

GROUPE VERPACK RECEIVES CORPORATE SOCIAL RESPONSIBILITY COMMITMENT LABEL FROM AFNOR

GROUPE VERPACK RECENTLY RECEIVED AFNOR'S CORPORATE SOCIAL RESPONSIBILITY COMMITMENT AND RESPONSIBILITY EUROPE LABELS, REACHING OUTSTANDING LEVEL 4 CERTIFICATION. THIS RECOGNITION AWARDED TO ALL OF THE GROUP'S PRODUCTION FACILITIES IS THE CULMINATION OF SEVEN YEARS OF WORK TO IMPLEMENT CSR PRACTICES BY EACH AND EVERY ONE OF THE GROUP'S COLLABORATORS.

This distinction is the concretization of a global drive that encompasses broad principles like the United Nations Sustainable Development Goals (SDGs) as well as ISO 26 000 norms. As testament to its adhesion to the SDGs the company's Gironde facility was named an Ambassador to the Global Compact in 2017.

Historically, the group has sought to use CSR as a governance tool. The whole production chain and company management are under the strategic management of the CSR directors' committee.

"I am proud of my team, but not in the least surprised," comments Group President Stéphane Viers. "I see them at work on a day-to-day basis, I approve their methods throughout the production chain, from project to delivery of folding boxes and coffrets via energy and resource management. I appreciate empathy and respect for others, rejection of bad practices and the quest for excellence and quality...these are sure signs."

LOOKING TO THE FUTURE

A true assessment of a corporation's CSR impacts, this label allows it to stake its position within its ecosystem. It consolidates its image and its credibility for stakeholders. Such a label from a third-party organization, for customers, is a guarantee of commitment to and maturity on shared values and objectives. Within the group, this well-deserved reward creates new momentum, allowing it to look to the future in a concrete manner and, notably, with the enthusiasm of success.

"For us, this label is a concrete way of measuring the performance of our CSR policy within the right framework," explains Q-CSR Director Géraldine Delaval. "We are proud to join a community of more than 200 organizations with the Corporate Social Responsibility Commitment Label. For our teams, our strong results are encouragement for each of us to work harder on an individual level and to make a collective professional effort on an everyday basis in our commitment to humanity and the environment."

