



Social Charter

Pteah Baitong's Vision, Mission and Principles

PREMABLE

This Social Charter is formulated as a framework for all Pteah Baitong's stakeholders for defining the social mandate, objectives and principles guiding the activities of the institution. It draws upon the results of two workshops organised in September/October 2015 with:

- The managing team in Phnom Penh (September 25th 2015)
- The branch manager and sales agents in Kampong Thmor (October 7th 2015)

Principles have been structured along the lines of the Social Business Principles.

The principles outlined in this document define Pteah Baitong's work and the approach we take with the people we work with. Every stakeholder- clients, funders, employees, and other relevant clients and government entities will jointly take part in the achievement of our social mission and our related principles.

Principles will be reviewed and measured through commonly agreed indicators and, to the largest possible extent, benchmarks will be taken from publically available standards. Any amendments to the charter must be discussed and agreed at management level and disseminated to relevant stakeholders.

1. VISION

Pteah Baitong envisions successful, independent and healthy communities who are able to improve their income generating, educational and social activities whilst respecting the environment.

2. MISSION

Pteah Baitong's mission is to “provide quality energy products and related services to poor households in remote areas through a responsible distribution network to improve the capacities and living conditions of end-users and distributors”

3. PRINCIPLES

Principle 1:

The company has a social mission to provide quality energy products and related services to poor households in remote areas through a responsible distribution network to improve the capacities and living conditions of end-users and distributors

Commitment 1: Pteah Baitong is driven by its social mission, which is at the heart of its business model and practices. This mission will be regularly communicated to all staff and stakeholders, and embedded throughout the company.

Commitment 2: Pteah Baitong will use both a financial and social business model so as to create a scalable sustainable business. It will focus its efforts on reaching financial sustainability whilst keeping faithful to the mission and meeting the needs of the target market.

Commitment 3: Pteah Baitong will have fixed social objectives which are updated on an annual basis and monitored through clearly defined indicators and targets.

Principle 2:

The company will ensure the products and services are directed towards the target market characterised by poor, rural households

Commitment 4: Customer socio-economic characteristics, such as household location, income levels and poverty indicators will be tracked and regularly reviewed to ensure Pteah Baitong is serving the right market. These indicators will be clearly defined and measurable, example definitions would include:

Poor households: A household is a social unit defined by people residing and eating together. A household can be composed of one person living alone or of more than one family. Pteah Baitong will define 'poor households' in line with the national Cambodian poverty line of those with less than the equivalent of \$2 a day.

Remote areas: Remote areas can be defined as rural and peri-rural areas where access to basic essential services (health, education, water) is limited or none existent.

Commitment 5: Pteah Baitong will distribute its products through a range of distribution networks making the products more visible to targeted end-users.

Commitment 6: Financial services, such as microcredit, will be offered to end-users to offer poor households greater affordability and flexibility when purchasing energy products.

Commitment 7: Pteah Baitong will produce clear and accurate promotional and informational marketing directed towards the target group.

Commitment 8: Pteah Baitong will regularly evaluate the needs of its target end-users enabling the provision of needs based products.

Principle 3:

The company will provide quality energy products and related services which will contribute to the improvement in capabilities and living conditions of poor households and distributors

Commitment 9: Pteah Baitong will provide quality energy products to end-users. Products will be:

- Clean for both the environment and for the end-users own health in terms of harmful fumes
- Durable, in terms of being able to last for a long time, particularly in the rain
- High quality, in terms of their supply line, manufacturing processes and build
- Safe, in terms of not bringing risks to the end-user or their families especially in terms of electric shocks or burning

Commitment 10: Pteah Baitong will provide the following quality related services to end-users:

- Installation of the energy products.
- Maintenance, ensuring the client does not need to come to the shop when the product is not working well.
- After sales services
- A two year warranty

Commitment 11: Pteah Baitong will strive to sell energy products that will help improve the capabilities of the end-users to:

- Work at night in the plantations
- Study at night
- Work at night in the house
- Cook at night
- Move easily and safely from one place to the next at night
- Communicate with relatives over the phone
- Have family/friends over at night
- Have access to social media/entertainment through televisions and mobile devices

Commitment 13: Pteah Baitong will strive to sell energy products that will help improve the living conditions of end-users through:

- Improved health due to less smoke and safer products
- Increased comfort and satisfaction from powerful lighting
- Time saved through less recharging
- Increased income from less expenditure on kerosene and disposable batteries

Commitment 14: Pteah Baitong will endeavour to conduct research to help understand and measure end-users improvements in capabilities and living conditions.

