



**2010**

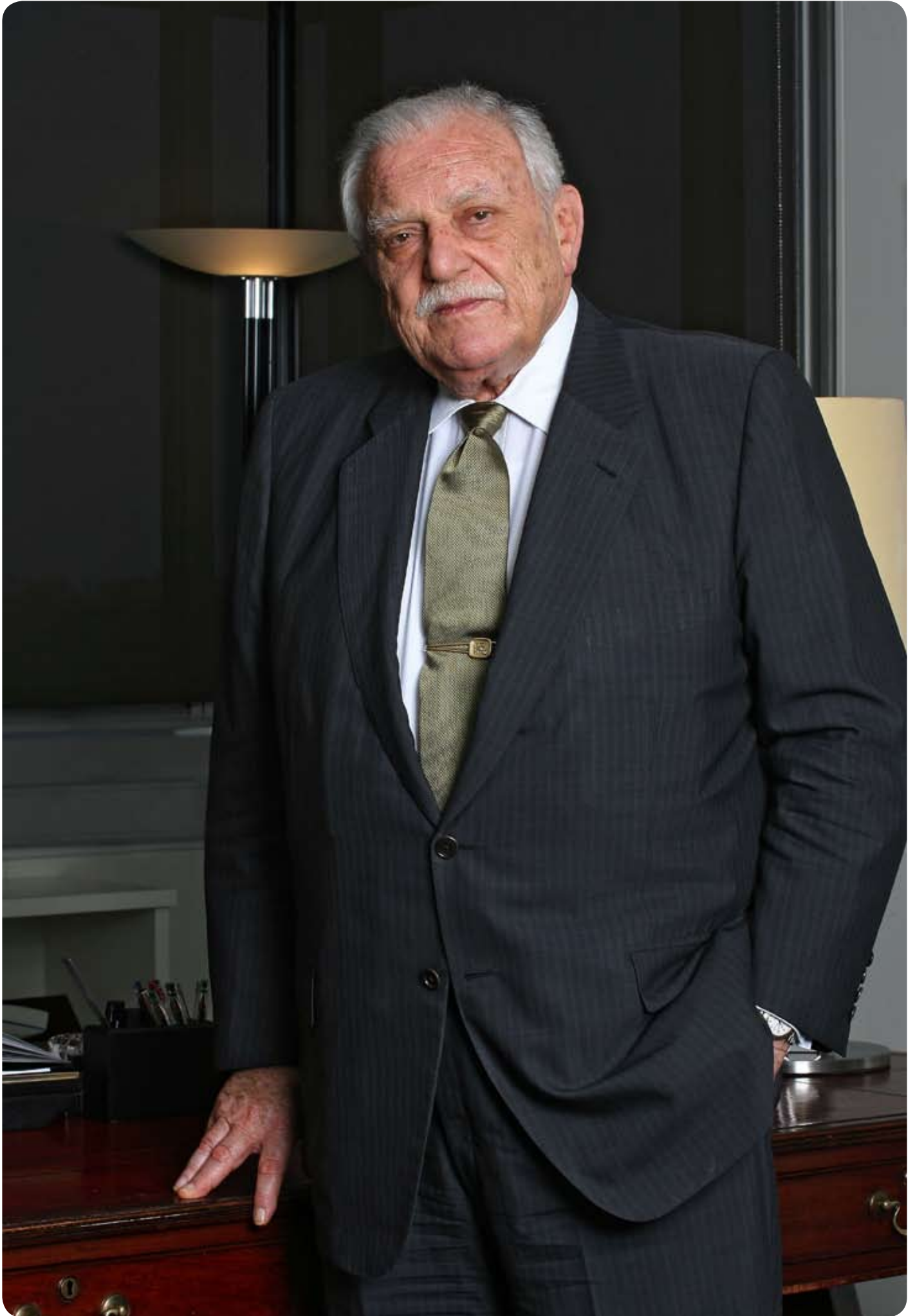
**Corporate Responsibility Report**

# 2010

## Corporate Responsibility Report

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**Ricardo Fornesa Ribó**

Chairman of the Board of VidaCaixa Grupo

# Letter from the Chairman of VidaCaixa Grupo

The integration of Adeslas and the development of the strategic plan were our chief milestones in 2010. After the said integration, VidaCaixa Grupo, the insurance Group of "la Caixa", has almost 6 million customers and 2,643 employees, is the Spanish market leader in complementary social welfare and health, and aims to be the reference in the Spanish insurance sector with a multi-branch, multi-segment and multi-channel offer.

