



CRAMO CARE

CRAMO GROUP SUSTAINABILITY REPORT 2013



CONTENTS OF CRAMO'S SUSTAINABILITY REPORT FOR 2013

MARKET	We are committed to customer satisfaction by bringing leading-edge sustainable solutions to the market. Cramo Care is our program for sustainable operations.	3
EMPLOYEES	Attractive, safe workplaces are a priority. Personal development opportunities are another concern. Read about Cramo Sweden, a role model for attracting talent.	8
SOCIETY	Supporting children and youth in our local markets is important to us.	13
ENVIRONMENT	Read about our systematic work with energy efficiency. Cramo's Green Modular Space solution is one of our most effective energy-saving solutions.	14
ABOUT CRAMO	Cramo provides sustainable solutions to more than 150,000 customers in the construction sector across 15 markets.	18
ABOUT THE REPORT	GRI Index	18

Cramo leadership



Cramo leading-edge solutions



Cramo Care



The Cramo Group is a leading full-service European rental services provider in the construction sector. Cramo rents machinery, equipment and modular space to construction companies, manufacturers and the public sector. Cramo Care is our framework for integrating sustainability in operations for a sustainable profit. Cramo is a signatory of the UN Global Compact since 2009.

We challenge ourselves to be the role model in rental

Our industry is undergoing an important change towards sustainable construction. Construction projects should take long-term environmental and human considerations into account.

Cramo is committed to integrating sustainability in our operations. Reducing energy consumption and thus energy costs are key strategic intents. We have developed leading-edge solutions to meet our customers' demand for energy efficiency. Our Green Modular Space solution is a brilliant example of one that sharply reduces our customers' energy consumption.

Another priority and strategic concern is to ensure healthy and safety conditions at construction sites. A successful example is our program Cramo Safety, through which we offer high quality safety equipment and leading competence to achieve our target of zero accidents at construction sites.

We challenge ourselves to be the role model in rental. Our company is based on strong values. We are committed to customer satisfaction. Long-term customer relations based on trust and integrity are our foundation for achieving a sustainable profit.

Cramo Care is our framework for coordinating and monitoring efforts to bring sustainable services and products to our customers.

It gives me great pleasure to present Cramo's many far-reaching and successful initiatives for a sustainable profit.

Vesa Koivula
President and CEO

"We challenge ourselves to be the role model in rental. Our company is based on strong values. We are committed to customer satisfaction. Long-term customer relations based on trust and integrity are our foundation for achieving a sustainable profit."



Commitment to customer satisfaction

The key to long-term success and a sustainable profit is to thoroughly understand and meet the expectations of our customers. Cramo is committed to customer satisfaction. We focus on strong business ethics and have a constant drive to develop leading-edge solutions based on customer needs. We take pride in contributing to sustainable projects that lead the market.

Sustainable business built on trust

Our customers can trust that we do business in a credible way, with services and products that are safe to use and that take environmental considerations into account.

We have signed the UN Global Compact principles for responsible business, and we work continuously to anchor our values and business ethics within our organisation. We also work on securing high-quality suppliers that share the same values. We purchase most of our machinery and equipment from suppliers in Europe, the USA and Japan and systematically evaluate suppliers. Since 2013, we check whether they support the UN Global Compact.

“Long-term customer relations, built on credibility and trust, are the foundation for our sustainable profit.”

Dirk Schlitzkus, Executive Vice President,
Central Europe, MD Theisen Group



Develop leading-edge safety programs

Personal safety is the number one priority for us and for our customers. Our target is zero accidents at construction sites. We work systematically with preventive measures and leading-edge solutions to eliminate accidents. Our work has been fruitful. There are few accidents at sites and most are not of a serious nature.

The Cramo Safety program offers an advanced line of products and services that increase safety. The program includes the rental of safety equipment, training and risk assessment.



Photo: YIT

“Safe construction sites are a priority at all times. Cramo’s expertise and unique experience are business critical.”

Tatu Hauhio, MD Cramo Finland

Develop energy-efficient customer solutions

Excelling in energy-efficient customer solutions is a priority. Construction is energy-intensive and we need to develop solutions that reduce energy costs and environmental impact.

Our strategic focus is to continuously increase energy efficiency to produce a long-term favourable environmental and economic performance. This is one of our competitive success factors. In 2013, we had the honour of taking part in leading-edge construction projects that gave priority to environmental efficiency.



“Energy efficiency is one of Cramo’s key competitive success factors. We are committed to bringing leading-edge solutions to the market.”

