

Meet Investors'
expectations and
stand-out from the
digital crowd

What's inside

- » About Investis
- » Digital & the communication mix
- » Is the corporate website dead?
- » Evolving the corporate website
- » Six areas for improvement
- » Changing expectations

A little bit about us...

We plan, create and manage
corporate websites, apps and
social channels



Helping companies to
communicate with, *engage*
and *understand* their
audience so they can build
stronger, trusted connections
with the people that matter

Real world experience

700

Website
clients

2000

International
clients

6

International
offices

250K

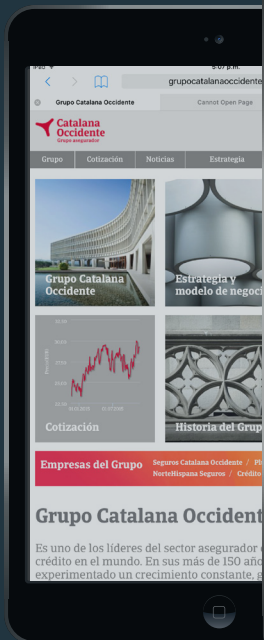
Organisations
in our AI
database

Real world expertise

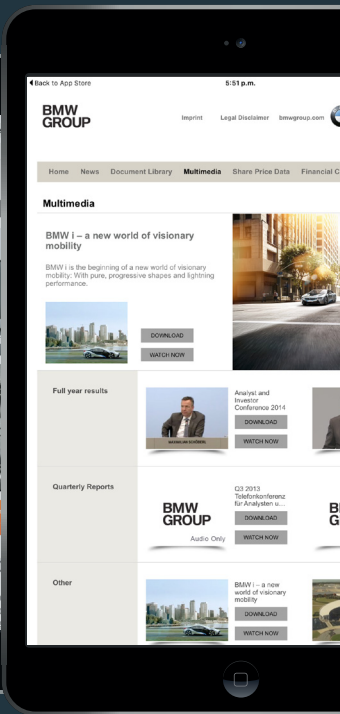
Communicate Magazine CFA Awards 2015

Anglo American won two awards for the website we had worked with them on. The first award was for 'Best Corporate Website' and the second was for 'Best Online Annual Report'. The judges were impressed with the way the website engaged a diverse groups of stakeholders, delivering relevant content to both the group and regional areas. One judge said, "The results are inspiring. They show what a strong website can achieve."

