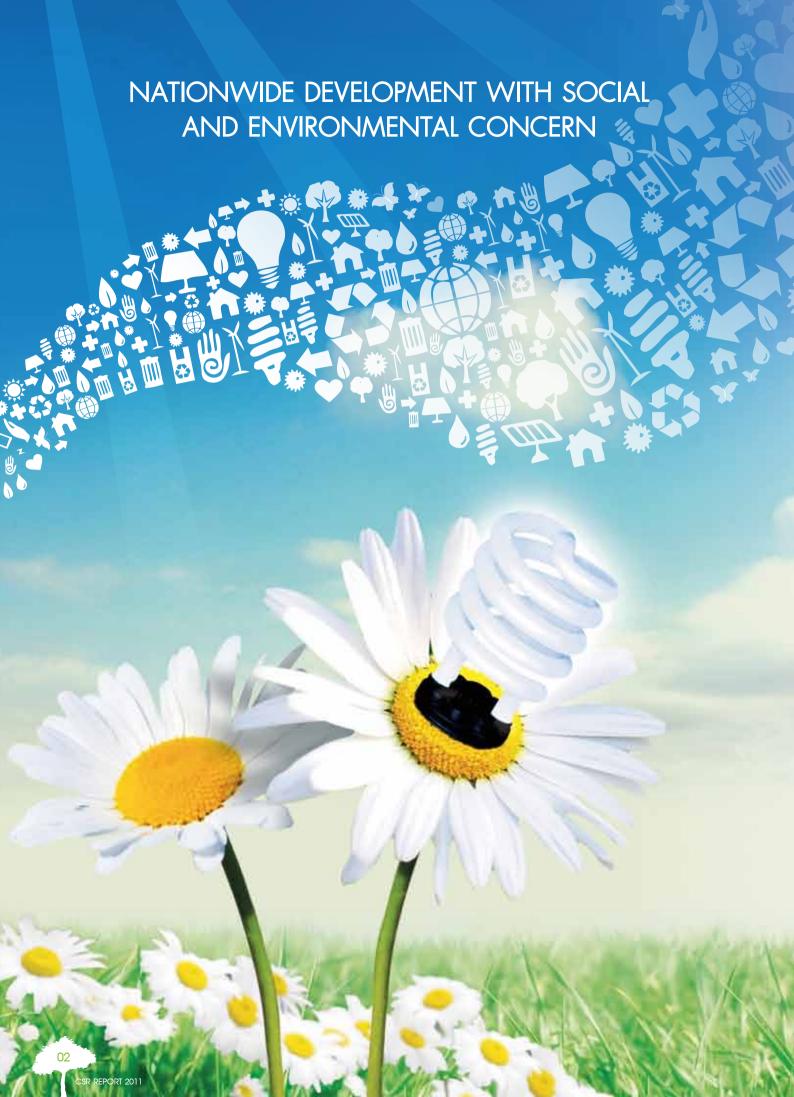


CSR REPORT 2011

CORPORATE SOCIAL RESPONSIBILITY





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VISION

Provincial Electricity Authority is an International Leader in Energy Business, Service Business, and Relevant Businesses.

MISSION

To procure and provide electricity and related businesses of international standard for customers both in the country and the vicinity to meet their demand for exceptional products and services by constantly developing the organization, adopting cutting-edge and effective business management applicable to the changing marketplace,

being competitive and possessing social and environmental responsibility.