Erik Bengtsson, MD Cramo Sweden and Regional Manager Scandinavia

Sustainable business built on trust

Cramo Care is our framework for coordinating and monitoring our sustainable offerings. Read what Anders Collman, head of Cramo Care, and Mirja Juslin, QSE Manager at Cramo Finland, have to say about our perspectives on sustainability. Our common values – the conduct of business in a credible way, commitment to customer satisfaction and creativity for leading-edge solutions – constitute the backbone of Cramo Care.

It is one thing to decide on values and codes of conduct and another to live them. How is this addressed at Cramo?

Anders Collman:

- At Cramo we work continuously to anchor and monitor our ethical guidelines. Our business decisions take into account social, economic and environmental risks and opportunities. This work is never finished. We all need to consider ethical dilemmas we may encounter in our daily work. Our Cramopol game has been a successful and engaging tool in exploring ethical dilemmas and how to deal with them.

All our employees are encouraged to call attention to an ethical concern or suspected misconduct. This is important, and we are grateful to those who act in the company's best interest. In 2013, we expanded this potential by introducing an anonymous whistleblower service for all employees. We have a whistleblowing policy that defines how we deal with the information that we receive through whistleblowing."



Anders Collman, Head of Cramo Care



Mirja Juslin, QSE Manager Cramo Finland

What is a sustainable solution?

Mirja Juslin:

- A sustainable solution is safe to use, takes environmental considerations into account and brings value to the customer.

Our sustainability work focuses on actions that give our customers, employees and shareholders sustainable value. To succeed, we need an in-depth understanding of what our stakeholders' expectations of us are. What are their environmental and social concerns?

We have ongoing and systematic dialogues with our customers and employees. This is business critical. Renting in itself is sustainable. But we must be committed to continuously improving our environmental, economic and social performance.

What do our customers expect from us when it comes to sustainability?

Mirja:

- The main concerns are to reduce energy consumption and ensure occupational health and safety.

Being more efficient when it comes to energy consumption is a concern for all our key customers. We will continue developing leading-edge energy-efficient solutions. Safe working places and construction sites are another major concern for our employees and for our customers. We have a very good track record with only a few accidents in 2013.

Sustainability is a global trend, and different industries have different key sustainability issues. What does Cramo do to address the most urgent ones?

Anders:

- We need to co-operate globally with actors from different industries. This will give us knowledge about trends and new demands in the field of sustainability. Since 2009, Cramo has taken part in the United Nations Global Compact - which is the world's largest corporate citizenship initiative, covering fundamental environmental and social principles such as human and labour rights, environmental responsibility and anti-corruption.

We also participate actively in international associations such as the European Rental Association's Sustainability Committee. Since 2013, we are involved in the Carbon Disclosure Report Project, so we report on our results and ongoing efforts to reduce our climate impact.

Cramo Care

Our commitment to sustainable profits, achieved through continuous and step-wise improvements for our customers, employees and the environment.

- To maintain high credibility for our company, services and products.
- To ensure that we have safe and attractive working conditions.
- To continuously improve the environmental performance of our products and services throughout their life-cycle.



Safety comes first

Cramo has 2,500 employees represented in 15 markets. We serve 150,000 customers. Our advanced safety equipment, together with our strong focus on skills development programs, ensures safe, healthy operations.

Case Cramo Finland: 36% fewer accidents

In our efforts to achieve zero accidents, Cramo Finland, in collaboration with its partners in the Confederation of Finnish Construction Industries, agreed on a yearly target of reducing work-related accidents by 30 percent per year.

The results are promising; Cramo Finland reduced work-related accidents from 28 to 10 in one year. Of the 10 accidents during 2013, one was a serious accident.

Systematic and preventive work has been vital. Cramo Finland has focused on risk assessments and identification of potential hazards. Increased competence on safety matters among employees has been another key to success, and Cramo Finland made significant efforts to spread information about safety matters throughout the organization.

Cramo is implementing the OHSAS 18001 occupational health management system. Finland and Sweden are the first two Cramo markets to be certified according to this international standard.

Leading-edge safety solutions

Construction safety has improved by leaps and bounds in recent years. The range of safety and protection products offered by Cramo has increased to meet the growing demand. Accidents and high-risk situations can be avoided, for instance, with solutions that protect people and prevent objects from falling.

At the YIT Construction site for the Tikkurila office and Dixi shopping centre, there is a focus on safety issues even in the planning stage. Appropriate tools and solutions, personal protective equipment and safety training are a winning combination for reducing high-risk situations.



