

**We Grow People**

**WHITE PAPER**

# **Social Responsibility - with a Human Impact**

The logo for Give Steel features a red outline of a house or a stylized 'G' shape above the text 'Give Steel'.

**Give Steel**

## SOCIAL RESPONSIBILITY - WITH A HUMAN IMPACT

*A great part of Give Steel is its commitment to social responsibility with a high level of Human Impact. We strive to strengthen human capital through developing and challenging our employees. We find that our growth and ambitions are generators to personal development.*

*Making individuals stronger is part of our DNA. It is a result of our Corporate Social Responsibility (CSR). Our purpose in business – and a part of our strategy.*

*We deliver social responsibility on all levels, from apprentices to university students. From former criminals to socially challenged young people. We want to make a difference in their lives. In our opinion, every company is obligated to take its part of the social responsibility needed in the local community. Society cannot give people what companies can:*

*Decent and meaningful work, good colleagues, professional skills and the opportunity to grow as a human being. In Give Steel, we have experienced that reality always works. Therefore...*



### OUR CHALLENGE

is to inspire other companies to strengthen their social engagement. To convince them that offering challenged people decent work and a high level of trust can change their lives forever. We want to show other companies that working with a social bottom line matters – for the company and for society in general. A high level of commitment to social responsibility makes a greater difference. And acting socially responsible is also an advantage for the company itself. When we are striving for a positive human impact, word gets around in our community and in our industry.

The effect is obvious. People want to work with acknowledging companies with a human approach to their employees. As a result, Give Steel has a low turnover of employees and an increasingly large pool of applicants for our open positions. Training an increasing number of apprentices has made our factory self-sufficient in terms of skilled smiths. Headhunting is done for only a small number of positions. Our new employees show up by themselves. Therefore, we do NOT lack employees to grow our business – and we believe that our approach to people is the reason.

We recognize that our commitment to social responsibility has become a part of our company profile and an important part of our brand. However, branding our company is not the reason for our social activities.

**"IT'S OUR PRIVILEGE TO HAVE THE OPPORTUNITY TO MAKE A DIFFERENCE."**

Torben Larsen, CEO, Give Steel

## SOCIAL VISION

### Our human impact is essential to each individual's life.

We train and challenge our employees in order to develop each individual to grow stronger, both professionally and personally.



## SOCIAL MISSION

To train, challenge, and develop people to grow stronger, professionally and personally. We discover, develop, and deliver new ways of social responsibility, contributing to each individual's life and to society in general. And we want other companies to follow.

## ESSENCE

It is important for us to contribute to society in relation to training and developing young people. We want to deliver a high level of human impact and a positive footprint in the regions in which we are present.

## HOW WE DO IT

We recognize that people are different. We meet our employees with trust and decent work. This is our way of growing people, by building their skills and character to benefit them for the rest of their lives.

## OUR SOCIAL STRATEGY

We will continuously strengthen, develop, monitor, and measure our social bottom line to grow people by providing the human impact that will change their skills and their lives forever.

## OUR AIM

In general, we believe that decent work and personal trust can develop people. Training apprentices and dealing with young people is being looked upon as being difficult. Especially if they have social challenges. That might be the case. But changing a life forever is worth the effort. We want to contribute to society by giving young people with special needs, behavioural issues, criminal background, or a socio-economic status, a chance in life. A chance of getting an education, a job, and a long-term professional career.

### KEY PERFORMANCE INDICATORS

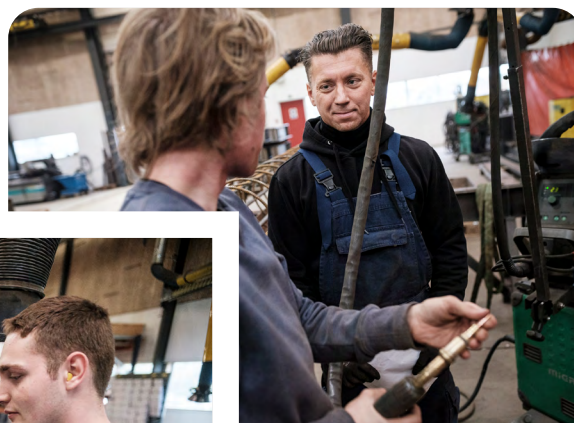
- Raise the number of apprentices from 23 to 35 by 2023.
- Continue to hire young people with the aim of motivating them and offering them an education.
- Track and prove our social bottom line yearly.

## SOCIAL RESPONSIBILITY - WITH A HUMAN IMPACT

**This white paper has emphasized the importance of our work with social responsibility relating to:**

- Getting more young people activated and educated, giving them a meaningful life with professional skills, pride and self-respect.
- Reducing the number of young people supported financially by the government and providing rehabilitation for more people ensuring them a positive life with social interactions and meaningful work.

The Human Impact, we can create, is essential to each individual and to society in general. The more successful companies are in their social work, the greater impact we can all have in our region. This helps to reduce welfare costs – and people to get a better life.



**“IT’S GREAT TO MAKE A DIFFERENCE  
IN OTHER PEOPLE’S LIVES”**

Kristian Eliseholm, Team Leader, Apprentices

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