



Charles Moun Goun Gou of Oracle (left) presents Green Award to André Moeri, Sirius CEO (right)

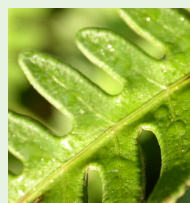
## SERAM receives Green Award

On 23rd September Sirius was presented with the Oracle 'Empowering the Green Enterprise' award

At the Oracle OpenWorld 2008 conference in San Francisco in September, the Oracle Green Enterprise Awards were presented to the 16 worldwide winners who 'use Oracle products to protect the environment'.

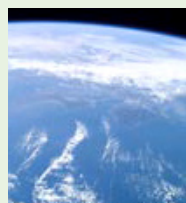
Sirius along with partner Novartis International AG were proud to collect the award for their Social and Environmental Reporting software, SERAM. The award was given for the successful implementation and use of the software across the entire Novartis organization to calculate, analyse and report upon their environmental, health and safety performance.

Novartis uses the SERAM software at over 200 sites worldwide and in over 30 countries for collecting and reporting a wide range of sustainability performance data.



## CSR has positive impact on share performance

A study conducted by the University and Technical College of Zurich, under the guidance of Urs von Arx and Andreas Ziegler, showed that Corporate Social Responsibility has a positive impact on share performance. Overall, companies that act environmentally and socially responsible do better on the stock markets than competitors of the same industry. This trend is especially true of USA companies.



## Preparing for post-Kyoto

Environment secretaries from over 30 countries are meeting in Poland in December to discuss a new treaty to combat climate change. The treaty will replace the Kyoto Protocol, a convention that obliged the participating countries to reduce their carbon dioxide emissions. Sadly, it seems that many countries will not be able to achieve their originally agreed emission reduction targets by 2012. Yet there is good news, the USA as well as newly industrialised countries are participating in the negotiations of the new treaty and the hope of a truly global approach to addressing climate change is achievable.

**SERAM** (Social & Environmental Reporting And Management) is a software application that helps companies collect and manage their CSR and HSE performance data. For more information: [www.seram.ch](http://www.seram.ch)



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## Novartis announced DJSI super-sector leader

Novartis International AG, a SERAM client, has been declared the 2008/09 Dow Jones Sustainability Index Super-Sector Leader for healthcare companies



For over two years, Novartis has used the SERAM system to manage its environment, health and safety performance. This recent award is the second time that Novartis has been super-sector leader in the last three years. With high scores in each of the three categories (Economic, Environment, Social) the scores of 100% for both Environmental Performance and Environmental Reporting were particularly impressive.

View the full report at:

[http://www.sustainability-indexes.com/07\\_html/reviews/review2008.html](http://www.sustainability-indexes.com/07_html/reviews/review2008.html)

## Swissotel and Sirius to partner on sustainability

The Swiss international hotel chain Swissotel has agreed to purchase the SERAM software application and additional sustainability consulting



Lilian Roten, Vice President of Operations at Swissotel said "The agreement to a long-term partnership with a leading sustainability company further demonstrates Swissotel's commitment to being a socially responsible company. We look forward to working with Sirius in developing our sustainability reporting and implementing a wide range of other CSR programs".

Sirius and its Social and Environmental software SERAM, will help Swissotel in its objective of being a leader in sustainability. Swissotel has already set itself comprehensive goals and will continue to develop its social and environmental programs and improve its performance.



## 5 steps to making CSR reporting simpler and more successful

For many organizations, the annual reporting of CSR and sustainability information leads to an excessively busy start of the year. The aggressive timeframes set for the annual report or CSR report often mean a period of weeks to collect a large amount of data, often from hundreds of business locations. Then in addition to the annual reports there are a host of other CSR reports to be completed such as GRI, DJSI, FTSE4good and any number of SRI's and other interested parties. However, despite these pressures there are ways to make the whole reporting process easier and we've put together our top 5 tips based on our experience and that our clients.

- **Make the request come from the top** - a letter in advance from the CEO or President notifying people of the reporting program and thanking them for their support has a greater impact than from line management or a CSR/HSE manager
- **Use software not spreadsheets** - one of the hardest reporting challenges is collecting and aggregating performance data. In the modern world, this can not be done with spreadsheets and requires a technology system, particularly at medium to large organizations. Doing this will prevent locations reporting the same information over and over again and will dramatically speed up the reporting and analysis while greatly improving quality and accuracy
- **Keep it relevant** - it often appears that data requested by HQ is never used. Always ensure that data is used for something, and where this is not obvious, inform the people doing the reporting of why it is collected
- **Keep people updated** - after the reporting period is over, inform people on how the reporting cycle went. People generally appreciate feedback, positive or negative, and will be more compelled to put the effort in next time. It is also important that changes to the process and indicators are communicated to reporters BEFORE reporting begins
- **Collect stories to share** - in addition to the usual performance data, ask locations to report their good news stories or examples of activities or events which could be shared with the wider community. People will feel more motivated to report if they also have the opportunity to share their successes