

Corporate communication plan for Van Oord's energy-management system

1. Introduction

The implementation of the energy-management system is part of the 2011-2015 Strategic Plan. Van Oord is intending to communicate this transparently to its target groups. This communication plan explains how Van Oord will communicate about its CO₂ footprint, current energy use, quantitative energy-reduction objectives, progress relating to energy management and the possibilities for contributing to those aims.

The quantitative energy-reduction objective is as follows: Van Oord will strive to achieve an annual increase in the efficiency of energy use of at least 1% in the period 2010 – 2015, as laid down in the energy-management system.

2. Target groups

2.1 Internal target group:

- a. Van Oord management
- b. Van Oord staff
- c. Van Oord fleet and other employees

2.2 External target group:

- a. shareholders: MerweOord (78.5%) and BAM (21.5%)

(for the following external target groups, an addendum for Van Oord Nederland bv is enclosed as an appendix)

- b. clients
- c. local authorities
- d. industry organisations
- e. labour market
- f. other stakeholders, including social organisations and the general public

3. Communication objectives

Internal objectives:

- be informed about the CO₂ footprint, the reduction objectives and the progress of the energy-management policy
- have a positive attitude concerning the policy
- contribute to the implementation of the energy-management policy

External target groups:

- be informed about the CO₂ footprint, the reduction objectives and the progress of the energy-management policy
- bolster Van Oord's image and competitive edge
- attain and retain certificates
- participate in or being an initiator of initiatives focusing on CO₂ reduction

4. Communication strategy

Achieving communication goals through the target groups/media matrix (see point 6). The communication plan will be implemented, evaluated and, where necessary, steered by the MVO Steering Group, the Planet work group and the Emissions & Energy Steering Group, coordinated by the QHSE staff manager. The communication will take place in two languages, English and Dutch.

5. Message/motto

By communicating the CO₂ footprint, reduction objectives and progress of the energy-management policy, Van Oord will send the message that sustainability is a vital policy theme, that it qualifies for certification and that it is strengthening its commercial position in the market in which it operates.

6. Target groups media matrix

intern

media	target group	frequency of CO ₂ communication	content	responsible party	availability
staff magazine	all employees	At least 4 x per year	At least 1x about the CO ₂ footprint and quantitative energy-reduction objectives. At least 2x attention for backgrounds / responsible parties / possibilities for individual contributions/energy use and trends	C&M	print / digital via intranet
newsletter	all employees	1 x per quarter	At least 1x a year communication about the progress of energy management or reduction objectives and possibilities for individual contributions	QHSE	e-mail/intranet
intranet	all employees	continuously	CO ₂ footprint / policy documents / management system / newsletter archive / energy use	QHSE	intranet
<i>meetings</i>					
New Year's meeting	all employees	1 x per year	CO ₂ footprint and quantitative energy-reduction objectives.	C&M	presentation / DVD
month-end meeting	all employees at offices in the Netherlands	1 x per year	At least 1x a year CO ₂ footprint and quantitative energy-reduction objectives / energy use	QHSE	presentation
fleet days	fleet employees	1 x per year	CO ₂ footprint and quantitative energy-reduction objectives / energy use / contributions/ trends	P&O Crew	presentation

extern

media	target group	frequency of CO ₂ communication	content	responsible party	availability
website	all internal and external target groups	continuously	CO ₂ footprint and progress of quantitative energy-reduction objectives / energy management / policy documents for the organisation and the projects with CO ₂ -related assignment advantages. Initiatives relating to CO ₂ reduction possibilities. Progress of objectives and footprint updating at least 2x a year (March / September).	C&M / QHSE	digital
social annual report	all internal and external target groups	1 x per year	CO ₂ footprint and quantitative energy-reduction objectives / energy management / backgrounds	P&O / C&M	print / digital via website
financial annual report	all internal and external target groups	1 x per year	CO ₂ footprint and quantitative energy-reduction objectives / energy use / trends	DIR / C&M	print / digital via website
press / media	all internal and external target groups	min. 2 x per year	1. CO ₂ performance ladder certification 2. interview in newspaper / magazine about CO ₂ footprint and progress of energy-reduction objectives	QHSE / C&M	print / digital via website

DIR = Executive Board

C&M = Communication & Markets Department

QHSE = Quality, Health, Safety & Environment Department

TD = Technical Department

P&O = Personnel & Organisation Department

P&O crew = Personnel & Organisation – Crew Section Department

7. Explanation of communication media

Intranet

Van Oord maintains an intranet, and the information on the energy-management system can be found in the section on the QHSE Department.

Newsletter

Newsletter (English and Dutch) will be published in order to keep track of progress and results.

New Year's speech

Each year, CEO Pieter van Oord delivers a speech at Van Oord's New Year's staff breakfast. This speech reviews the company's achievements, future goals and current company or industrial developments. The footprint and the energy-reduction objectives will also be addressed during this speech.

Personnel magazine

On Boord is published five or six times a year in both Dutch and English and is distributed to all Van Oord employees. The CO₂ footprint or the energy-reduction objectives or energy-management policy or related contributions will be highlighted at least four times a year in this publication.

Press/external media

Various target groups can be informed of Van Oord's CO₂ policy through the external media, particularly through such media as professional journals. These media will be used selectively as needed.

Presentations

A presentation is a suitable means of communicating information to groups of people, both internally and externally. Presentations can be held as needed.

Social and Financial Annual Report

Both annual reports are published in Dutch and in English. Both can be downloaded from the www.vanoord.com website and are accessible to everyone. Van Oord also distributes the Annual Social Report to all employees. The Annual Financial Report is sent to business contacts. Both annual reports will devote attention to the CO₂ footprint, the energy-management policy and the quantitative energy-reduction objectives.

Fleet days

On fleet days, a presentation on the energy policy will be made to fleet employees to keep them informed about the CO₂ footprint, the energy-reduction objectives, the energy-management programme and activities that are relevant to the employees.

Website

Van Oord's web site (www.vanoord.com) is available in two languages: English and Dutch. Several pages of the site will contain communication devoted to the policy and its progress. The Dutch site refers to the CO₂ performance ladder version 2.0 of SKAO dated 23 June 2011.

8. Planning

The period repeats annually.

9. Accessibility

This communication plan will be accessible to all Van Oord employees through the document archive in e-docs (Dutch: SAWP-1732382 / English: SAWP-1861842).

10. Addenda

- Van Oord Nederland Addendum

6 September 2010
version: final

Van Oord Nederland Addendum

Further specification of external target group

a. shareholders:

- MerweOord (78.5%)
- BAM (21.5%)

b. clients:

- authorities (see c.), e.g. Rijkswaterstaat
- semi-private parties: ProRail, Haven Amsterdam, Havenbedrijf Rotterdam, Groningen Seaports, Zeeland Seaports, Havenschap Moerdijk
- private parties: e.g. Abeko, Baris, Vesta
- main contractors / sister companies: e.g. BAM

c. authorities:

- government
- water authorities / higher water boards
- provincial authorities
- municipal authorities

d. industry organisations:

- Vereniging van Waterbouwers
- Bouwend Nederland

e. labour market:

- pupils and students
- starters and young professionals
- jobseekers

f. other stakeholders, including civil-society organisations and the general public:

- pressure groups, e.g. Milieudéfensie and Stop de Zandmotor
- NGOs, e.g. Stichting Noordzee and the World Wildlife Fund
- other public

g. partners:

- consortium partners
- engineering firms
- research institutes
- educational institutes

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