This leadership is based on its commitment to corporate responsibility and the sustainability that has always been part of the Group since its foundation in 1992. Indeed, it is reflected through its values of Trust, Quality, Dynamism and Proximity. In 2010 VidaCaixa Grupo's responsible performance was characterised by the consolidation of its corporate responsibility throughout the organisation and by its integration in its strategy, actions and behaviour.

At the same time, this year witnessed the decided strengthening of the dialogue with our stakeholders, with the aim of getting to know their expectations and providing them with the best possible response from the Group. With customers, for example, new initiatives were implemented to make access and information transparency easier. However, in a year characterised by change and integration, the key was communication with employees and neither effort nor resources were spared to guarantee the proper dialogue and exchange of information about how the integration was running. In fact, new channels of communication in different formats were set up.

On the other hand, VidaCaixa Grupo advanced somewhat in the application of the United Nations Principles for Responsible Investment (PRI). Its diffusion was promoted and new improved initiatives were developed in an endeavour to guarantee that the whole investment portfolio of the Group was analysed and managed in accordance with environmental, social and good governance criteria.

Another relevant fact in 2010 was our commitment to innovation, the best way to provide for the changing needs of our customers. This was materialised by the development of new products and solutions in most areas, the strengthening of our multi-channel system through new channels either being more physically present or through information technology (telematics), and the improvement in the quality of service, extending the ISO 9001 certification to new dental clinics and intensifying the number of satisfaction surveys to customers by 10%.

Our bet on quality service is, apart from being one of the corporate values of VidaCaixa Grupo, a differential fact to which the Group devotes a lot of effort and

which defines the relationship model of the Group with all its customers whether they are individuals or groups and companies. Once again, this effort was rewarded in the satisfaction surveys carried out, both internally and externally, by independent companies and in which the VidaCaixa Grupo service continues to receive excellent scores from customers.

On an internal note, it should be said that after the integration of Adeslas, VidaCaixa Grupo was consolidated, with a total of 2,634 professionals, as one of the main insurance groups in Spain in number of employees. The integration process was undertaken by way of a management project of change applied throughout the Company along with the unification of policies and criteria in the management of human resources, which will culminate in 2011, thereby reinforcing the aspiration of the Group to become the best place to work.

In line with previous years, VidaCaixa Grupo consolidated its implication in society. Firstly, it involved its employees through the *Retorn* initiative, which completed more than 15 social and environmental projects. In the area of health education, three new prevention plans were set up, which add to the 9 others that were already up and running. Our collaboration with GAVI Alliance was renewed through the Business Alliance for Infant Vaccination. The annual budget for Christmas gifts was devoted to that cause and we extended the collaboration to our employees and the group of companies that are customers of *VidaCaixa Previsión Social*. Finally, VidaCaixa Grupo's indirect contribution should be given some mention as part of its contribution to the profit of "la Caixa" Group goes to the *Obra Social* (Social Work) of "la Caixa", whose total budget is 500 million euros, which is mostly devoted to carrying out programmes to alleviate the social and welfare needs of citizens.

In environmental issues, the implication of the organisation in matters of environmental improvement continued to be one of our action points. The development of initiatives such as "The time has come to look after our most important patient: our planet" or "The day event to clean up our office panorama" achieved a huge participation of and awareness by VidaCaixa Grupo's employees. Together with our employees the Group continued developing initiatives to reduce the impact of consumption and waste.

This report that I encourage you to read focuses on the 2010 activity of VidaCaixa Grupo, which integrates the former SegurCaixa Holding and the former Adeslas, except for its hospital group. Here, our intention is to summarise the evolution of responsible performance, the objectives and challenges raised with our stakeholders with the aim of providing better knowledge about the reality and evolution of VidaCaixa Grupo.