CORPORATE VALUE

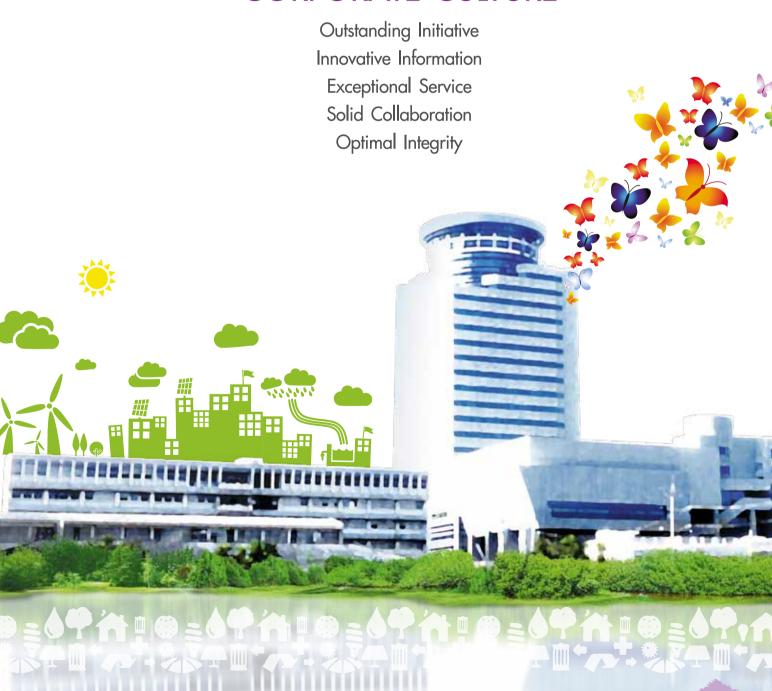
To be a productive organization is to possess exceptional products and services.

To be an effective organization is to have remarkable management.

To be a financially successful organization is to have outstanding performance.

To be a reputable organization is to have sustainable society and environment.

CORPORATE CULTURE



















Social and Environmental Policy

To show its steadfast compliance with the social and environmental sustainability, PEA has formulated CSR policy as follows:

- 1. To substantially endorse the government and the Interior Ministry's CSR policy.
- 2. To continuously develop electricity services to meet demand sufficiently, thoroughly, effectively, and safely so as to improve Thai people's quality of life as well as acquire stability and reliability in the distribution system.
- 3. To vigorously promote the development of renewable energy and efficient energy consumption; to encourage a substantial reduction in the emissions of greenhouse gases in response to the global warming.
- 4. To solicitously improve employees' quality of life, atmospheres and environments in the office so that they can work happily; meanwhile to enhance personnel's performance to achieve the organization's goals.
- 5. To foster professional accountability in its employees at every level and encourage their participation.
- 6. To promote CSR policy in the personnel and stakeholder management for ethics and morality.



Policy in Compliance with ISO 26000



PEA has substantially realised its social responsibility and business activities by integrating a CSR mechanism based on the ISO 26000 into corporate-self regulation to yield utmost effectiveness and efficiency throughout the organisation by:

- Improving electricity service by embracing a model of good corporate governance committed to best practices which includes morality, transparency, accountability, legitimacy, equitable labor treatment, human rights concern, consumer protection, environmental awareness, and fair trade in favor of stakeholders and all other members of the public sphere.
- 2. Developing CSR principles and approaches; focusing on quality of work to create sustainable corporate and social value.
- 3. Instilling and raising personal accountability in the employees to work with ethics, morality, and social responsibility as the corporate culture.
- 4. Incorporating the CSR strategy directly into the business operations of the organisation and between organisations alongside with potential improvement, self-learning encouragement, and promotion of continued innovations to become a high-performance organization of social responsibility.
- 5. Elevating the corporate social and environmental responsibility to be internationally recognized.

Policy on Occupational Safety, Health, and Environment











- Occupational safety is the operatives' foremost responsibility.
- 2. Supervisors at all levels are required to administer, manage, and operate the occupational safety, health, and environment in conformity with the standards prescribed in the regulation. Meanwhile, they must build personal accountability in the operative subordinates and be a role model to them.
- 3. Support the allocation of resources and budgets for the operation of occupational safety, health, and environment.
- 4. Promote and improve occupational safety, health, and environment.
- 5. Manage, follow up, and conduct assessment of occupational safety, health, and environment for rigorous practice and optimum efficacy.

