

More impact together

Every day, CAP tries to make a difference. You will say: "Everybody does..." and we hope so. But in our case, our work is to make an impact and be an influence for more social responsibility, sustainability and ethical behaviour. We need to walk the talk. The value of our work with clients, the accuracy of our statements, the consistency of our positions and actions make CAP legitimate – or not.

It's striking to see that after so much time it is still hard to measure whether our advice advances corporate responsibility. But as soon as CAP starts to collaborate with clients, with the variety of demands and challenges they bring us, doubts usually fade away and our job really makes sense.

After 11 years we have started to acquire wisdom and insight. We count victories, welcome progress, and remember risky, funny and rich moments. But sometimes indignation remains and we have to fight against cynicism and despair.

What is the use of sustainable development if its jargon repels, or doesn't help the cause? Why organise a stakeholder dialogue if individual agendas block collective progress and none of the stakeholders is really sensitive to sustainability issues? Why publish a materiality matrix if it isn't really strategic?

Because sometimes it works, and those cases make it all worthwhile. So the same keywords continue to inspire us: be useful, be courageous, be positive.

And what about the next decade? We need to convince more organizations to engage with us to advance sustainability. But there is more. We think it's time to come up with new propositions to hasten the pace of change and make a bigger difference. We will be more active in the field and closer to its reality. We want to trigger new breakthroughs by trying innovative projects that will make the coming UN Sustainable Development Goals real.

Concretely, we will continue to shake the supply chain at both ends - production and procurement practices. We will always address the tricky issue of the price and its relationship to responsibility. Decent work has a price, the environment has a value. We will closely follow and develop new tools that facilitate and professionalize good ideas, and foster initiatives that make information fluid and reliable. We will continue to stimulate transparency, to achieve instructive reporting.

And last but not least, we will pay close attention to our team: its enthusiasm, its fulfillment, and its acquisition of sharper competences to grow in autonomy. CAP is proud to remain a small, robust, voluntary and desirable organization, and commits itself to making its societal added value more obvious each day.

Marie d'Huart
& Serge De Backer

Check our report online - www.GRIreport.capconseil.be

2003

Birth of CAP



7

Being fair in contracts and relationships

How do you spot a good consultant? He gives you value(s) for money and you want to work with or for him. Treat our clients and partners like we love to be treated ourselves: discretely, respectfully, professionally. That's our ambition. 150 clients trusted us in 11 years, with over 50% repeat business. We find it great.

INTEGRITY

6

Feeding a «wiki-SR»

Knowledge on sustainable development should be accessible to all. We free up time to write articles, give free presentations and take part to emerging debates. It is a challenge to adopt reflexes of collaborative intelligence when you make a living out of your advice.

PARTICIPATION

2005

Kyoto Protocol enters into force



5

Screening, measuring, sharing, showing... daily

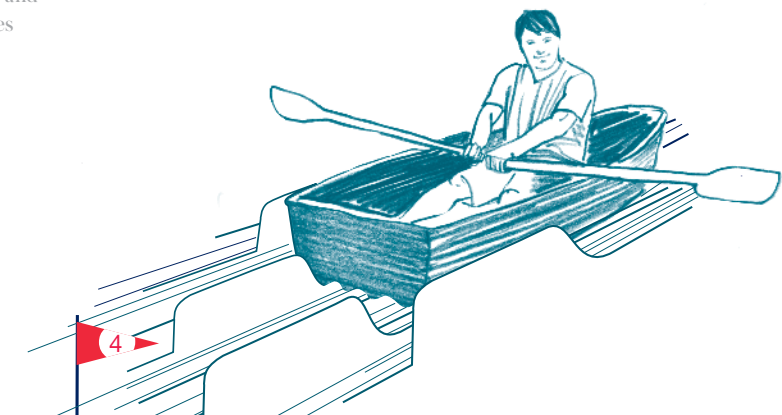
Being consistent and apply internally the advices we give to our clients is the basis of our credibility. In 2013-14, we weighed for 119 ton CO₂eq., gave 2000€ to an NGO in DRC, tested the new Fairphone, and wrote our 2nd GRI report. More indicators? Go online!

WALK THE TALK



2008

World fuel, food and financial crises



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Turning CAP into a desirable place to work

In a small company, each person counts. Everyone must feel welcome, useful and respected. We want values to be lived from the inside. We know time and space management is a tricky issue and to take care of our wellbeing we brainstorm altogether. The longer you stay, the better...

FEEL GOOD

CAP conseil also means 7 publications to feed the debate - 32 countries travelled - 7 tools developed to make your daily work easier - 150 clients met and worked with - 4 babies in 11 years - 2535 contacts in our database - 3 smoothie bars for our neighbours -

2010

Publication of ISO 26000



2012

Rio +20



2013

CAP celebrates its 10th birthday!



2014

OUR MATERIAL ISSUES

- 1. Impact
- 2. Brain
- 3. Freshness
- 4. Feel good
- 5. Walk the talk
- 6. Participation
- 7. Integrity

2015
a brilliant year



Finding new sustainability practices

The current crises change our client's priorities and their willingness to go for more responsibility. We try to support them by bringing simple and efficient methods that make sustainability attractive. This requires from CAP suppleness and inventivity. In 2014, we developed 3 new tools to make our clients work easier.

