

Information Form

European
 Business
 Awards™

Please describe your business and the sector in which it operates.

Alta Eficacia is a consulting firm and business solutions provider which designs and implements customized programs for large companies in the area of business development. In 2005 Alta Eficacia Tecnologia was created to facilitate the transfer of knowledge from the Complutense University of Madrid to the business sector, and in particular to commercially develop and market the findings of research projects by Dr. Celia Sanchez-Ramos.

Starting in 2010 we began work for large enterprises on the design and development of programs in the area of Social Responsibility. For this specialized work, we created a new company, Across International. In 2015, Across decided to branch out into the area of Social Innovation, providing products and services to businesses and society through Across RSC Internacional. (*RSC is the Spanish equivalent of CSR*).

Due to the diversity of fields in which we operate as a group in Europe, below we describe in greater detail Across RSC Internacional.org's mission and vision, with emphasis on the following points:

- The Alta Eficacia Group is made up of the following companies: Alta Eficacia, S.L.; Alta Eficacia Tecnologia S.L.; Across International S.L.; Across Colombia S.A.S.; and Across Chile S.P.A. The first three companies operate in Europe and are the companies we are submitting as candidates for this award.
- Across RSC Internacional.org (<http://across-rsc-internacional.org>) is not in itself a company, but is instead a brand/platform/business unit in which all the group companies participate. As noted above, it was created in 2015 and is dedicated to providing members of society with solutions to new problems or to key problems in social innovation, making use of the experience and synergies of all the group companies. Across envisages providing working tools and resources to business, academic and civil society clients in the following three fields: Health, Human Rights and Road Safety.
- The group companies make the following contributions to this business unit:
 - Alta Eficacia, S.L., provides the know-how gained from the design, development, implementation and management of projects over 24 years for such large companies as the Telefonica Group, Johnson and Johnson, Canon, BUPA, General Milk, Nestle, Carrefour, Seguros Catalana Occidente, Mapfre Insurance, among others.
 - Alta Eficacia Tecnologia S.L. provides technical expertise from the research team at the Complutense University of Madrid as well as thirteen families of patents in 142 countries, representing a total of 448 patents.
 - Across International S.L. provides hands-on experience in the design, development, implementation and management of large-scale projects in the area of Corporate Social Responsibility (CSR).

Regarding the group's business model, in 2015 we carried out a complete redesign of our operating model:

- From a traditional business model (staffed primarily by in-house experts) to a company which operates in close collaboration with a wide range of freelance external experts specializing in their respective fields. Currently we have agreements with over 160 external experts, and draw on these

resources to form “project offices” tailored to particular projects in order to create a team made up of the best professionals in the subject matter.

- From customer branding (in which we market our products and services as the customer’s brand) to our own brand (which is why all of our services have a registered trademark).

Currently we have two dedicated project offices: one is for a system to protect employee vision health at companies; another is for human rights due diligence processes in accordance with the UN’s guiding principles.

Since 1997, we are members of EBEN Spain <http://www.eben-spain.org/>, a branch of the European Business Ethic Network <http://www.eben-net.org/>. Our President, Mrs. Begoña Sánchez Ramos, is the spokesperson of EBEN Spain since 2007 <http://across-rsc-internacional.org/candidatura>.

Since 2002, we have been granted with Madrid Excellent Seal <http://www.madridexcelente.com/>. Since 2007 we have been certified according to ISO 9001: 2008 (licence number 05/C-SC001). In 2011, we have joined the United Nations Global Compact and we have also become partners in 2015.

In the following link you will find extra information on several programmes carried out by Alta Eficacia and additional information on the company owners and experts. However we highlight due to their relevance the candidacy to the Prince of Asturias Prize of Dra. Celia Sanchez Ramos, also in 2009 was named Best International Inventor by the United Nations (UN) and in 2010 won the Grand Prize for Best International Invention (<http://www.celiasanchezramos.com/>). Furthermore Mrs. Begoña Sánchez Ramos has been recognized as one of the Top 100 women leaders in 2013 in Spain (<http://www.lastop100.com/las-top-100/2013/userslist/6-elegidas-2013.html>).

Question 1a). Please describe your CSR and Environmental achievements over the last 18 months and what has made those achievements exceptional in the context of the changes it has introduced in the operation and success of the business, or in the advantage gained relative to the performance of your competitors.

Vision Health Protection for Enterprises (*Spanish: Sistema de prevención de Salud Visual para Empresas®*) is an exceptional, comprehensive achievement in the area of CSR. Across RSC Internacional.org does not view this product solely as an internal achievement for our company, Alta Eficacia, but as a social achievement with wide applicability to any enterprise.

Vision Health Protection for Enterprises is a program of continuous improvement to help prevent macular degeneration (AMD) in the workplace through the use of measurable indicators. The system is a rigorous, measurable and adaptable tool that uncovers the existence of the problem and provides solutions. The tool is based on five interrelated pillars:

- Elaboration of visual stress profiles (unique for individuals/job positions).
- Monitoring and control of visual health risk factors.
- SVAE® algorithm (*SVAE, Spanish acronym for "Alta Eficacia Vision Health"*).
- Adaptation of the work environment.
- Staff training and awareness activities (total workforce, including management).

We believe this system is revolutionary in that it allows companies to adapt to the modern paradigm shift involved in the emerging digital workplace, which inevitably requires intensive use of backlit monitors and screens by employees, which has the potential to seriously affect employee health.

