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Customers



Our products and services unite us with our customers in the struggle against climate change

Abengoa's products and services join the company and its customers together in the effort to combat climate change and the commitment to renewable energies and environmental protection.

The company strives **to offer the best solutions for sustainability development** to the market through **technological innovation**, while at the same time gearing products and services towards meeting customers' needs and achieving full **customer satisfaction**.



Photograph taken by Ricardo Sánchez Guerrieri for the fourth edition of the photography competition on sustainable development.

### Our customers' satisfaction: a top priority

With the aim of achieving the full satisfaction of its customers, the company has mechanisms in place to **measure** and **evaluate** their **level of satisfaction**, take in suggestions and complaints, **establish improvement plans** and respond rapidly and effectively to any information requirements. Implementation and smooth functioning of these processes are reviewed and assessed both externally and internally through an annual program of **monitoring and follow-up visits**.

Given the diversity of its products and services, at Abengoa **gauging customer satisfaction** is performed in a **decentralized manner in each one of the group companies**.

The instruments used for this purpose are the following:

- Satisfaction questionnaires or interviews.
- Questionnaires on internal perception of satisfaction.
- Periodic meetings.
- Addressing claims and complaints.
- Compiling and analyzing congratulation letters, signing coordinated quality agreements, and customer evaluations.

Periodicity in evaluating customer satisfaction depends on the product or service supplied:

- Products and services: periodically (on an annual basis or exceeding one year).
- Works execution: during project execution itself or upon completion.

Based on the results obtained through the assessment systems, specific performance **plans** and **targets** are established in order to **meet the expectations** of each customer typology and thereby increase their level of satisfaction.

In 2012, an indicator was created within the Integrated Sustainability Management System (ISMS) to enable the company to compile and report globally the results from the satisfaction surveys and thereby establish improvement plans.

The target obtained was 73 points on a scale of 1 to 100.<sup>1</sup>

Customer satisfaction is key to optimal development of our business

In 2012, 253 TSRs (Troubleshooting Reports) were registered as the result of customer complaints, which entailed non-quality costs of 316,584 €.

Abengoa's information channels recorded no fines in 2012 as the result of failure to comply with regulations pertaining to supply and use of products and services.

## Marketing communications and customer health, safety and privacy

Abengoa has not signed up to any standard or voluntary code related to marketing, advertising or other promotional or sponsorship activities. However, the company has a demanding and stringent internal control procedure for external communications that is included under internal company norms, which entails the existence of a **chain of internal authorizations**. All persons in charge of the areas involved in each issuance of communications must authorize and complete the information accordingly, which ensures that communications generated neither contravene the company's principles and values nor violate its Code of Conduct.

In 2012, there were no reports through the Abengoa information channels of any claims filed with respect to this matter at any group company.

Abengoa guarantees the validity, integrity, and security of any and all information handled by the company, particularly in regard to all aspects of customers' personal data.

With the aim of ensuring security measures associated with communications and information systems, there is a security policy statement which governs all Abengoa companies. This statement serves to inform on the implementation of an Information **Security Management System as a tool** employed to fulfill the company's security objectives, and explicitly addresses all matters pertaining to policy, norms and obligations of information system users.

Note 1: In 2012, the percentage of customers included in the sample was 65 %, and 76 % of the responses were obtained.

There were no reports through the Abengoa information channels of any claims filed by customers in 2012 with respect to customer privacy and personal data leaks at any group companies.

According to the information channels in place at Abengoa, the product and service life cycle phases involving more evaluation of their impacts on customer health and safety are the following:

- Manufacturing and production.
- Storage, distribution and delivery.
- Use and service.
- Disposal, reuse and recycling.

There were no reports through the Abengoa information channels in 2012 of any incidents resulting from failure to comply with legal regulations or voluntary codes related to the impacts of products and services on health and safety over the course of their life cycle.

### Our customer profile

Abengoa's main customer profile by activity area is as follows:

#### Engineering and construction

- Companies to which infrastructure design or construction are provided.
- Public Administration bodies.
- Private developers.

#### Concession-type infrastructures

- Public Administration bodies.
- Industry-support service providers.
- Electric utilities.
- Industrial companies to which installations or technology are provided.
- Society, as the end user of renewable energy.

#### Industrial production

- Oil companies.
- Petrochemical companies.
- Trade companies.
- Financial institutions.
- Steel and foundry industries.
- Automobile industry sectors.
- Construction industry sectors.
- Chemical industries.
- Pharmaceutical industries.
- Government bodies.
- Research centers.
- Industrial mining area.
- Cellulose production industry.

- Forestation, lumber industrialization and trading companies.
- Livestock co-ops interested in DDGS.
- Primary zinc foundries.
- Primary aluminum industry.
- Transportation fuel producers and distributors.
- Society, as the end user of renewable energy.

To serve these customers, Abengoa offers the following products and services:

- **Solar energy production:** CSP towers, parabolic trough and photovoltaic plants and components for generating electricity.
- **Heat and steam generation:** Hybrid gas-solar and coal-solar combined-cycle plants and components for generating electricity and steam.
- **Steel waste recycling:** Treatment and recycling of wastes from manufacturing common and stainless steel, as well as wastes generated in steel galvanization, and treatment of zinc residues and the alloys from the galvanizing industry, metal injection and construction.
- **Aluminum waste recycling:** Recycling and comprehensive exploitation of wastes containing aluminum for producing aluminum alloys and recycling of saline slag, SPL (Spent Pot Liner), filter dust, milling dust and other wastes from the aluminum industry.
- **Industrial waste management:** Transportation, temporary storage, treatment and valorization, recovery and final disposal, industrial cleaning, collection, transportation and disposal of transformers, condensers and PCB (Polyc Chlorinated Biphenyls)-contaminated material, recycling of plastic film used to cover greenhouses, desulfurization tasks that produce sulfuric acid from residual sulfur and surface decontamination.
- **Production of biofuels and chemical bioproducts.**
- **Energy, environment, equipment outfitting, transportation and service projects:** Hydraulic infrastructure, including major desalination plants, transmission lines and critical infrastructure control systems, among others.
- **Proprietary asset operations:** Concessions are centered on the power sector, encompassing both electrical power transmission and generation, the water segment, and building construction.
- **R&D+i activities which offer solutions for sustainable development:** Hydrogen technologies, energy efficiency, carbon credit management, CO<sub>2</sub> capture and valorization, and new renewable energies.