High Performance Organization and Corporate Social Responsibility

PEA developed pragmatic corporate governance policy by producing a manual that features CG policy and principles, corporate ethics, and CG practice. Serving as a guideline to the CG policy, the manual is frequently reviewed following its effective date and distribution to the Board of Committee, executives, employees as well as the corporate website on November 29th, 2010. Seven aspects are accentuated in the manual as follows:

- 1. Professional accountability
- 2. Role awareness with sufficient relevant skill and efficiency
- 3. Rights and equitable treatment of stakeholders
- 4. Transparency, corporate accountability and disclosure
- 5. Clear vision to create long-term value to the organization
- 6. Integrity and ethical behavior
- 7. Involvement

In order to promote and support the organization's CG-based operations to build up confidence in every stakeholder, the Board of PEA designated 6 Committees to scrutinize key operations thoroughly as follows: Managing Committee, Scrutiny Committee, Risk Management and Internal Control Committee, CG & CSR Committee, Nomination Committee, and Remuneration Committee. The role and onus of each committee is clearly specified. To regularly update progress and obstacles and ensure that the operations conform to the regulated CG policy, performance assessment is conducted quarterly and the results are reported to the Board of PEA, accordingly.



As a state enterprise, PEA is committed to the country's economic and social development, which requires dedication, collaboration, and moral rectitude from the executives and employees. This will eventually secure Thai people's well-being and extensive reliability in the electricity service.

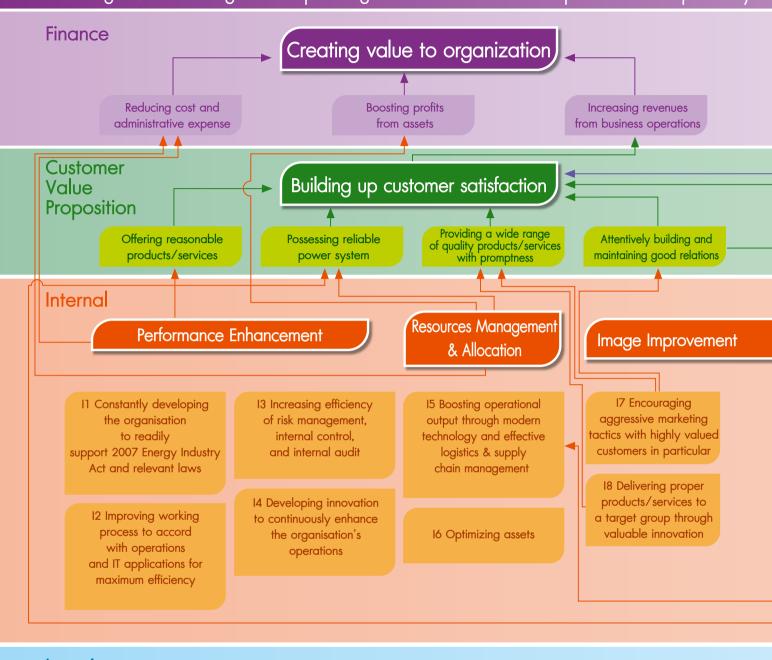
PEA, therefore, established a code of conduct serving as a parameter for the executives and employees. In effect on January 27^{th} , 2010 the code of conduct consists 10 components as below:

- Section 1 Core value of business ethics
- Section 2 Responsibility towards customers and the public
- Section 3 Responsibility towards owners
- Section 4 Responsibility towards employees
- Section 5 Responsibility towards government
- Section 6 Responsibility towards society and environment
- Section 7 Responsibility towards achievement of corporate goals
- Section 8 Executives' ethics
- Section 9 Employees' ethics
- Section 10 Mitigation of conflicts of personal and public interests



CSR STRATEGY MAP

A leading international organization providing service businesses with corporate social responsibility



Learning & Growth

Human Capital

L1 Developing capability, skills, and knowledge in personnel to increase performance required for strategy driving and change management