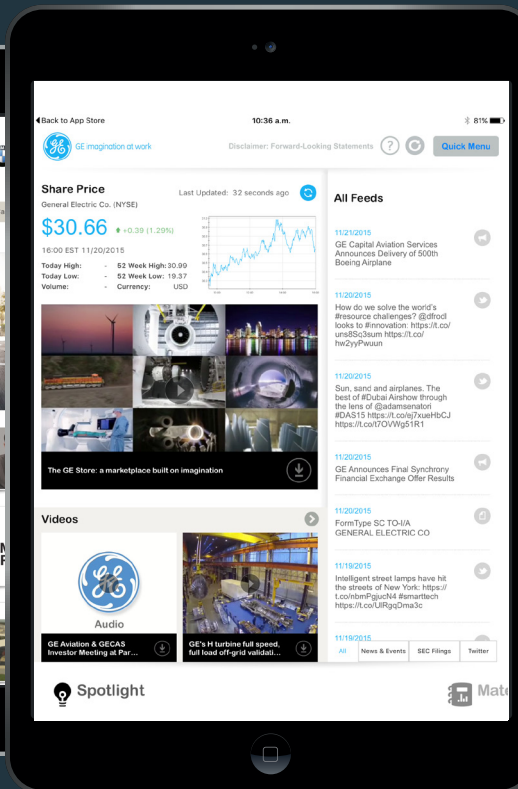
Clients



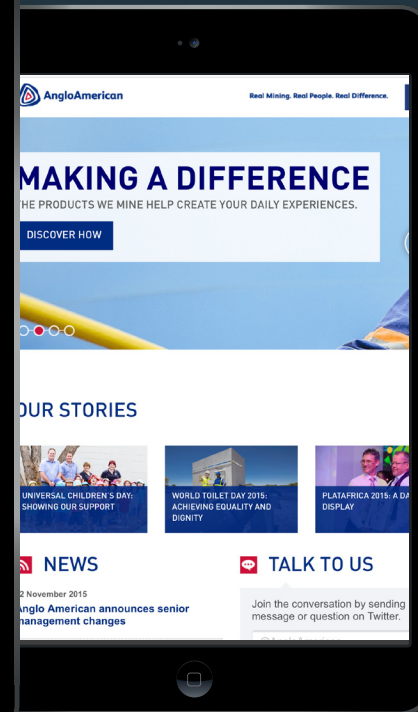
Catalana
Occidente



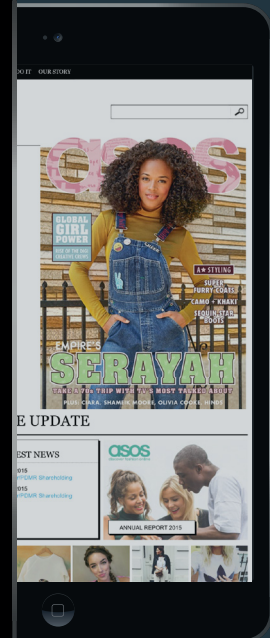
BMW



GE



Anglo
American



ASOS

Digital and the communication mix...