“Our target is zero accidents. We work systematically with preventive actions to eliminate accidents. Our Cramo Safety program offers an advanced line of products and services that increase safety, for example, with the renting of safety equipment, training and risk assessments.

It is also gratifying that in 2013 we had few accidents. Most of them were not serious but instead of a short-term nature, often different types of fall accidents.”

Per Lundquist, Senior Vice President Operations



Competence and commitment

Our commitment to customer satisfaction is dependent on attracting and developing key competences. Attractive workplaces with personal development opportunities for everyone are a major concern.

Skills development

Cramo Development is our common framework for employee on-boarding, training and skills development across the Cramo Group. The purpose of Cramo Development is to encourage the professional development of all employees throughout their career, thereby ensuring professionalism and efficiency at all levels in the Group. Cramo Development defines the skills and competences needed for each position, including training in safety matters. The training modules, such as on-the-job Cramo School and Cramo Academy (primarily management training), are continuously developed and adapted to local needs and routines.

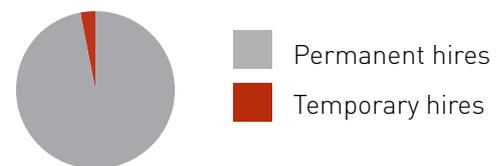
Cramo Dialogue is a structured employee dialogue to monitor and continuously strengthen employee satisfaction and dedication. It is an efficient tool for setting personal development targets and prioritizing activities for improvement. It is our policy that all employees have yearly performance reviews.

“Competent and committed employees are important drivers for customer satisfaction and sustainable profits. It is crucial for Cramo to offer attractive, creative workplaces.”

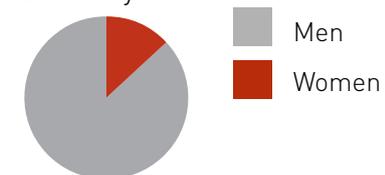
Martti Ala-Härkönen, CFO

Total number of employees: 2,500

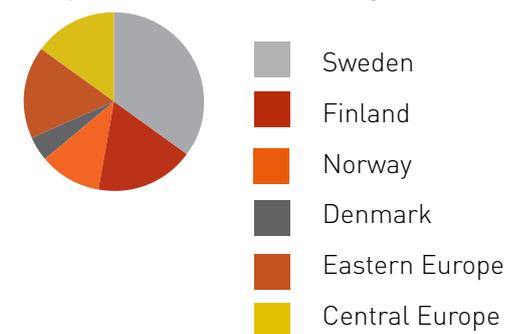
Employment contract



Diversity



Employees by country/region



Different perspectives are good for business



The construction industry is changing. Women are increasingly pursuing careers in an industry that is still male-dominated. Cramo Sweden is actively involved in increasing diversity and turning it into a competitive advantage for long-term increased profitability.

"I am confident that Cramo Sweden's good results constitute an inspiring starting point for many people."

Ingrid Hollertz, HR Manager Cramo Sweden

Helene Biström was elected Chairman of the Board in Cramo Plc in 2014. Helene regards diversity and equality as part of her remit.

"I am convinced that bringing in different perspectives is good for business and makes the company more profitable."



Desirée Nilsson joined Cramo as a service technician and is now depot manager, having completed a two-year internal management trainee program known as the Cramo Lift.

"We have our own best practices to work with as role models. Our staff members are a good mix and we will continue to make room for women."



Camilla Hensäter has been MD of Cramo Instant since 1991 and has witnessed a male-dominated business change. Today, approximately 30% of Cramo Instant employees are women.

"Bringing more women into leading roles improves the dynamics of the company. We are seeing a business in a state of transition. An increasing share of our customers are women as well."



Being a role model in rental demands co-operation and team spirit

LATVIA, LITHUANIA, KALININGRAD



Cramo Latvia, Lithuania and Kaliningrad in an exciting team building event.

POLAND



Canoeing on the Drawa river during a team building event at a Cramo depot in Szczecin.

NORWAY



Representatives from Cramo Norway and customers building the team in the world's largest MTB race with 17,000 participants.

ESTONIA



Team building seminar in Estonia.

Society Care

Cramo takes part in the local communities where we have our operations. Our local level engagement includes different kinds of support, for example, for schools, sports clubs and charity organizations, and is part of our sustainability program Cramo Care.