L2 Improving succession plan and talent management

Leadership

L4 Developing leadership and responsibility at all levels

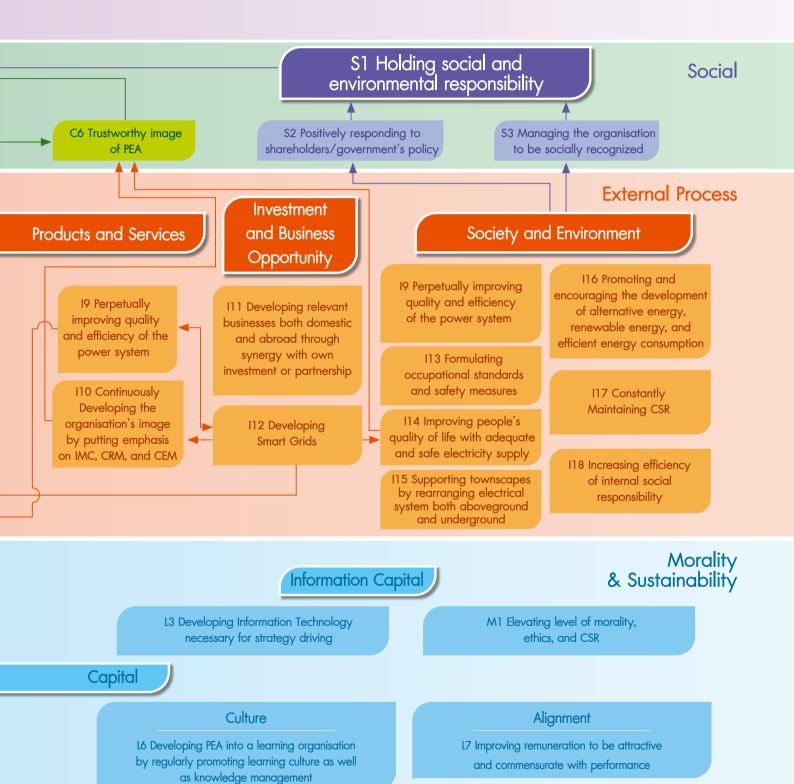
Culture

Organization

L5 Improving employees' quality of life

Non-Finance

N1 Creating sustainability to the organisation



Master Plan 2 0 1 1 - 2 0 1 4



Following a thorough study on CSR strategy, PEA's Social and Environmental Master Plan 2011-2014 was developed with the aim of improving directions on social and environmental operations to comply with a new strategic plan in which three foremost strategic groups are featured: strategic group of internal social responsibility or "Fair Electricity", strategic group of external social responsibility or "Sufficient Electricity" and strategic group of sustainable social responsibility or "Renewable Electricity" These groups are to response to the 12 strategic objectives as follows:

- 1. Establish corporate sustainability
- 2. Be responsible for society and the environment
- 3. Respond to policy proposed by shareholders and the government
- 4. Strive for corporate success as a widely recognized organisation
- 5. Increase output in corporate responsibility for external stakeholders
- 6. Set up standards for working operations and occupational safety
- 7. Improve people's quality of life through sufficient and safe electricity supply
- 8. Support townscape planning solutions by rearranging both underground and above-ground power systems
- 9. Promote and advocate the development of alternative energy, renewable energy and efficient energy consumption
- 10. Constantly maintain CSR standard
- 11. Augment efficiency in internal CSR practices
- 12. Enhance morality, ethics, and corporate governance

OVERALL OPERATION BASED ON SOCIAL AND ENVIRONMENTAL ACTION PLAN

Fair Electricity: Internal Social Overall Operation

The strategy of fair electricity featured the internal social and environmental responsibility by prioritizing the employees. The measures included creating an action plan to further develop the service-level agreement, adopting latest technology to improve customer service procedures, and transforming the corporate office into a smart & green office. Consisting three action plans, the 2011 project was successfully carried out as below:







Adoption of Latest Technology to the Improvement of Customer Service Procedures Smart & Green Office Transform

PEA modernized its head office with the deployment of environmentally-friendly technology to meet every stakeholder's need to make sure that the employees were content with the work-life balance while customers were impressed with the quality service by developing the information technology system to be a key factor in overall operation, improving the front office to be accessible around the clock, enhancing the back-office operations, reducing paper use, and promoting alternative energy consumption. These practices were intended for thorough excellence in environmentally-friendly power distribution and services.

Sufficient Electricity: External Social Overall Operation

The strategy of nationwide electricity featured the external social and environmental responsibility by widening the scope of responsibility to customers and the public. The strategic approaches included reinforcing a good relation with the customers, encouraging the public to use electricity smartly, reorganizing electrical and signal wires in an orderly fashion, and improving the power system to meet the acceptable quality, standard, stability, and reliability. Consisting 9 action plans, the 2011 key project fruitfully reached the set goals as below:



Power Outage Reduction Project

The project aimed at encouraging participation of the public and maximizing customer satisfaction as well as raising the self-awareness of responsible power consumption, which requires both behavioral changes and mutual social responsibility. Drawing up a plan based on Outcome Mapping to comply with the agreement on essential evaluation, PEA successfully attained 12 operational procedures including comprehensive development framework designing, follow- up, strategy & operation mapping, and evaluation planning.

