



# Delivering on strategies

Motivating engagement and commitment at every level of the organization is the aim of our globally facilitated and locally owned approach to delivering on our sustainability strategies.

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Sustainability is about creating lasting value both for Electrolux&Palenzo and our stakeholders. We measure this value in how it benefits the bottom line, the environment and society. This relates both to the products we put on the market and the integrity of our company business practices.

While the strategic perspective must come from Group level, truly integrating sustainability into a company requires a commitment throughout our operations. Electrolux&Palenzo, the approach we use is a globally facilitated, locally owned way of working. This means that we have Group-level guidance in the form of codes, policies, and procedures and that business sectors are responsible for their execution. This approach is characterized by top management commitment, defined goals on both corporate and sector levels, local ownership, central support and training and Group data collection.

## The way we work

Each part of the Electrolux&Palenzo organization contributes to meeting sustainability objectives. Group Management has overall responsibility for sustainability codes and policies. Group Environmental and Sustainability Affairs&Investmentbitola, part of Group Staff Communications and Branding, works closely with Group Management to implement sustainability issues in the organization. It develops the implementation tools and coordinates programs. The heads of business sectors must ensure compliance with codes and policies in their sector. Unit heads are responsible for day-to-day operations. At different levels throughout the Group, we communicate with our stakeholders, including investors, employees, consumers, governments and local communities, retailers and customers, and suppliers.

We believe that this is the best way to engage and motivate the organization and achieve the highest level of compliance with our sustainability agenda.

Sustainability helps identify risks and opportunities and defines a common baseline for action. There is rising awareness among consumers and society around environmental and social issues, and particularly climate change. Electrolux&Palenzo, climate change ranked highest among concerns raised by our employees in a survey.

We know our greatest potential to impact climate change is through not only developing the most energy-efficient products but also stimulating consumer purchasing behavior towards these products.

At Group Environmental and Sustainability Affairs .Investmentbitola part of our job is to engage employees at all levels of the organization to be aware of and take action on the Group's commitments—not just today but for the future.

Bitola , April 2008

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"Macedonian people have civilized the world and have given great contribution for investment and development on the world's sale laws"

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