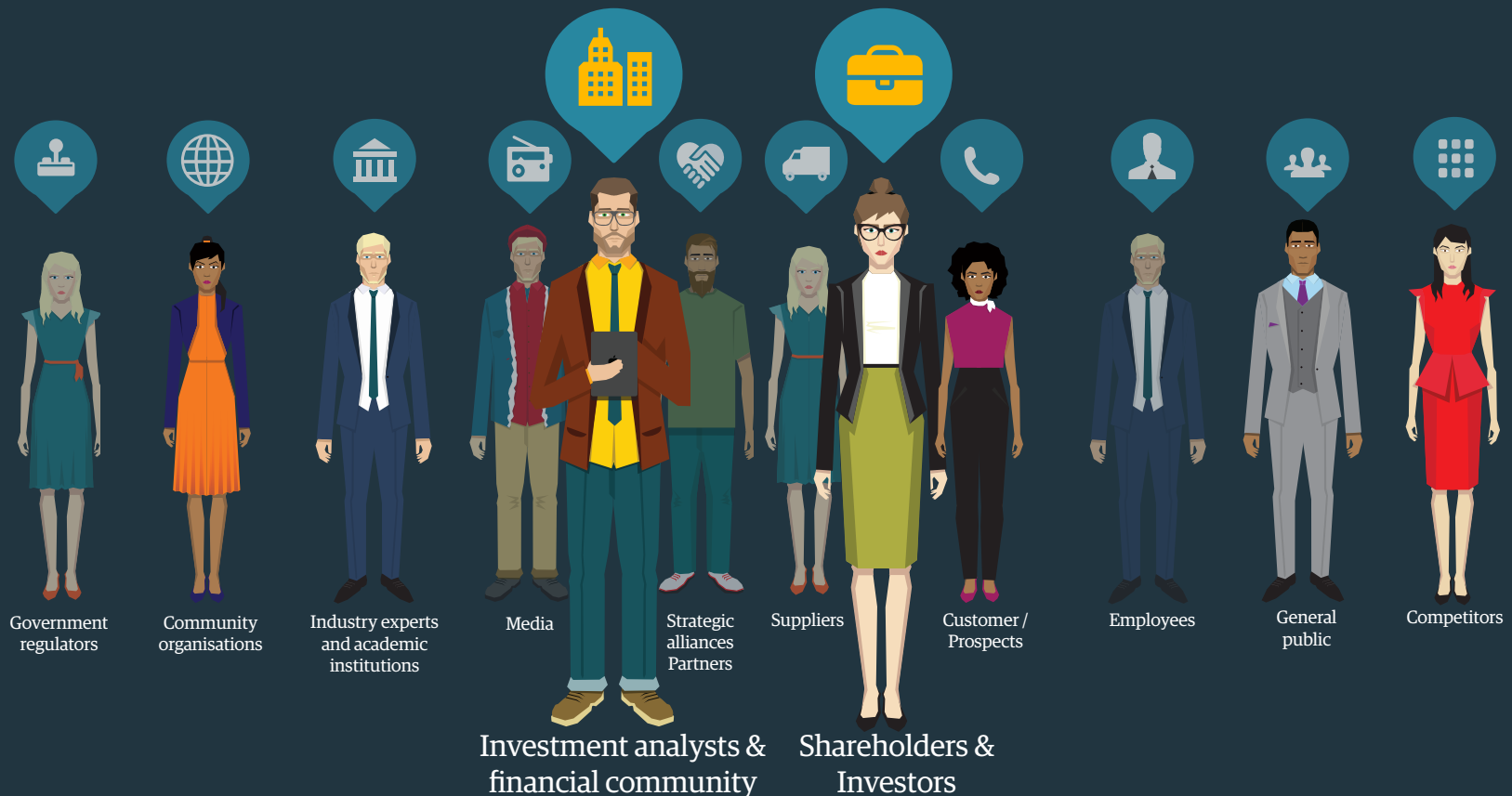
Connecting with the financial community



Investment analysts &
financial community

Shareholders &
Investors

Raising awareness with a broader multi-stakeholder audience



Effective communication is vital across traditional & digital channels



Meeting face to
face

Reaching out
through the media

Connecting
online

Think digital...

The corporate website
is the traditional focus
of a company's digital
comms



But everyone's
