



PROJECT AND ACTION IMPLEMENTATION CHARTER

THE SEARCH FOR BALANCE

It is good to be committed to an environmental, sociological or economic cause. It is nevertheless just as important to find a way of reconciling ecology and development while placing the emphasis as much on quality of life as on increasing wealth.

Today, mankind has huge capabilities. We also have huge power to shape our future, to which there are three dimensions: the necessary, the random and the deliberate.

The necessary dimension encompasses observed fact, such as the dynamics of evolution and the constraints of the present. As for the random facts, we can act on them in the present by choosing the most crucial fields of action, anticipating the greatest risks, being aware of the required efforts and, above all, accepting the challenges.

At present, these challenges are universal, encompass all aspects of life and are often intricately entwined. Facing up to them calls for deliberate, joint action on the part of individuals, authorities and institutions.

To make the necessary changes confronting us today calls for some adaptation. To succeed, we will need to review our references, our benchmarks, our attitudes, and even our values.

ETHICS OF PROJECTS OR ACTIONS

Through its avowed determination to characterise its concerns as a response to a sense of ethics, Batinew desires all stakeholders in a project or action of which it is the manager to contribute to raising people's awareness through a common feeling for social justice, universal collaboration, economic and energy efficiency and, generally, respect for our environment.

Adopting key indicators based on the principles described below as "Elements of the Charter" will enable completed actions and projects to be assessed, graded and even compared with one another in terms of their ethical status.

ELEMENTS OF THE CHARTER

SELECTION OF THE PROJECTS AND ACTIONS TO BE IMPLEMENTED

1. PRINCIPLE OF NEED

The meaningfulness of a project or action shall be reflected in the quality or size of the response to the actual need in terms of local and regional infrastructure. The construction of the infrastructure shall be in line with available resources.

While a society's potential for well-being and prosperity can be measured by the degree of development of its infrastructures (education, communications, transport, health, roads, etc.), in addition to taking care of actual needs it must also exercise moderation and respect people's rights, the availability of resources and the environment in general.

SUSTAINABLE DEVELOPMENT — CREATING RESOURCES

2. CONSERVING AND CREATING RESOURCES

Recycling, recovery and careful use of non-renewable resources and, if necessary, the creation of renewable resources, thereby re-establishing the balance between supply and demand.

3. ENERGY EFFICIENCY

Rationalisation of energy consumption, optimisation and improvement of output and, especially, recommendation of the application of the ISO 50001 norm (energy management systems).

4. ECONOMIC PROFITABILITY

The project management shall take prior action to ensure that investments are optimised, profitable and secure (IRR, NPV, payback), and that the created resources are properly integrated and efficiently deployed.

KNOWLEDGE-BASED SOCIETY — CAPITALIZING OF KNOW-HOW

5. KNOWLEDGE-SHARING AND EMULATION WITH NEW INFORMATION AND COMMUNICATION TECHNOLOGIES (NICTs)

The project management shall work towards a future knowledge and know-how-sharing society with a view to increasing people's well-being. The efforts made to achieve this could create qualified emulators and rapidly multiply results.

6. DEVELOPING THE BASES FOR A KNOWLEDGE-BASED SOCIETY

The project management shall pass on the knowledge which is instrumental in ensuring proper exploitation of the project, developing the associated business know-how and training upcoming generations in order to conserve and build on that knowledge.

KNOW-HOW — CREATING VALUE

7. THE SPIRIT OF SERVICE

The project or action executors, service providers and agents shall view their task as that of creating value for the beneficiaries. They shall put all their skills and experience into it; above all, they shall do so in the spirit of serving humanity.

8. IMPROVING THE QUALITY OF LIFE OF THE USERS AND BENEFICIARIES OF THE PROJECT

The stakeholders in the project shall bear in mind that it represents added value for the well-being and quality of life of the users and beneficiaries. In doing so, they will diligently enquire into the desires and expectations attached to it.

9. ERADICATION OF PREJUDICES OF ANY KIND

In choosing the beneficiaries and users of the project, no segregation of any kind whatsoever shall be applied.