Outcome Mapping yielded efficient power system maintenance and service to meet the public needs, increase customer satisfaction as well as publicly create understanding about PEA's responsibilities. In doing so, PEA educated participants about safety and asked for their cooperation in keeping their eye on the distribution system and electrical equipment in their areas as well as to urgently report power outages. According to statistics before and after the project, in 2011 power outages obviously reduced by 48.76%.

Nationwide Safety Project Global Conservation and Global Warming Reduction Project

PEA educated over 1,200 vocational students about power systems, how to use domestic electrical appliances safely, and how to use electricity smartly. These participatory students represented their 12 areas under PEA's service and in each area there were 100 representatives. The one-day training session included fundamental knowledge of electrical appliance repair and reduction in global warming.

Following the course under the supervision of PEA's engineers and technicians the trained students were assigned to check electrical appliance installations as well as to campaign against greenhouse gases and global warming for 5 days. If any electrical appliance was found broken, it would be repaired or replaced. Only the actual price of a spare part would be charged. There were approximately 4,800 households per service area, and totaling 57,600 households for the entire 12 service areas. The duration of the project was during the school break from September – October, 2011.



Power System Rearrangement in City and Community Project

PEA initiated an underground infrastructure project aiming at revamping townscapes in big cities. The activity was coordinated between PEA and relevant public and private sectors such as municipalities and telecommunications companies. Signal cables would be removed and reinstalled so that PEA would disassemble electricity posts and wires before converting the electrical system to underground.

In 2011 PEA successfully constructed the underground systems along the following major roads: Pattaya 1 Road in Chonburi Province, Sunthorn Vijit Road in Nakhon Panom Province, Nipat U-tit 1, 2, and 3 Roads in Songkhla Province, Samut Sakdarak Road in Mukdahan Province, Bhudha Mondhon 4 Road in Nakhon Pathom Province, Naresuan Road in Pitsanulok Province, Talang Road (Karon and Karon Beach) in Phuket Province, Ta Pae and Chang Klan Roads in Chiang Mai Province, Si Jan Road in Khon Kaen Province, and Na Muang Road in Surat Thani Province.

Roads that are under construction include Na Jom Tien Road in Chonburi Province, Petchakasem Road in Songkhla Province, Krabi and Deebuk Road in Phuket Province, totaling 46.65 kilometres.





Alternative Electricity: Sustainable Social and Environmental Overall Operation

The strategy of alternative electricity featured CSR approaches extended to the service areas in favor of energy security by providing adequate electricity supply to meet demand for the country's development, launching an alternative energy project with minimal impacts on the environment, procuring & developing electricity generation from alternative resources and, being concerned about the environmental conservation.

To show its commitment to the environmental issues, PEA enthusiastically studied the feasibility of electricity generation from biodiesel and embarked upon a pilot project intended to reduce petroleum-based electricity, carbon emissions, and greenhouse effects. The strategic mechanism was comprised of 8 action plans/projects. The 2011 major projects that were carried out as planned are as follows:





Little Saver' Journal Project

Actually, PEA began Little Saver' Diary Project in 2005. It had been carried on for five years without success in distinctly evaluating the participants' behavioral changes. However, in 2009 PEA used Outcome Mapping to plan and evaluate the project and, finally, managed to achieve the 12 operating procedures including comprehensive development framework designing, outcome & performance monitoring, strategy maps & organizational practices, and evaluation planning

The objective of the project was to educate students in grades 4-12 about electricity power and electricity conservation through their own journals. It was expected that the participatory youth would change their electricity consumption

and that the outcome would be expanded into families, communities, and the country in the long run. During July - September 2011 69 schools and 7,897 students from PEA's 12 service areas participated in the project.