talking about
*mobile and social
channels...*



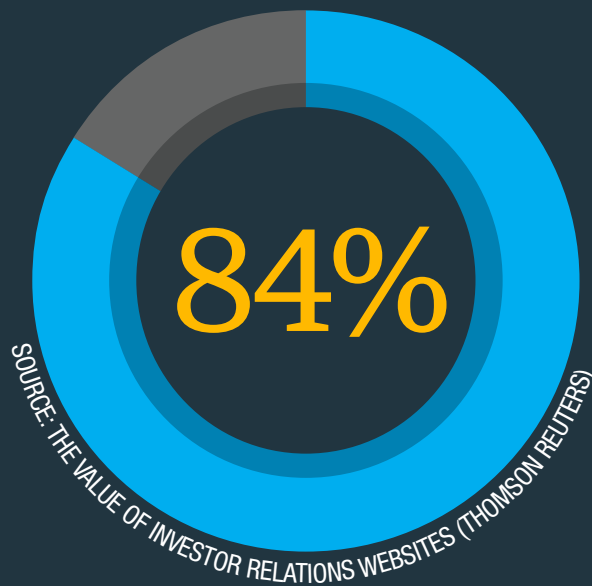
So, is the corporate
website dead?

So, is the corporate
website dead?

Not yet...

Institutional investors continue to use IR websites for *research*

84% of institutional investors use the IR website as part of their research process.



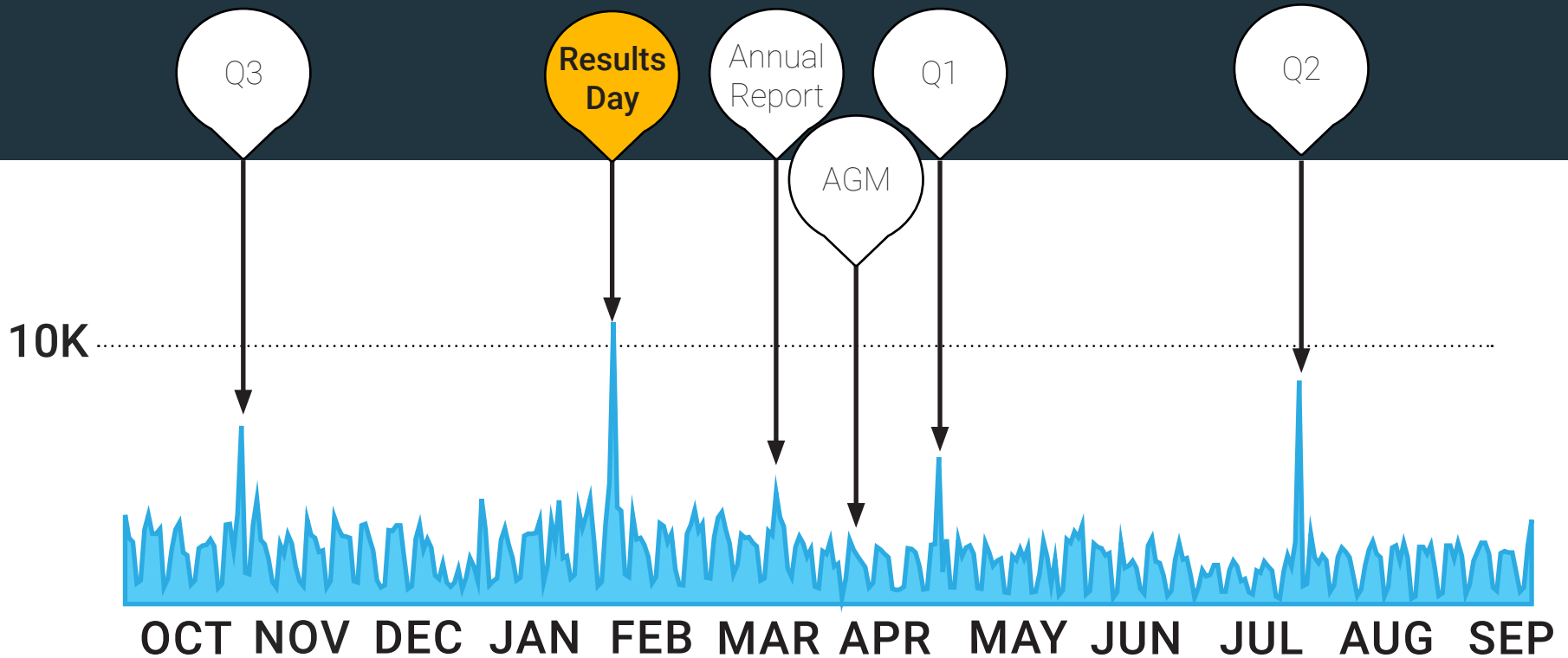
The quality of a *company website* continues to *influence attitudes* to the investment proposition



