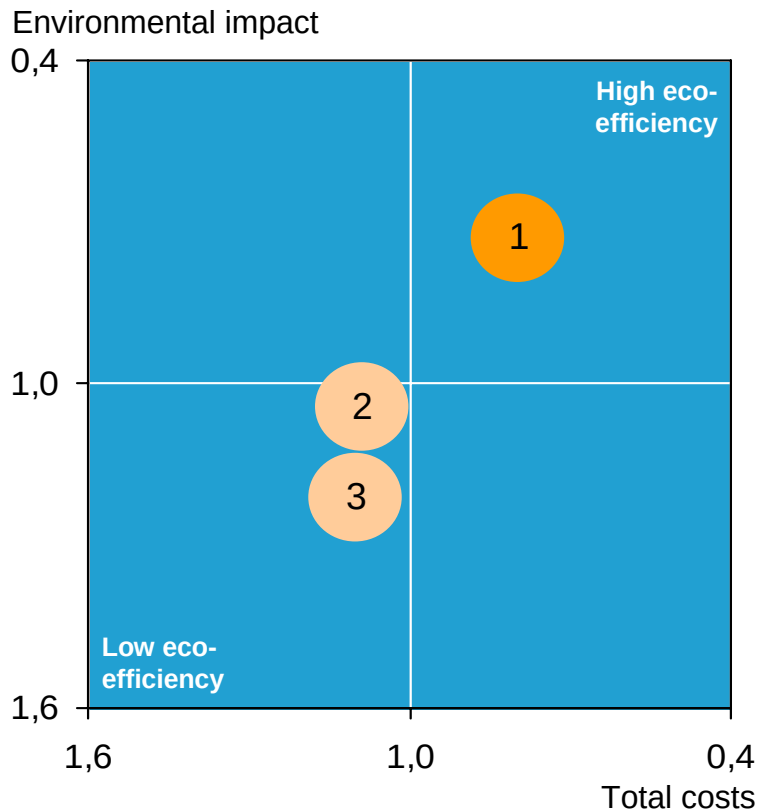


- **Eco-efficiency analysis:**
Strategic management tool invented and used by BASF
- Assessing economic and ecological impact of products and processes
- Today 90% of all product areas have completed at least one strategic evaluation on a major product
- **SEEbalance®:**
Integrated assessment of economic, ecological and social aspects of products and processes

Eco-efficiency analysis

Example: Hair spray

Eco-efficiency analysis for 3 Wella hair sprays



- Formulation 1
- Formulation 2
- Formulation 3



- The eco-efficiency analysis enabled Wella to identify the formulation that was significantly more economical and environmentally sound
- Wella plans to use the method for selected products and integrate it into product development

Global product safety and product stewardship policies

Product Safety Directive

- Operating Divisions are accountable for product safety
- Collect, validate and generate information on properties, uses, exposure, fate of products; e.g. nanotechnology
- Enter information into global database, regular update
- Ensure legal compliance

Product Stewardship Directive

- Ensure product safety from cradle to grave beyond regulatory compliance (e.g. nanotechnology)
- Cooperate with our customers and jointly promote risk management and product safety

1 | BASF's Sustainable Strategy

2 | Management Tools

3 | **Product Stewardship**

4 | Innovation

Global product stewardship goals

Product stewardship	BASF Goal
Voluntary commitment to review all substances produced or sold by BASF worldwide in quantities of more than 1 metric ton/year based on risk assessments following REACH guidelines	100% by 2015
Voluntary commitment to conduct a risk assessment for all products of which quantities of more than 1 metric ton/year are sold worldwide by BASF.	100% by 2020

Hexamoll® DINCH – The highest level of safety where it counts

New phthalate-free plasticizer for sensitive applications: Hexamoll® DINCH

- From the start Hexamoll DINCH was subject to a large number of toxicological tests. In total €5 million has been spent on toxicological testing, making Hexamoll DINCH the most researched plasticizer on the market.
- Hexamoll DINCH is suitable for sensitive applications such as children's toys, food packaging materials and in medical technology.
- It is approved by the European Food Safety Authority (EFSA) and the Japan Hygienic PVC Association (JHPA).
- The demand for Hexamoll DINCH has increased continuously since it was launched on the market in 2002. In 2007, the plant has been extended from an annual capacity of 25,000 to 100,000 metric tons.