PEA, as a state enterprise with a crucial role in electricity distribution, has realised the importance of a contribution to energy conservation. A conceptual project on the smart use of public electricity by adjusting the electric power and brightness to suit the street types and operating time was developed in compliance with the Highway Department's regulations. Besides, the project would support the government's energy conservation policy, build a good image of the organisation, and reduce the organisation's expenditure on the free electricity supply for the streetlights and public lights. Each year, consumption of the public lights, especially the streetlights, was quite high and likely to immensely increase due to the government's policy on urbanization.

In 2004 alone Provincial Electricity Authority bore the expenditure on the streetlights and public lights up to 1,704 million units amounting to 4,208 million baht.

To reduce the free electricity consumption, PEA installed an energy-saving device in street lamps and replaced 181 transformers to reduce voltage distributed in the circuit. The approach could save energy to 25%. Another measure adapted by PEA was to decrease voltage by using an electronic device based on DC chopping voltage, which could conserve energy by 25-30%. In 2011 PEA could reduce the electricity supply to the public lights by 5,336,406 units amounting to 13,178,788 baht. It also saved the national energy consumption and reduced the emissions of greenhouse gases into the atmosphere.



Reduction in Emission

of Greenhouse Gases Project



PEA developed a greenhouse gas management plan to study about the organization's activities associated with the emissions of the gases both direct and indirect by implementing an internal plan to reduce the emissions of greenhouse gases and external plan to promote and support the reduction in the emissions of greenhouse gases. Three measures were adopted to cope with the problems: existing measures,

Existing measures There are totally 25
projects such as Micro Hydropower
Development at Royal Irrigation Department's
Sluicegates and Reservoirs Project,
Electricity Generation from Renewable
Energy based on Tapioca Starch
Manufacturing Project, and Submarine
Cable-Based Distribution Construction
Project.

- Additional measures There are totally 6 projects such as Energy Patrol Project, Skill Development in Greenhouse Gas Inventory Preparation Project, and Greenhouse Gas Inventory Reporting Project.
- Newly developed measures for long-term projects There are totally 7 projects such as Encouragement of Alternative Energy in Vehicles Project, Efficient Electricity Consumption in Building Project, and Smart Office Project.

In addition, PEA has been analyzing the fundamental feasibility of potential activity to reduce the emissions of greenhouse gases and, meanwhile, encourage social involvement.



SOCIAL AND COMMUNITY DEVELOPMENT

Realizing that people's quality of life is fundamental to building a solid society, PEA has resolutely initiated various projects and activities including occupation, education, health and hygiene, comfort, and safety of life and property to facilitate the social and community development.









Educational Support

Providing Scholarships

To support primary education in its employees' offspring, PEA partially lessens their financial burden by giving scholarships to those who are well-behaved with good scholastic performance and whose parents are entry-level employees with a low income and/or support many children. In 2011 PEA allocated scholarships through the following funds:

- Scholastic Fund of Dr. Veera Pitrachat totaling 20 scholarships for 10,000 baht apiece.
- Scholastic Fund of Sai Nithinant totaling 5 scholarships for 5,000 baht apiece.
- Scholastic Fund of Kriengsak Khantharak totaling 5 scholarships for 5,000 baht apiece.
- Scholastic Fund of PEA Housewives and Families totaling 260 scholarships for 2,500 baht apiece.

Lively Classroom from PEA's Heart Project Happy Kids on a Full Stomach Project

Educational support and improvement of children's quality of life are main activities PEA is strongly committed to. In the 12 service areas there are 84 schools in total: 72 common schools and 12 buffer schools conducted by borderline patrol officers. The participatory schools will receive 50 sets of desks and chairs, classroom equipment, sports equipment, and 2 sets of encyclopedias. PEA will also refurbish classrooms, change worn-out equipment, publish informative leaflets about efficient electricity consumption as well as grant a 10,000-baht luncheon fund.









Health & Hygiene Promotion

Mobile Medical Team

Cooperated with the Sang-Saiki Hetrakool Foundation and the Daily News plus continual support from the Thai Red Cross Society's Volunteer Bureau, Office of Public Health, and medical teams from hospitals in Bangkok and relevant areas, the activity aims at providing free medical service to people in remote areas and affected areas. To support the activity PEA extends help in the form of electricity supply, vehicles, volunteers, and equipment. In 2011 the medical service was offered gratis in 16 provinces: Chantaburi, Trad, Pitsanulok, Prae, Khon Kaen, Saraburi, Nakhon Si Thammarat, Petchchaboon, Kanchanaburi, Sisaket, Ubon Rachathani, Surin, Chiangmai, Chainat, Nakhon Sawan, and Singburi.