SOURCE: WHAT BUY-SIDE INVESTORS WANT FROM DIGITAL COMMUNICATIONS. (RIVEL/INVESTIS FEBRUARY 2014)

And it plays a key
part during events

Results Day, the year's major communication event



A week before results *activity is low*

 Investment & banks

 Financial services

 Media







 Competitors

 Government

 Legal firms

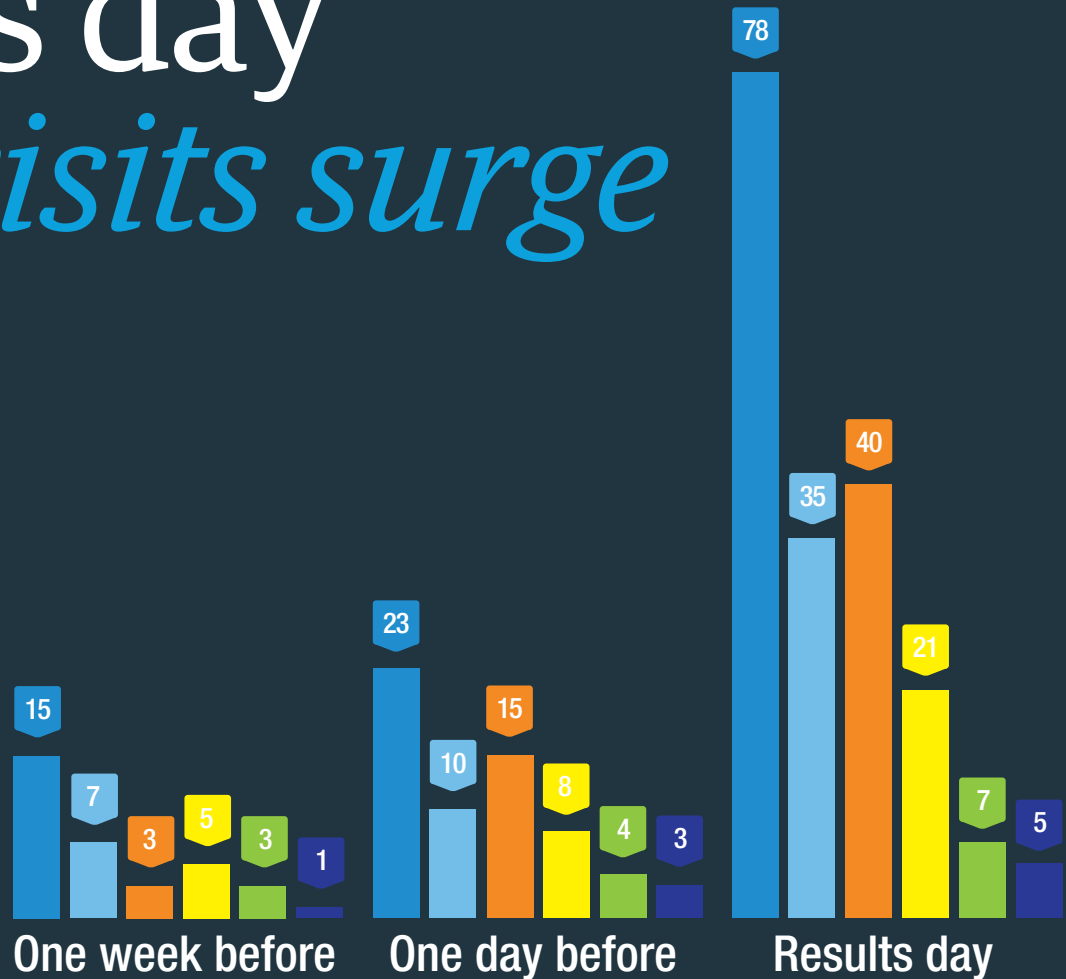
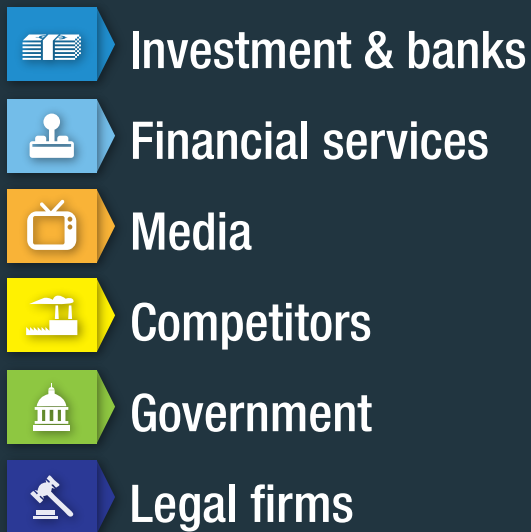