“Best Alliance” along the value chain: Sustainable crop protection strategies

BASF is partner in the “Best Alliance” for sustainable contract farming, initiated by the retail group REWE

Goal: As few pesticides as possible, but as many as needed

- Production of high quality strawberries based on good agricultural practice and strict implementation of integrated pest management
- Compliance with legal residue levels
- Close collaboration between selected Spanish producers, service providers, agricultural advisors and WWF

BASF’s contribution:

- Develop best crop protection strategies
- Support producers locally throughout the whole season



1 | BASF's Sustainable Strategy

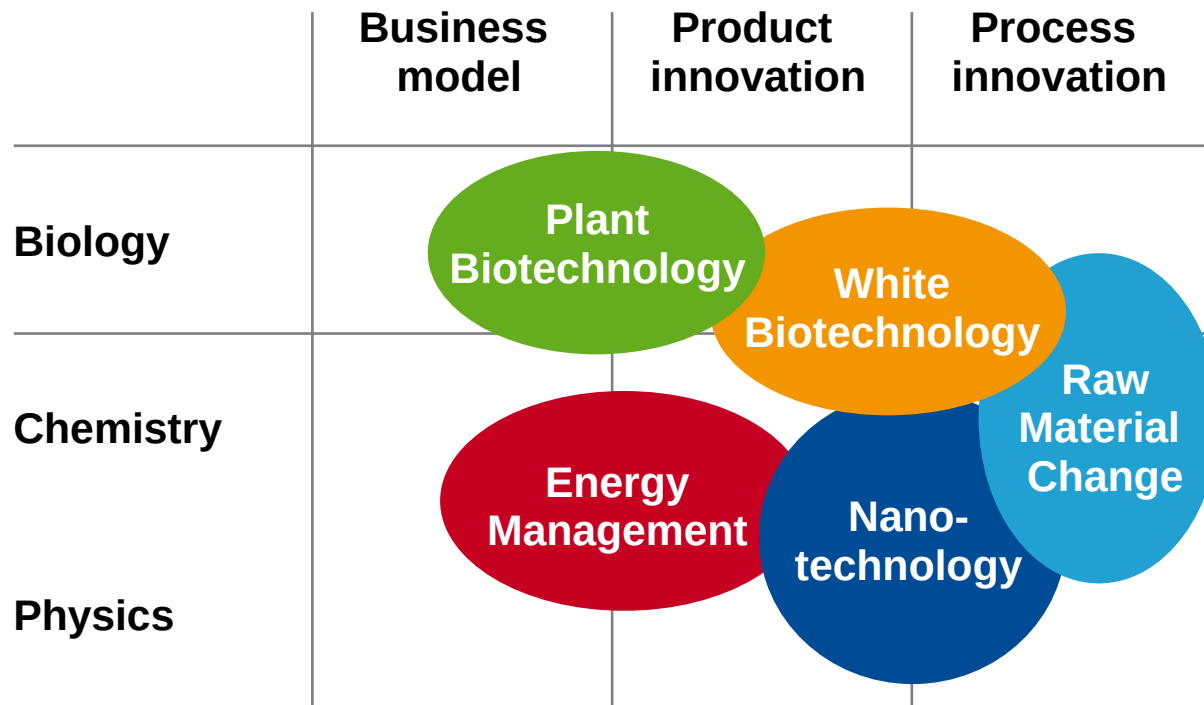
2 | Management Tools

3 | Product Stewardship

4 | Innovation

Innovative solutions for the future

Focus on five growth clusters



- Total R&D expenditures 2008: €1.45 billion

Growth cluster:

- Cross sectional technologies
- Interdisciplinary and international co-operations
- R&D expenditures for growth clusters at more than €900 million from 2006 – 2008

Targeted annual sales from growth clusters

2010: €500 – €1,000 million

2015: €2,000 – €4,000 million

Target markets of growth clusters

Plant biotechnology

More efficient agriculture, improved nutrition, plants as renewable raw materials

White biotechnology

Biopolymers, chemicals via biocatalysis and fermentation, performance biologicals

Nanotechnology

Display materials, printed electronics, coatings, foams, medical applications

Raw material change

From oil to gas, to coal and to renewable raw materials

Energy management

OLED, fuel cells, organic photovoltaic, lithium ion batteries

Example nanotechnology

Safety research for sustainable use

BASF devotes considerable research effort to safety research and risk assessment

BASF has established a Code of Conduct Nanotechnology (2006) which is a voluntary commitment to responsible action (occupational safety, specific risk assessments).

BASF is actively involved in international safety research with the aim of developing standardized test procedures:

- NanoCare project sponsored by the German Ministry of Education and Research
- Nanosafe2 project at European level
- Nano Safety Project by HESI/ILSI* in the U.S.

- Nanotechnology is one of our key future technologies
- It has the potential to provide solutions for key challenges, e.g. climate change



* HESI: Health and Environmental Sciences Institute
ILSI: International Life Sciences Institute

Disclaimer

This presentation may contain forward-looking statements. These statements are based on current expectations, estimates and projections of BASF management and currently available information. They are not guarantees of future performance, involve certain risks and uncertainties that are difficult to predict and are based upon assumptions as to future events that may not prove to be accurate.

Many factors could cause the actual results, performance or achievements of BASF to be materially different from those that may be expressed or implied by such statements. Such factors include those discussed in BASF's Report 2007 on pages 106ff. We do not assume any obligation to update the forward-looking statements contained in this presentation.



The Chemical Company