Since 2007, the Cramo Group has cooperated with SOS Children's Villages. The organization provides a safe upbringing to children in extremely difficult situations. They get three meals a day, have the opportunity to go to school, and are taken care of by a host mother. Children attending school are given extra help with their homework.



“The focus will be on villages in the Baltic in 2013-2014. We will support them economically and through local activities, including advice on fund raising.”

Supporting children and youth in our local markets is important, and we are pleased to see the positive impact. With Cramo's skills and construction experience, we can also contribute expertise.”

Anders Collman,
Head of Communications, Cramo



Cramo was, during 2008-2013, the main sponsor of SOS Children's Villages' new village of Brovary, Ukraine.

Energy-efficient customer solutions

As a result of energy-efficient set-ups on construction sites, our customers benefit from reduced energy consumption and costs. We are committed to developing solutions for increased energy efficiency and thus reducing the environmental impact, key challenges in our industry.

“Cramo is committed to bringing energy-efficient solutions to the market.”

Petri Moksén, Senior Vice President
Modular Space

Green Modular Space solutions - up to 70% lower emissions

We help our customers to efficiently and sustainably meet their fluctuating need for space. The Green Modular Space solutions can be designed to meet special customer needs, for example, inspiring and calm environments for teachers and children.

The Green Modular Space solutions are especially designed to be energy-efficient and to be heated with environmentally adapted heat sources. The modules are well insulated, equipped with carbon-controlled ventilation and presence-controlled lighting, and can be fitted with solar panels.

“The modular space solution is one of our flagship offerings when it comes to sustainable customer solutions. We can help our customers to adjust smoothly to fluctuating space needs by offering high-end energy-efficient modules.”

Heidi Settemsdal, QSE Manager
Cramo Norway



Within just 12 days the modular building was ready for occupation. Theisen CEO Dirk Schlitzkus and Theisen board member Steffen Hanus handed over a ready-to-use modular building to the Schönbrunn academy, an education institution with key facilities for disabled people, seniors, children and adolescents. The customer appreciated the excellent room climate together with energy and cost efficiency.



Rosendal, a school in Uppsala, Sweden, provides education to 180 pre-school children. The city of Uppsala has stringent requirements for comfort and environmental efficiency. Cramo is proud to offer the solution of the school's choice - one that is energy-efficient, well adapted to the needs of the children, and provides a calm learning environment.



There was an urgent need for classrooms and Cramo was able to quickly put in place its Green Modular Space solution to solve this problem. Today the school is greatly appreciated in terms of environmental and safety requirements. The children and their teachers enjoy the comfortable, functional new school.



Minimal energy use at construction sites

Construction is energy-intensive. That is a key concern for Cramo in developing solutions that reduce energy costs and minimize environmental impact.

Monitoring construction

With Cramo's mobile surveillance system, Monitoring Construction, energy consumption can be reduced by approximately 20 percent. The system makes it possible to measure temperature, humidity and energy use on site with a mobile phone. The service is also offered with camera surveillance. The system gives instant feedback on energy-saving measures, such as closing doors and lowering the temperature at night.

The leading construction company JM and Cramo Sweden collaborate on finding efficient ways to minimize energy consumption at construction sites. This collaboration includes the advanced measurement of electricity consumption in order to identify energy leaks and areas for improvement. Measurements at the construction site are the basis for reducing energy use.



Continuous improvement

Cramo takes a precautionary approach in our work with environmental concerns. Our internal environmental work is the basis for energy-efficient offerings to our customers. Cramo has implemented ISO management standards in Finland, Sweden and Norway and has set annual energy targets.

Energy efficiency

Monitoring climate emissions is key to cost efficiency and reducing our carbon footprint. In Norway and Sweden, emissions are monitored using the international Greenhouse Gas Protocol for emission calculations. To reduce energy consumption, our depots systematically work with energy-saving measures such as insulating doors and switching to energy-efficient lighting. Cramo aims to increase the use of renewable energy for heating and electricity.



Climate emissions, ton CO2

	Norway	Sweden	Czech Republic & Slovakia
Direct energy consumption	550	1,690	30
	Norway	Sweden	Finland
Purchased energy			
- Electricity	505	0	0
- District heating	20	705	300

Transport and travel

Our rental services include the transport of machinery, equipment and modular space solutions to our customers. Items are also transported between depots and at customer sites. Cramo works actively to reduce the environmental impact of our transport. We strive to reduce transport through smart transport solutions. For example, modules are packed efficiently when shipped and erected at the customer's site. By doing so, we cut our transport by 70 percent. Cramo also sets emission requirements for our suppliers.