The day before results *anticipation builds*

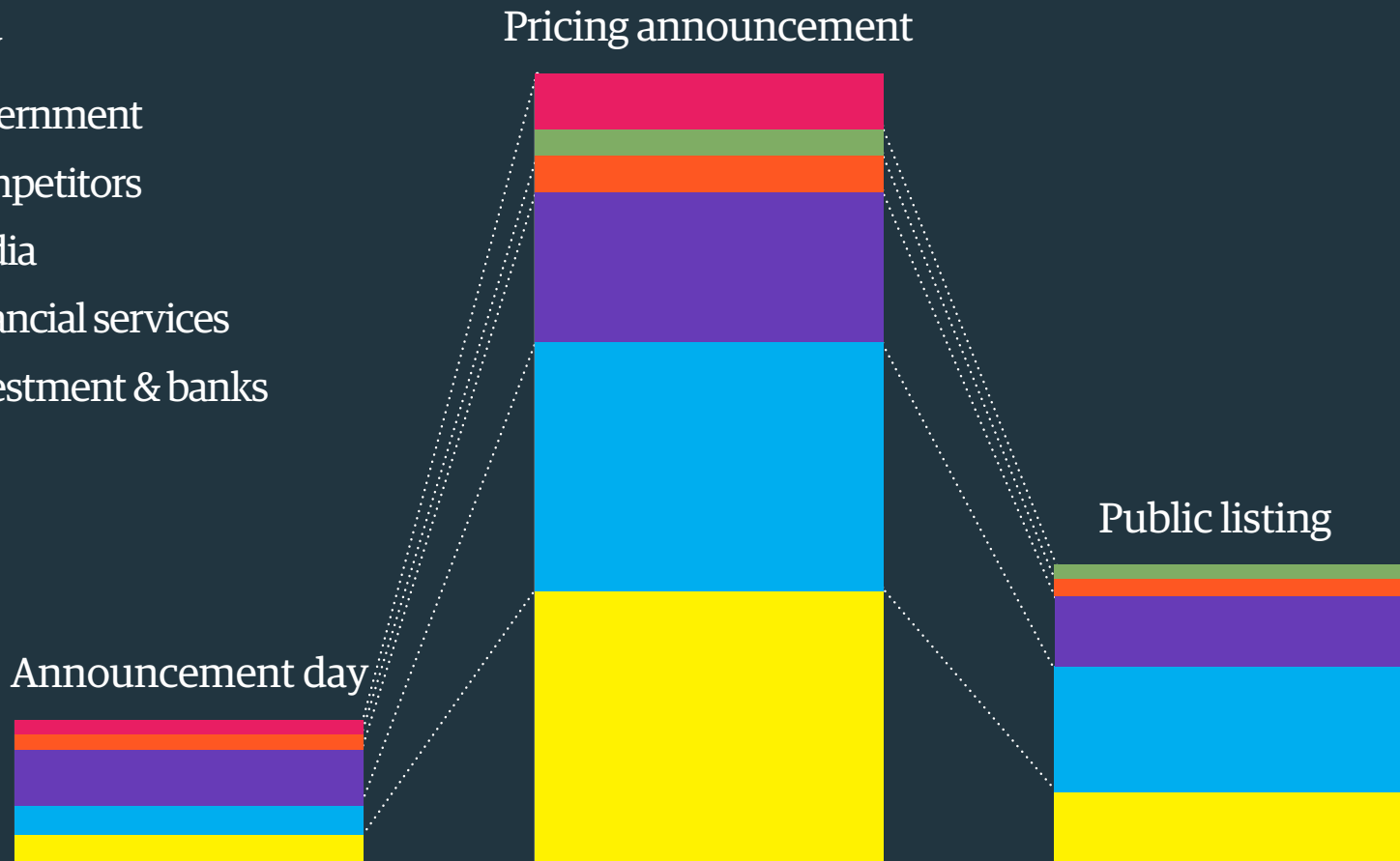
-  Investment & banks
-  Financial services
-  Media
-  Competitors
-  Government
-  Legal firms



