



## **Peter Evans / Echo credits – Health Rewards:**

### **Cooperate social responsibility policy:**

#### **1: What is Cooperate social responsibility policy?**

While there is no universal definition of corporate social responsibility, it generally refers to transparent business practices that are based on ethical values, compliance with legal requirements, and respect for people, communities, and the environment. Thus, beyond making profits, companies are responsible for the totality of their impact on people and the planet. (1) “People” constitute the company’s stakeholders: its employees, customers, business partners, investors, suppliers and vendors, the government, and the community. Increasingly, Stakeholders expect that companies should be more environmentally and socially responsible in conducting their business. In the business community, CSR is alternatively referred to as “corporate citizenship,” which essentially means that a company should be a “good neighbor” within its host community / environment.

(1) Chandler, G, 2001, “Defining Corporate Social Responsibility,”  
*Ethical Performance Best Practice*, p.1, Prentice Hall pub, New York, America.

#### **2: Why do businesses, (Echo Credits), decide to get involved in CSR, and how do they benefit?**

Today, more and more companies are realizing that in order to stay productive, competitive, and relevant in a rapidly changing business world, they have to become ethically / socially responsible. In the last decade, globalization has blurred national borders, and technology has accelerated time and masked distance. Given this sea change in the corporate environment, companies want to increase their ability to manage their profits and risks, and to protect the reputation of their brands. Because of globalization, there is also fierce competition for skilled employees, investors, and consumer loyalty. How a company relates with its workers, its host communities, the environment and the marketplace can greatly contribute to the sustainability of its business success.

#### **3: Business information:**

*General Information:* Peter Evans / Echo credits – Health Rewards is a sole trading business

*Geographic information:* Located in West Australia: 4 – 46 Morrison Street /Redcliffe /6104.

*Size of business / company* – One / two individuals (at Present).

*Who owns the business / company* – Peter Evans

*Shareholders* – None (at present)

*Economic impact* – Not sure (at present)

*Social impact* – Not sure (at present)

*Turnover – sales* – Very little (at present)

*Number of employees* - One / two individuals (at Present).

*Market share* – Very little (at present)

*Profit* - Very little (at present)

#### **4: Peter Evans / Echo Credits Vision / Mission statement:**

Echo Credits – Health Rewards, is moderator oriented in concept, so as to engage both business and consumers in a transactional process, within a (smart card – Mobil device) - loyalty point systematic management, infrastructure process. So as to provide, via business proprietors, % discounts upon *sustainable and environmentally orientated* consumable products and services to consumers. This is to be implemented within an incentive / reward process for individuals, when an individual achieves a set physical activity target within a measured a monitored physical activity process, so that in turn, an individual can attain a healthier lifestyle and environment.

#### **5: Company objectives linked to CSR:**

The major goal of echo credits, is to empower individuals to engage within a behavior changing concept, which will benefit both an individuals health and the environment. An objective of this business is to engage as many individuals as possible within this business process.

#### **6: Peter Evans / Echo Credits – values:**

Echo Credits is focused upon endeavoring to meet and overcome our everyday unsustainable behavior processes, which are prevalent in our world at present. Such as, unhealthy lifestyle / exercise / eating choices, fossil fuel reliance and unequal development disparities, etc.

#### **7: Main stakeholders:**

Not sure. (At present)

#### **8: Relationships with both Govt. and non-governmental organizations:**

Echo Credits will endeavor to liaise and communicate with as many Govt. and non-governmental organizations as is necessary, specifically in the area of community, environmental concerns and processes. Such beneficiaries of Echo Credits business could be DEC, WWF, Green-peace, Oxfam and other community and environmentally focussed, Govt. and non-governmental organizations.

#### **9: HR workplace / management:**

Echo Credits will endeavor to engage all race, gender, age, and disability profiles within its workforce profile. While also creating a Health and Safe work environment and provide the relevant policies, training, Pay & benefits to all those who work for echo credits. Thus creating in turn, a workplace environment that is embedded with Equal opportunities for all, who work for Echo Credits. Indeed in regards to any Child labor/forced labor, there is and never will be, such a process / concept incorporated within any of Echo Credits - Health Rewards business processes.

Note: Any possible business agreements that go beyond a \$3,000 threshold are to be informed, that Peter Evans / personally, at present, is in a debt agreement process with some specific creditors: This process however does not affect the everyday running of the businesses of Peter Evans / Echo Credits – Health Rewards in anyway. If you have any questions in this regard please contact Peter Evans.

## **10: Marketplace:**

### *Customers / Customer satisfaction*

Peter Evans / Echo Credits will endeavor to strive for client / customer satisfaction and retention, in all its areas of business processes. Indeed Echo Credits will endeavor to implement and review continually consumer education programs, that are understandable at all levels, for any consumer of echo credits products / services. There will also be mechanisms in place to both satisfy and measure any complaints, in regards to any Peter Evans / echo credits health rewards services and products

### *Support local suppliers*

Echo Credits will endeavor to support its local services, suppliers and manufactures, as much as possible in all its business processes.

### *Financial Management*

Echo Credits will endeavor to pay all its bills / payments on time and in a courtesies way. Indeed Echo Credits will never partake in any bribe and corruption process, in any form, in any of its business processes.

## **11: Community:**

### *Charities, sponsorship, donations*

Echo Credits will endeavor to support - WWF, Green-peace, Oxfam and other Govt. / non-governmental, community / environmentally orientated, Charities, sponsorship and community organizations, as much as possible.

### *Impact on society*

Echo Credits Impact on society is to change individuals behaviors, so that individual unsustainable behavior processes, such as, unhealthy lifestyle / exercise / eating choices, fossil fuel reliance and unequal development processes are meet and overcome.

## **12: Environment:**

### *Recycling / Impact on environment and natural resources*

Echo Credits will endeavor to use recyclable materials and reduce wastage, as much as possible, in all its business processes. Indeed Echo Credits will endeavor to reduce its impact on the environment and natural resources in all its business processes.

### *Carbon footprint / Transport strategy*

Echo Credits will endeavor to incorporate the fuel reduction policy, of recommending to all Echo Credits staff and employees, to endeavor to use walking, cycling and public transport, (when applicable), as its main form of transport, in all its businesses processes / dealings. Indeed Echo Credits will endeavor to monitor its carbon footprint as much as possible.

*Waste generated (tones or kilos)*

Not sure at present


*Energy used (Kw)*

Echo Credits will endeavor to use renewable energy sources, as much as possible and when applicable within all its echo credits business processes. (Not sure how much Kw is used at present).

### **13: Conclusion:**

All of the above Peter Evans / Echo credits Cooperate, social responsibility policy obligations, are indicating that the echo credits business and any echo credits business processes, will adhere to these cooperate social responsibility policy obligations in all its businesses dealings. Indeed *the signature below*, confirms that the business of Peter Evans / echo credits – health rewards understands and agrees, to all the above Peter Evans / Echo credits / Cooperate, social responsibility policy obligations. Thus Peter Evans / Echo Credits – Health Rewards is willing to implement / incorporate, all the above Echo credits Cooperate, social responsibility policy obligations within all its business processes / dealings.

### **Signed On behalf of : Peter Evans / Echo Credits – Health Rewards:**

Peter Evans  (Executive Director - Peter Evans / Echo- Credits – Health Rewards) (Australia)

Dated: 29/12/2012

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