Commitment 15: Pteah Baitong is committed to providing the distribution network with the following:

- Training to develop their skills and their product knowledge
- Good quality products that will enable them to distinguish themselves from competition
- Marketing and promotion materials
- Support for stock management
- Access to payment facilities
- Clear contracts stating rights and duties, as well as transparency in accountability, in prices and commission

Commitment 16: Pteah Baitong will strive to provide support to its distribution network that will help improve the capabilities of the distributors to:

- Gain technical expertise in energy products
- Build their business management and sales skills
- Increase progressively their client base and their revenues
- Increase their sense of belonging and their feeling of being useful for their communities

Commitment 17: Pteah Baitong will endeavour to conduct research to help understand and measure these improvements in capabilities.

Principle 4:

Pteah Baitong has an HR policy and is committed to ensuring fair treatment and encourages the well-being and development of all its employees

Commitment 18: All employees receive a regular and decent salary, with a commission based on sales to encourage them in their activities, as well as a social insurance package.

Commitment 19: Pteah Baitong ensures the safety of employees at work by assessing the hazards associated with its activities and the implementation of all measures for their prevention.

Commitment 20: Pteah Baitong will provide opportunities for personal growth and skill development to all employees, in particular through regular trainings.

Commitment 21: Employee performance is monitored and accompanied with regular feedback through an appraisal system.

Commitment 22: Pteah Baitong will establish an inclusive and non discriminatory working environment.

Principle 5:

Pteah Baitong will protect its end-users and its distributors

Commitment 23: Pteah Baitong will protect its end-users through:

- The systematic integration of customer feedback in the selection of products sold
- The establishment of a formalised mechanism for complaints and complaint management which ensures the responsible treatment of the end users
- Clear data protection and confidentiality procedures
- Regular analysis of product risks to ensure that any items sold do not put the end-user at harm
- Clear transparency in pricing and payment methods

Comitment 24: Pteah Baitong will protect its distributors through:

- An impartial selection process based on predetermined and transparent criteria
- Clear data protection and confidentiality procedures
- Guaranteeing the quality and conformity of products supplied to retailers so as to not put their wider business reputation at risk

Principle 6:

Pteah Baitong will develop harmonious and constructive relationships with its key partners

Commitment 25: Pteah Baitong is willing to develop a harmonious and constructive relationship with the national and local authorities. With this objective in mind, Pteah Baitong will:

- Strive to be up to date with country and local law, respect all procedures in its area of operation and work with law specialists as required
- Work closely, communicate and arrange regular meetings with authorities to ensure smooth implementation of its activities
- Prepare reliable reports, provide regular transparent information and get their approval on projects

Commitment 26: Pteah Baitong is willing to develop a harmonious and constructive relationship with donors. With this objective in mind, Pteah Baitong will:

- Provide ongoing communication tools to donors (e.g. success stories through testimonies of end-users, monitoring and financial reports)
- Provide transparency and accountability with regard to achievements against set objectives
- Organise field visits and workshops for donors to keep them up to date with progress made

Principle 7:

Pteah Baitong will respect the environment

Commitment 27: Pteah Baitong is committed to selling quality products that can help protect the environment specifically by reducing deforestation and reducing the emissions of greenhouse gases.

Commitment 28: Pteah Baitong will follow an environmental strategy which includes a documented environmental policy, as well as outreach to stakeholders to respect and preserve the environment.

Commitment 29: Pteah Baitong will advocate to national and international public institutions to promote universal access to clean, sustainable energy.

Principle 8:

Pteah Baitong will ensure its economic and financial viability without seeking profit maximisation

Commitment 30: Only sustainability and corporate performance will allow Pteah Baitong to implement its social mission. Pteah Baitong aims to sustain its social mission by achieving and maintaining its operational self sufficiency.

Commitment 31: Pteah Baitong will reinvest the profits it makes in the development of its activities, in particular in efforts to promote the achievement of its social mission.

Commitment 32: Pteah Baitong will be transparent with regards to its allocation of profits and executive compensation. It will not pay dividends to its shareholders in order to maximise its social purpose.