On results day *investor visits surge*



Who's using the corporate website during the IPO process



How effective is your
corporate website?

IQ

21 indices

45 countries

200 criteria

1656 in last 12 months

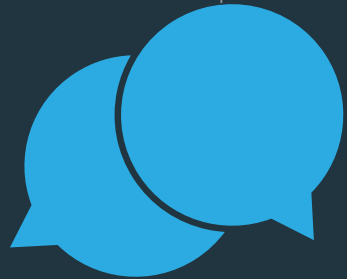
2,347 companies in total

the digital corporate comms benchmark

IBEX 35: 47%

Social Website

29%



Content

56%

Multimedia

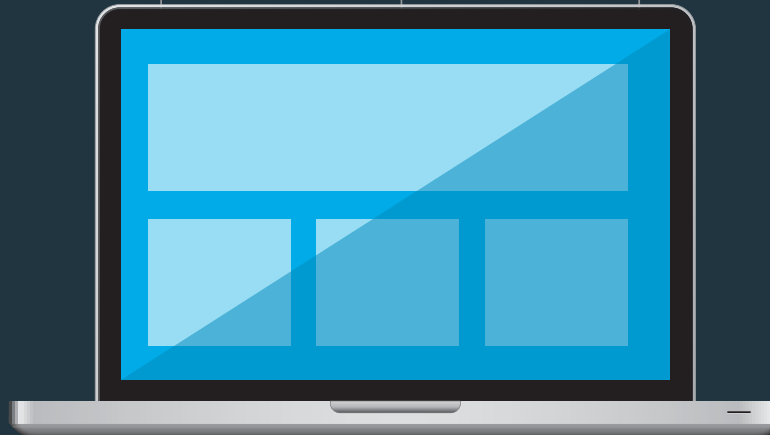
33%

Usability

48%

Mobile

20%



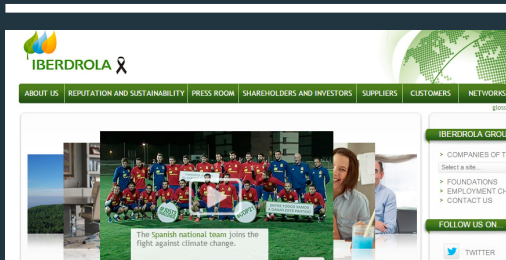
IBEX 35 scored Q1 2015

Overall Global Scores

INDEX	SCORE	DATE SCORED
DAX 30	64%	Q1 2015
OMXH 25	63%	Q1 2015
DOW JONES	58%	Q1 2015
FTSE 100	58%	Q1 2015
OMXS 30	56%	Q3 2014
S&P 100	55%	Q1 2015
NYSE US 100	55%	Q1 2015
Euronext 100	54%	Q1 2015
OMXC 20	53%	Q1 2015
SMI EXPANDED	49%	Q4 2014
NASDAQ 100	48%	Q1 2015
ATX 20	48%	Q1 2015
IBEX 35	47%	Q1 2015
MDAX	46%	Q4 2014
OBX	44%	Q4 2014
FTSE 250	43%	Q4 2014
MICEX/RTS	38%	Q4 2014
WIG 30	36%	Q3 2014
PSI 20	35%	Q1 2015
UK IPOs	32%	Q1 2015
TA-25	28%	Q4 2014