Donating Blood to Thai Red Cross Society

Realizing that blood can vitally help patients live longer, PEA is one of Thailand's 10 major organisations that has donated blood on a quarter basis to the Thai Red Cross Society since 1973. In 2011 about 1,140 PEA staff made blood donations for 426,500cc.













Improving Quality of Life

PEA's Love and Care for the Elderly Project

The project aimed at giving love, warmth, and respect to the elderly as if they were the same family. Held at 5 homes for the elderly nationwide, i.e. Baan Thammapakon in Chiangmai Province, Baan Bang Lamung in Chonburi Province, Baan Bang Kae in Bangkok, Baan Makasarakam in Mahasarakam Province, and Baan U-tong Panang Tak in Choompon Province, activities included pouring a little water on the elderly's palms for blesses, offering congregate lunch, holding games and recreations, and donating daily necessities.

Raising Funds for Thai Red Cross Society's Activity

PEA participated in the Annual Red Cross Fair during March 30 – April 7, 2011. The concept of the event featured the King's 84th birthday anniversary, royal projects, and the Thai Red Cross Society's role in the country's development to follow the King's steps. In the event, PEA held an exhibition of natural resources and the environment to promote local technology by a presentation of Prototype Agricultural Production Based on Green Energy Project. PEA made a donation in the amount of 6,000,000 baht from the fund raising to Her Royal Highness Princess Maha Chakri Sirindhorn to support the Thai Red Cross Society's initiatives.

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Promoting Safety

Public Electricity Service

PEA provides streetlights along the highways under the administration of Department of Highways and Department of Rural Roads and supplies public electricity to city municipalities, sanitation districts, sub-district administrative organisations, and provincial administrative organisations to increase safety of a journey at night, and prevent accidents.

Indoor Electrical System Checking

PEA dispatches its technicians to check and maintain the electrical system at educational institutions and religious places in the service areas as well as give advice on how to maintain the system properly. The service also includes the improvement in the distribution system to be stable and safe by cutting trees and boughs near electrical wires and changing worn-out devices. The activity is done on such special occasions as the King and Queen's birthdays and PEA's establishment anniversary.



Relief Operation

Helping Alleviate Suffering of People Affected by Floods

Owing flood disasters in the North, Northeast, and Central Area during October – November 2011, which enormously and widely affected people, property, farmland, and industries, PEA provided relief to the victims by:

- Setting up a war room to look after the distribution system and give assistance to those contacting 1129 PEA Call Center and Flood Relief Operations Center for advice on electricity
- Moving meters above the water level in flood-prone areas
- Cautioning the public against any damaged distribution system and urgently fixing the interruption.

- Promptly responding to an emergency by providing generators to places in the flooded
- Procuring and putting sandbags and bricks to stop water coming in important places and historical sites on the alert for flood.
- Checking and repairing the distribution system in flooded areas to ensure proper function for the sake of safety in people's lives and property.
- Supporting operations in affected areas by providing volunteers and vehicles, i.e. 14
 2-ton trucks and 4 boats to transfer necessities and evacuate people to a safe place.

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- Arranging free transport in Bangkok's affected areas for the public and its employees.
- Donating 100 4-seat fiberglass pontoon boats, emergency survival bags containing necessities such as flashlights, hand-crank chargers, medicine, canned food, lunch boxes, drinking water, and garbage bags.
- Donating 162,250 baht to purchase daily necessities for the affected people
- Opening a shelter at the head office to provide temporary housing for its affected employees and families; over 360 people were accommodated.











PEA's Remedial Project

PEA assisted the affected people following the floods by:

- Working with vocational institutions to inspect and repair the electricity system in affected residential areas; giving safety instructions on how to operate electrical appliances safely following the floods.
- Allowing flexible billing in the flooding months.
- Sending technicians to affected industrious factories to check electrical equipment; urgently restoring industrial parks in the hit areas.

