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Relevant topics



The SegurCaixa Holding 2009 Corporate Responsibility Report focuses on the main new issues concerning the performance of SegurCaixa, VidaCaixa and AgenCaixa. At the same time, progress has been made regarding traceability of objectives and challenges in the area of responsible management of the Group, thereby enabling the company to better comprehend and compare the extent to which said objectives and challenges have been met.

With regard to the definition of the relevant content and how SegurCaixa Holding responds to its stakeholders' reasonable expectations, as in previous years, a process based on AA 1000 methodology was carried out consisting of the following elements:

- In-house consultation by way of interviews and surveys given to Area Directors, Department Heads and staff representatives at SegurCaixa Holding concerning the definition of most relevant content to be included in the present Report.

- Carrying out consultation with representatives from shareholders, trade unions, customers, organisations from the third sector and experts in corporate responsibility.
- Reviewing other insurance sector-specific reports from national and international organisations.
- 8 extensive interviews with those in charge of relevant issue content from a material point of view regarding such areas as product, human resource management, corporate governance and monitoring, communications or investments and their subsequent inclusion in the corporate responsibility report.

The process of assessing material enabled SegurCaixa Holding to enhance dialogue with its stakeholders, thereby better defining their reasonable expectations and optimising the organisation's response to these expectations.

This report was verified by independent review for the third year in succession.

STAKEHOLDER GROUPS ENGAGED BY SEGURCAIXA HOLDING:

Shareholder:

- Criteria
- "la Caixa"

Experts in corporate responsibility:

- Centro de Investigación de la Economía Social (CIES)
- Media Responsable
- Club de Excelencia en Sostenibilidad

The Third Sector:

- Creant
- Federació d'Associacions de Gent Gran de Catalunya

Insurance sector organisations:

- UGT - Observatorio RSE
- Comfia - CCOO
- CECU Madrid - Confederación Española de Consumidores y Usuarios

Insurance sector organisations:

- UNESPA - UCEAC
- ICEA

MATRIX RELEVANT TOPICS			
Maturing content			
	Latent	In consolidation	Integrated within strategy of SegurCaixa Holding
Importance for stakeholders	Very important		Security and transparency Customer satisfaction An excellent place to work Social role of insurance and social welfare business activity Good Governance, Prudent, sustainable and solvent management
	Important	Application of de sustainable investment criteria Innovation Involving employees in community and social affairs	Solvency Work / Life Balance Professional development
	Growing	Expanding commitments undertaken with responsible management to include suppliers	Accessibility to products Training Environmental impact management Relationship with the media

Relevant topics regarding customers.
 Relevant topics regarding employees.
 Relevant topics regarding the community.
 Relevant topics regarding the environment.
 Relevant topics regarding shareholders.