Photograph taken by Rodolfo Prados García for the fourth edition of the photography competition on sustainable development.



## Product and service labeling

Abengoa periodically verifies compliance with all legal requirements and any other types of regulations established on the basis of international standards and internal corporate applications related to its products and services. In the event of non-compliance of any sort, such incidents are registered in the corporate Troubleshooting Report (TSR) and Improvement Action (IA) applications for subsequent control and monitoring.

These requirements include all of those pertaining to product and service information and labeling, which may vary depending on the nature of the products and services and where they are produced.

For example, technological equipment and systems issued by Abengoa in the European Union require the EC Declaration of Conformity and the EC Seal.

As far as labeling of biofuel production-related products is concerned, there are three different products involved:

- **Bioethanol:** the European product is accompanied by information on safety and quality features, as well as information pertaining to product and feedstock sustainability. Also included are the corresponding safety and security form and waybill. The container is identified in compliance with ADR (European agreement pertaining to highway transportation of hazardous goods) or according to RID specifications in the case of railway transport. Each batch of bioethanol is accompanied by a statement on sustainability, specifying feedstock origin, corresponding greenhouse gas emission savings, and the traceability systems employed from feedstock to bioethanol, among other aspects.
- **DDGS:** bioethanol-produced DDGS (dried distillers grains with solubles) shipped bulk, along with documentation that includes data on the shipper and marketing company, authorized producer's registry number, technical product name, GMO (genetically modified organism) statement, protein, fat, fiber and moisture content percentage, and batch traceability. Information is also included on guaranteed quality systems employed in productive processes to yield the product.
- **Sugar:** produced at bioethanol plants in Brazil, and accompanied by the laboratory analysis demonstrating compliance with contracted specifications (polarization, color, moisture and ashes) and an invoice showing volume and consignment value.

The total volume of sales from these products with respect to Abengoa's overall total is 11 %.

There were no reports over the year of any cases of non-compliance involving product labeling through the Abengoa information channels.



### CO<sub>2</sub> labeling

Over the course of 2012 the company engaged in **labeling the CO<sub>2</sub>** emissions associated with the production of **17 products and services** using specific, internally developed methodologies.

The company's progress since 2008 in developing its own greenhouse gas inventory, as well as its own environmental management system, has led to gaining knowledge of the carbon **footprint** of these **products and services**, thereby bolstering Abengoa's commitment to the environment.



The process was based on the GHG Protocol Life Cycle Analysis, an international protocol drawn up by the World Resources Institute (WRI) and the World Business Council for Sustainable Development (WBCSD) to calculate and report GHG emissions of products and services throughout their life cycle; in addition to the Publicly Available Specification (PAS) 2050, which provides guidelines for GHG emissions certification during the product and service manufacturing life cycle.

The following are the 17 products that have been labeled:

- 400 kV Aparecida-Tordesillas line.
- 220 kV underground line.
- Comahue-Cuyo transmission line.
- Metal structure (t).
- Electricity (kWh).
- Transferred steam (kWh).
- Desalinized water (t).
- Desalinated water (m<sup>3</sup>).
- Waeltz oxide (kg).
- Ferrosite (kg).
- Dust treatment (kg).
- Aluminum (t).
- Polyethylene chips (kg).
- Bioethanol and biodiesel sold in Europe (MJ).
- Photovoltaic kWh.
- Parabolic trough CSP kWh.
- Tower CSP kWh.

Emissions labeling **provides disclosure** to the market on **the carbon footprint** linked to producing Abengoa products and services, which engages customers as participants in the company's commitment to emissions reduction and the struggle against climate change and conveys information to them regarding the **emissions-related environmental impact** of their purchases.

## Certifications

Abengoa has established the obligation to implement and certify the quality management, environmental management, and occupational risk prevention systems in accordance with the international **ISO 9001**, **ISO 14001** and **OHSAS 18001** Standards.

The corporate department of **Quality and the Environment** has the duty of reporting on the **evolution and status** of the **management systems** in the different group companies.

### ISO 9001

Nearly all group companies are certified in accordance with the **international ISO 9001 Standard**, which ensures that **all processes** are geared towards customer **satisfaction** and, through ongoing improvement cycles, attain higher **satisfaction levels each year**.

Quality-certified companies based on sales volume (%)	2012	2011	2010
ISO 9001-certified	98.04	93.03	95.07
Uncertified	1.96	6.97	4.93

### ISO 14001

Environment-certified companies based on sales volume (%)	2012	2011	2010
ISO 14001-certified	92.84	88.18	86.24
Uncertified	7.16	11.82	13.76

### OHSAS 18001

Prevention-certified companies based on sales volume (%)	2012	2011	2010
OHSAS 18001-certified	91.02	87.53	86.54
Uncertified	8.98	12.47	13.46

In 2012, the number of quality-, environment- and prevention- **certified companies** rose, respectively, by 5.39 %, 5.28 % and 3.99 % in relation to 2011 data.