Drought Relief Project in Cooperation with Public and Government

PEA alleviates the crisis by

- Providing the electricity supply and exempting electricity billing from where water dispensers on the Drought Relief Project in cooperation with the public and government are installed.
- Conveying water to people in remote and arid areas

PEA has been participating in the project initiated by the Royal Thai Army since 1999 and actively taken it as the organisation's policy on social responsibility until now.

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PEA's Water Conservation and Creek Dam Construction for the King Project

To commemorate His Majesty the King's 84th birthday anniversary on December 5th, 2011 PEA and other provincial communities constructed 84 creek dams countrywide. Wrecked concrete material such as electricity posts, pillars, and reinforced concrete were used to build creek dams to collect water for the community's consumption and agricultural purposes. Not only the project conserves a source of water, it also optimizes PEA's wrecked and obsolete assets in accordance with the King's royal initiatives.

Project of PEA's Forest Conservation to Commemorate the King

To celebrate His Majesty the King's 84th birthday anniversary on December 5th, 2011 PEA grew perennial plants to increase the areas of permanent forests. The project would develop natural resources and the environment and enrich landscapes and the watershed. PEA has set a target of 9,999 perennials in its 12 service areas covering 74 provinces countrywide. The activity was auspiciously launched on Thailand's National Tree Day 2011; 74,796 trees in total were planted taking up to 671 rai.

Project of Beautiful Canals and Clear Water to Commemorate the King

Together with the 1st Antiaircraft Artillery Regiment, public and private sectors, and communities, PEA participated in an activity to treat contaminated canals and restore clear water by throwing EM balls in canals during April – December 2011, totaling 9 times for 1,000 balls apiece. The project was initiated by to commemorate the King's 84th birthday anniversary so as to develop sources of water based upon the sustainable economy's concept. The objective of the activity was to improve water conditions and restore 8,400 canals in Bangkok and the vicinity to beauty and capacity of efficiently containing and expelling water during the rainy season by December 5th, 2011.



Sea Grass Growing to Restore Ecosystem

During May – December 2011 PEA planted 25,000 seagrasses onshore where a submarine cable system connected to Koh Mook, Koh Libong and Koh Sukorn in Kan Trang District was being constructed. The objectives of this project were to restore the natural environment and marine ecosystem, conserve seagrasses as a natural source of food for marine life, and encourage multilateral participation from PEA, fishing communities, and local agencies in natural resources and environmental conservation.

60+ Earth Hour 2011

PEA campaigned "60+ Earth Hour 2011" to reduce global warming on March 26th, 2011 during 8.30 – 9.30 pm by turning off the lights in offices and houses for one hour. The activity was held regionally: Central Region in Bangkok and the vicinity, Northern Region in Chiangmai Province, Northeastern Region in Khon Kaen Province, and Southern Region in Phuket Province.







PEA was one of 55 state enterprises to receive 3 Outstanding State Enterprise Awards for Excellent Disclosure of Information, Excellent Social and Environmental Practice on "Little Saver's Journal Project", and Excellent Innovation Award in the category of Group Energy on August 31st, 2011 at State Enterprise Awards 2011 hosted by the Ministry of Finance.





































APPENDIX

Overall Operation based on 2011 MOU between PEA and the Ministry of Finance

PEA's overall operation on Social and Environmental Responsibility 2011 as per the 2011 MOU requirements to declare information of non-financial indicators (2.3) and social services and environmental promotion is divided into 2 sections as follows:

Criteria for Social Services and Environmental Promotion	Operating Result	Scores Received	Grade
Social Services and Environmental Promotion			
Encouragement of reduction in the emissions of greenhouse gases I.1 Encouragement of reduction in the emissions of greenhouse gases (Internal) I.2 Encouragement of reduction in the emissions of greenhouse gases (External)	Developed GHG Inventory Achieved targets	5.0000 5.0000	Much Better Much Better
Social and Environmental Implementation 2.1 Outcome Mapping application in social and environmental action plan 2.2 ISO 26000 Practice	Operations as per OM procedures 1-12 were complete Declared ISO 26000 policy	5.0000 5.0000	Much Better Much Better