We also strive to reduce business travel by encouraging and facilitating telephone and video conferences.

Waste and recycling

	Norway	Sweden	Finland	Denmark	Czech Republic & Slovakia
Total weight of waste, tons					
Waste	420	1,320	900	190	16
Hazardous waste	30	550	45	27	10
Handling method, %					
Recycling	56	91	81	24	28
Waste to landfill	9	9	19	76	72
Incineration	35	-	-	-	-

About Cramo

Cramo is a full-service provider that rents machinery, equipment and modular space to construction companies, manufacturers and the public sector.

Cramo aims to be the role model in rental. We offer leading-edge sustainable solutions.

Cramo has 2,500 skilled employees and is represented in 15 markets. We operate under the Cramo brand in Finland, Sweden, Norway, Denmark, Estonia, Latvia, Lithuania, Poland, the Czech Republic, Slovakia and Russia (Kaliningrad). In Germany, Austria and Hungary, operations are run under the brand of the wholly owned subsidiary Theisen Baumaschinen, and in Russia and Ukraine under the brand of the 50 percent owned joint venture Fortrent. More than 60 percent of employees are covered by collective bargaining agreements.

The network of 376 depots supplies a wide variety of product and rental offerings based on local demand. With over 200,000 equipment items for rent and over 150,000 customers, Cramo serves construction firms, manufacturers, the public sector and private customers.

Cramo is a Nordic Mid Cap Company in the Industrials sector on NASDAQ OMX Helsinki Ltd.

Our headquarters are located in Vantaa, Finland.

CEO: Vesa Koivula

Chairman: Helene Biström



About the report

Cramo Care is our common framework for sustainable operations and profit. It constitutes our commitment to responsibility and continuous improvements throughout our organization.

The report contains Standard Disclosures following the GRI Sustainability Reporting Guidelines. We comply with the new G4 generation of GRI reporting guidelines.

The contents of this report cover sustainability issues identified as being business critical to our stakeholders. Our priority stakeholders are our customers, employees, shareholders, business partners, regulatory authorities and local governments.

Contact

If you have any questions regarding this sustainability report, please contact: Anders Collman, Head of Corporate Communications and Sustainability
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The report is produced with the capable assistance of TripleB.

GRI Indicators

Company profile

G4 1	CEO statement	3
G4 3	Name of the organization	18
G4 4	Primary brands, products and services	18
G4 5	Location of head office	18
G4 6	Countries of operations	18
G4 7	Ownership and legal form	18
G4 8	Markets served	18
G4 9	Scale of the organization	18
G4 10	Employees	10, 18
G4 11	Collective bargaining agreements	18
G4 12	Supply chain	4
G4 13	Significant changes	No changes
G4 14	Precautionary approach	17
G4 15	Initiatives	7
G4 16	Associations	7
G4 17	Financial statement	Annual report
G4 18	Process for defining report content	18
G4 19	Material aspects	19
G4 20	Aspect boundaries within the organization	4, 5
G4 21	Aspect boundaries outside the organization	4, 5
G4 22	Explanation for the effect of any restatements provided in earlier report	No restatement
G4 23	Significant changes in the scope, boundaries, measurement methods	No changes
G4 24	List of stakeholders	18
G4 25	Basis for identification and selection of stakeholders	18
G4 26	Stakeholder engagement	10
G4 27	Stakeholder key concerns	7
G4 28	Reporting period	2013
G4 29	Date of most recent report	2012
G4 30	Reporting cycle	Calendar year
G4 31	Contact point	18
G4 32	Reporting follows GRI G4 Core	19
G4 33	Assurance	19
G4 34	Governance structure	18
G4 56	Ethical framework	7
G4 58	Whistleblowing service	6

Material aspects

	SUSTAINABLE BUSINESS BASED ON TRUST	
EC1	Direct economic value	Annual report
HR1	Human rights in supply chain	4
HR2	Training on human rights issues	6
	SAFETY	
LA6	Injuries	8
LA10	Programs for skills management	10
LA11	Performance reviews	10
	ENERGY AND ENVIRONMENT	
EN7	Energy reductions in services	14, 16
EN15	Direct GHG (Scope 1)	17
EN16	Indirect GHG (Scope 2)	17
EN23	Weight of waste	17
	SOCIETY CARE	
EC7	Investments and services supported	13
EC8	Indirect economic impact	13

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FOR A GREAT DAY AT WORK