FRESHNESS



Learning to stay sharp

Sustainability is a fast-moving topic. Knowledge evolves, and ideas that were once good sometimes turn into wrong misconceptions. To offer new ways to tackle corporate responsibility, we attend many original conferences and listen to off-stream experts. We learn, try and test for you about 340 hours a year!

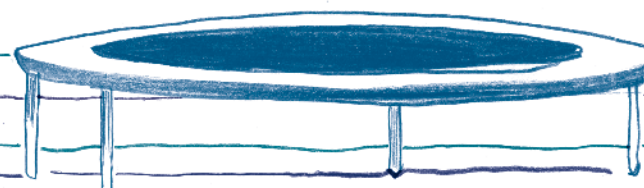
BRAIN



Making a difference, for clients and Society.

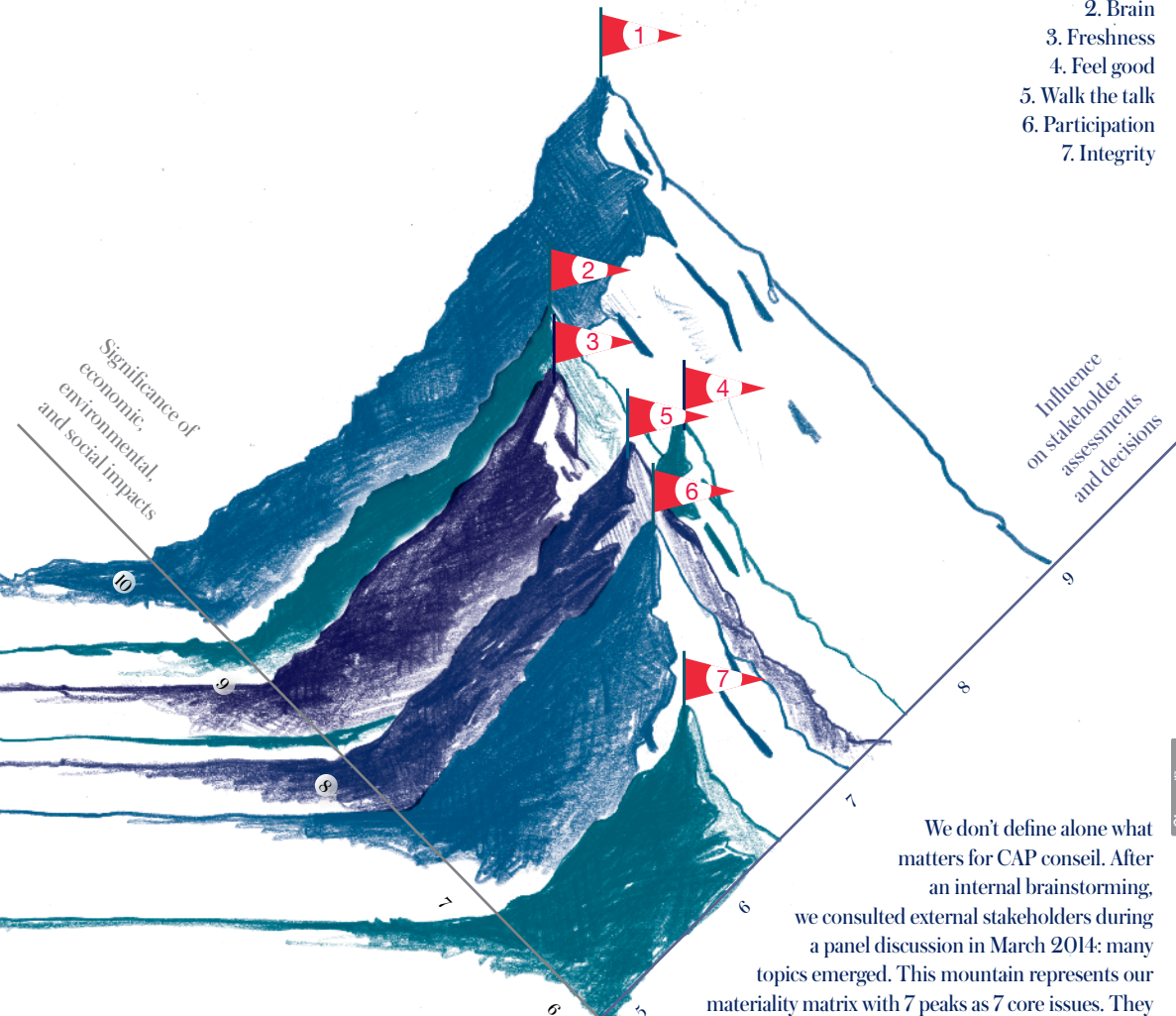
Our survey indicates 94% of potential impact and client satisfaction. This is great, but beyond this number, Society waits for real change. Measuring and mostly improving our client's impact is our holy grail. It enables us to adjust our advices and develop our future services, like we do on sustainable procurement.

IMPACT



Significance of economic, environmental, and social impacts

Influence on stakeholder assessments and decisions



We don't define alone what matters for CAP conseil. After an internal brainstorming, we consulted external stakeholders during a panel discussion in March 2014: many topics emerged. This mountain represents our materiality matrix with 7 peaks as 7 core issues. They are ranked by order of importance and detailed in our GRI G4 report online.

8 teambuilding days - 17 partners to strengthen our services - 13 universities and high schools visited for lectures - 4 interns since 2003 - 3 reports to consult on www.GRIreport.capconseil.be

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