The system we have designed is one which allows continuous improvement and directly impacts the health of company employees. As such, it fits perfectly within the ambit of an enterprise's corporate social responsibility.

We think the **Vision Health Protection for Enterprises** system is an ideal candidate for these awards because:

- It is an innovative product/service which helps prevent the serious and growing global health problem of blindness and visual impairment produced by macular degeneration (AMD).
- With this product, we address an enterprise's obligation (compliance and CSR) to protect employees from the risks created through the ongoing need to work intensely with computer screens (PCs, tablets, smartphones, etc.) with white LED. These devices emit significant quantities of very energetic light which is harmful to the human retina. Since the use of these devices is unavoidable, it is essential to adequately manage their use. The **Vision Health Protection for Enterprises** system is a comprehensive response to this need, in the same way that the existence of traffic on public roads required the creation of a road safety system to ensure public safety (e.g., traffic regulations, signage, public education, etc.).
- This system is a solution based on the research results of the investigative team headed by Dr. Celia Sanchez Ramos, which includes 115 researchers, 1500 collaborators, 25 public and private institutions and 120 scientific studies. The team has investigated the harm caused by light emitted from computer screens and found that this harm can unfortunately result in macular degeneration. More at: www.celiasanchezramos.es.

In conclusion, this system allows continuous improvement and permits companies to implement a permanent, scalable solution to address a serious problem for which their work environment may be partly responsible.

Question 1b). Please describe your key Innovations and achievements over the last 18 months and what has made those achievements exceptional in the context of the changes introduced in the operation and success of the business, or in the advantage gained relative to the performance of your competitors.

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This system falls within the area of Social Innovation because:

- It is a solution to a new and socially unavoidable problem (the risk of blindness due to the intensive use of backlit screens).
- It is a scalable solution, and is a management model which can be implemented by companies with very different profiles. As such, it is a comprehensive/global solution.
- It is the fruit of a collaboration between a university and a private company, bringing together Alta Eficacia's knowledge of solution design with the research results of the team headed by Dr. Celia Sanchez Ramos.

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Question 2. How has the above been achieved? What are the key strategies and tactics that have been implemented and what has been innovative and remarkable about these approaches?

To achieve these goals, we have had to draw on our:

- Extensive prior experience in the design of project plans, methodologies and indicators.
- Broad experience in the implementation of new and viable solutions grounded in the company's operations and capable of overcoming entry barriers.
- Fifteen years of research in this field.
- Strong development and investment in patents allowing production of protective filters.

Key design pillars of the **Vision Health Protection for Enterprises** system include:

- Elaboration of visual stress profiles, which are uniform profiles defined by the unique combination of variables relevant to a person in his/her specific job. Variables include position (management, support, technical, etc.), department (marketing, accounting, etc.), age, sex, etc.
- Monitoring and control of visual health risk factors through annual audits which permit the assignment of an annual performance indicator for each work location and each company, as well as the creation of a company improvement plan.
- SVAE® algorithm (*SVAE, Spanish acronym for "Alta Eficacia Vision Health"*), which was designed and trademarked by Alta Eficacia to monitor the state of Vision Health protection in the workplace, and takes into account all the necessary and pertinent variables. The algorithm uses variables associated with: *a) the person, b) his/her job position (visual stress profile), c) the work environment (location, ambient light, etc.) and d) use of equipment with backlit screens (exposure to visual stress).*
- Adaptation of the work environment through the use of specific protective filters for the relevant wavelengths.
- Staff training and awareness activities are intended to make employees and management aware of this problem and encourage best practices by staff in light of this problem and also to involve them as agents of change (total workforce, including management).

Key implementation pillars of the **Vision Health Protection for Enterprises** system include:

- Preliminary/ongoing activities to raise awareness of the problem among companies.
- A rigorous, precise and adaptable methodology.
- Support from institutions and organizations for these solutions (e.g., this business award may be a very important catalyst to raise corporate awareness).

We view this approach as profoundly innovative, in that it transforms awareness of a widescale health problem into a scalable/adaptable business system and model to address the problem.

Question 3). Please explain how your organization contributes to the social environment in which it operates and why he considers it important? How does the business contribute to the benefit of society, with special reference to their ethical performance, social support and contribution and its strategy and environmental practices.

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- This is a socially innovative solution within the framework of Across RSC International's "Innovation and Health" business area (www.across-rsc-intercional.org). It combines Alta Eficacia's 24 years of consulting experience for large companies (Telefonica, Mapfre, Canon, Johnson and Johnson, etc.) in Spain and Latin America with the unique knowledge acquired through 15 years of research by Dr. Sanchez Ramos and her team at the Complutense University of Madrid as well as other participants (112 researchers, 1500 collaborators, 25 public and private institutions, 120 scientific studies). The team has investigated the harm caused by light emitted from computer screens and found that this harm can unfortunately result in macular degeneration. More at: www.celiasanchezramos.es.
- In conclusion, this system allows continuous improvement and permits companies to implement a permanent, scalable solution to address a serious problem for which their work environment may be partly responsible. The system is a rigorous, measurable and adaptable tool that uncovers the existence of the problem and provides solutions. The tool is based on five interrelated pillars:
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In our understanding, the raison d'être of the European Business Awards is to encourage and support business initiatives which resolve social problems in an innovative manner so that there is a continuous improvement in the social conditions and health of European citizens.