Sustainable development charter

ESL Education

In 2008, the group ESL Education redefined its objectives in terms of corporate social responsibility (CSR) by setting itself the goal of becoming a reference in its sector in terms of social, environmental and economical responsibility. Moreover, ESL has developed the CSR self-assessment tool, which is a checklist of commonly agreed upon actions to set up and/or reinforce a CSR process in schools in the language travel industry.

Each year, ESL supports social projects all around the world with the involvement of its co-workers. We created a blog to highlight and share them with all of our co-workers, clients and partners.

During 2016, a sustainable development committee with staff members from different departments was created to review and update our sustainable development charter.

This charter describes the various focal points of its strategy of social, environmental and economical responsibility towards all of those concerned and in particular, its co-workers, clients and partners.

The document illustrates the actions the group wishes to undertake in order to achieve this. To carry this out, a long-term sustainability management plan has been developed, documented and implemented in the company, adapted to the company/office needs, and including the 3 P’s which are “People”, “Planet” and “Profit”.

![ESL sustainable development charter diagram](image-url)
Our environmental responsibility - *Planet*

Because we think that our company has a role to play in the preservation of the environment and because we wish to participate in the overall effort to preserve our natural resources, reduce pollution and fight against global warming, we undertake to:

- Monitor, communicate and continually improve our **environmental standards** and implement a general action plan for ESL and also for regional offices (adapted to the local characteristics);
- Reduce our use of office material (e.g. paper) and re-use old material (e.g. computers);
- Reduce our **consumption habits** (notably of water and energy), and try to adapt to green alternatives;
- Implement an internal **recycling policy**, with a check-list to follow for each office, adapted to their local characteristics;
- **Increase awareness** and train our co-workers on the importance of the preservation of the environment through their actions, and also encourage them to use a **cleaner form of transport** free of contamination
- Review internal processes (mainly in Marketing and Logistics) in order to optimise them (i.e. delivery of material, amount of brochures printed)
- Give preference to **certificated, local and eco-friendly products** over cheaper options (including building materials, beverages, consumables, detergents, etc.);
- Find partnerships with local food suppliers/take-away;
- Promote the use of **online communication** (email, Skype meetings) in order to reduce resources and emissions within ESL and for our clients (travel docs);
- Evaluate and try to choose our **suppliers** based on their environmental policy;
- Favour **partnerships with official labels** such as MyClimate, FSC and other suppliers of green energy and publish them on our homepage.
Our social responsibility - *People*

Towards all those concerned among us

Because we wish to be an example for our clients, and because we wish to promote and implement sustainable development in an on-going and pragmatic way, we undertake to:

- Put into place a **structured and motivated committee**, with the responsibility of piloting and assisting in the process of implementing our sustainable development policy (with the help of our self-assessment tool) and producing the necessary information regarding this measure;
- Operate in a **transparent and ethical** fashion in our manner of governance and business relations;
- Carry out regular **satisfaction surveys** with our co-workers, clients and partners and put into place all of the necessary actions in order to best meet their expectations;
- Commit to periodically publishing the results on different online and offline channels and to **communicating** our CSR strategy;
- Be a leader in CSR and sustainability within the sector.

Towards our co-workers

Because our co-workers are our greatest assets and the key to the success and image of our company, we undertake to:

- Regularly survey and evaluate the satisfaction and motivation of our co-workers, in order to offer them a **quality working environment**;
- Develop the **skills and know-how** of our co-workers, and offer the best in-house opportunities to progress in their careers and fully develop their potential, notably in the learning of foreign languages;
- Facilitate the access of employment to people from all types of training backgrounds in order to encourage the **diversity of career paths and origins**;
- Assure a fair, comprehensible and equitable remuneration policy;
- Favour **flexibility of working time** in order to propose a working environment adapted to the lifestyles of co-workers;
- Provide a workplace which corresponds to **health regulations** at work and treat requests of co-workers as individual cases;
- Protect our co-workers from **any form of discrimination** for whatever reason, actively discourage and prohibit discrimination and assure exemplary behaviour with regard to each of our co-workers, with dignity and in total respect for their personal lives;
- Encourage **exchanges** and meetings between individuals of **different departments**, in order to contribute to a better awareness of one another and their areas.
Towards our clients

Because the quality of our service for our clients is our main concern, and because we know that education is one of the basic human rights and that it presents numerous challenges for sustainable development, we undertake to:

- Develop and implement processes allowing us to ensure the well-being of our clients throughout their stay; we ensure both the quality of our products as well as the service of our partners, particularly concerning teaching;
- Offer the best counselling and help our clients select the most suitable programmes for them;
- Give access to a variety of language programmes in order to provide cultural and linguistic diversity;
- Inform our clients about the ecological and social impact of their stay abroad and give them the means to limit their ecological footprint by offering options to offset their emissions;
- Allow access to language learning to the largest number of people.

Towards our partners

Because our partnerships formed with other schools around the world are at the heart of our work and because these schools are the first ambassadors of our environment, we undertake to:

- Establish close ties with our partners in order to understand the environmental and social realities of their regions;
- Advance the dialogue towards an audit and evaluation of their CSR practices;
- Establish a network of our partners in order to share best practices regarding CSR that may interest them in the framework of their daily activity in order to mitigate their ecological footprint;
- Strive to include partners in ecological and/or social initiatives ESL is promoting in order to create a wider impact;
- Promote the use of public transport to our partners in order to reduce CO2 emissions.
Towards local communities and society

Because we wish to take part fully in the sustainable development of the regions where we are located, and because we wish to contribute to the sustainable development of the most disadvantaged regions and populations, we undertake to:

- Develop partnerships with **associations and NGOs**, which support citizen integration, education, people in difficulties and the implementation of sustainable development; also by participating in local or national initiatives;
- Try to choose our suppliers based on their social policy, with respect to their **commitment to global impact**, notably in terms of human rights and labour rights;
- Find ways to **re-use and/or donate materials and resources to charity** (e.g. old and no longer used materials);
- Inform, encourage and offer more options to our co-workers to participate in **volunteer work** with their **free day per year** for a charitable association. (Bénévolat)

Our economical responsibility - *Profit*

Because we think that our company can improve the development of the economical aspect of the company, we undertake to:

- Commit to **CSR standards**; economic profit shouldn't interfere with respecting CSR standards;
- Implement **ecological and social standards** by providing the financial support necessary to carry them out;
- Define **energy saving options** and promote their gradual substitution through which money will be saved in the long term;
- **Implement the 3P's** with full support from the leadership, especially regarding the availability of financial support and manpower.