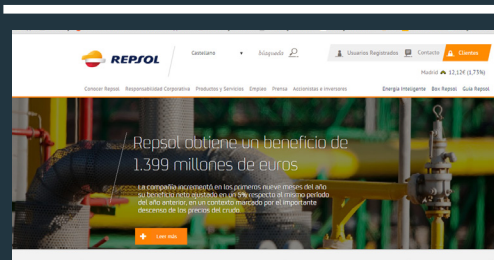
Top 5 Performers IBEX 35

1. Iberdrola



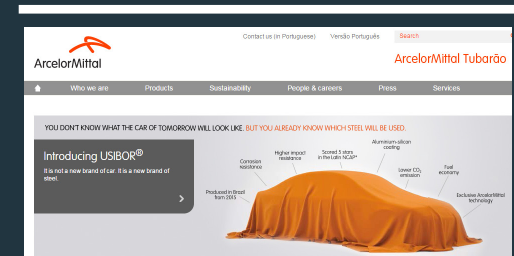
76%

2. Repsol



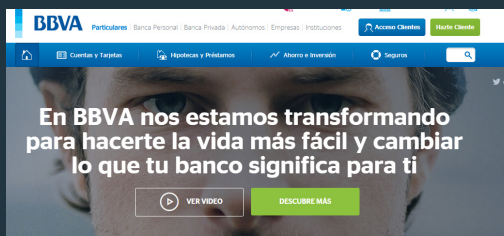
70%

3. ArcelorMittal



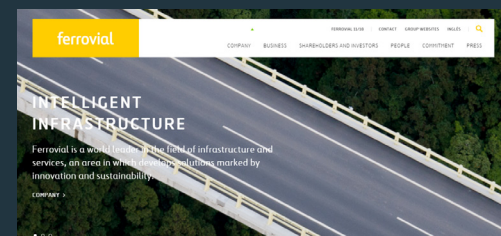
65%

4. BBVA



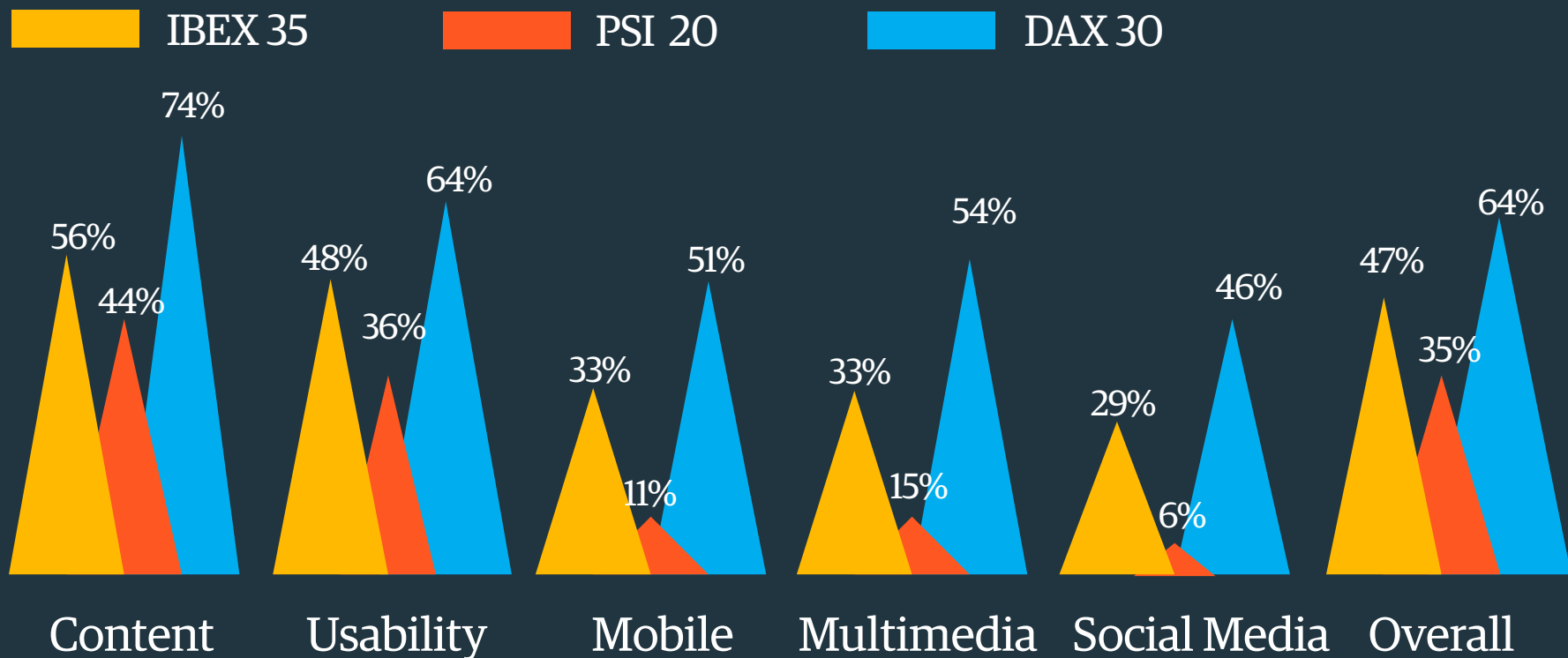
64%

5. Ferrovial

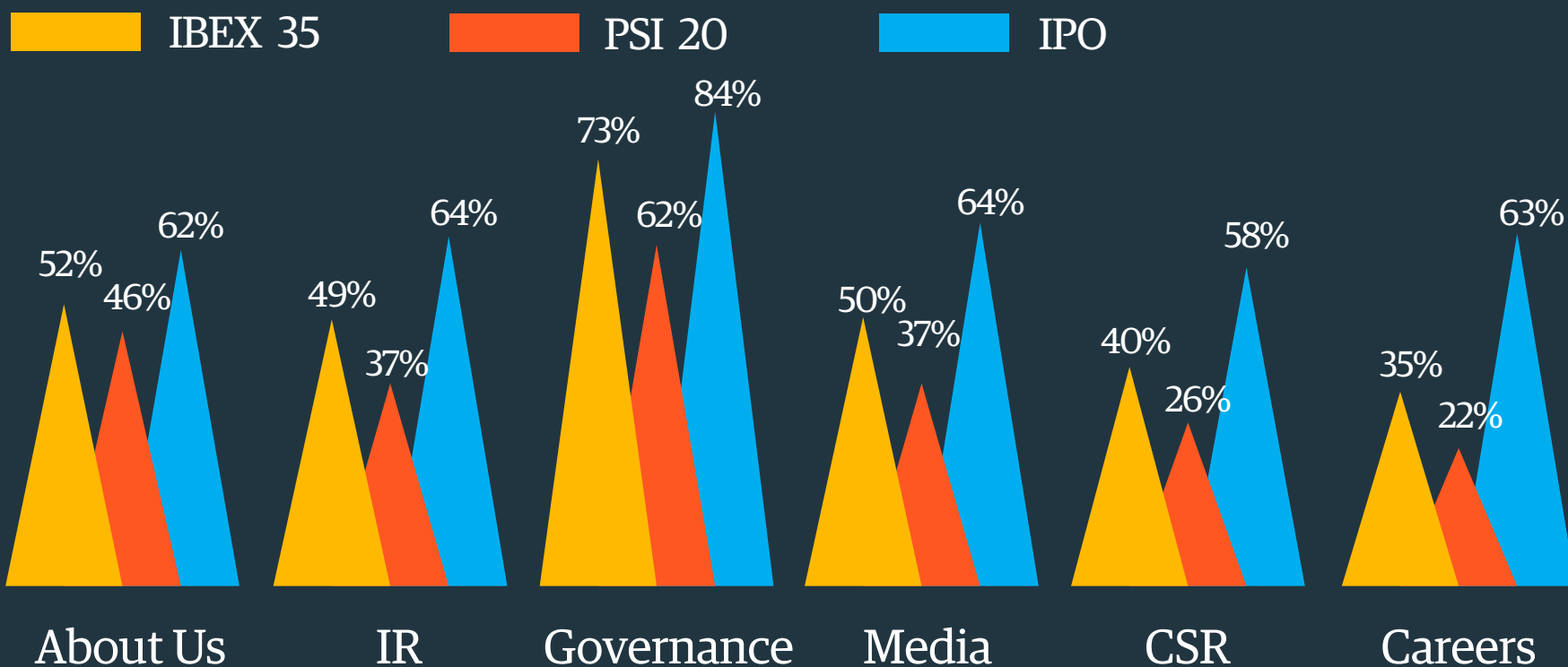


62%

Many companies still haven't embraced digitals' unique opportunities & challenges



Despite the relative maturity of digital comms, content remains a challenge for many



2015

ANNUAL REPORT.

THE FOCUS OF
MANY COMPANY'S
CORPORATE
COMMUNICATIONS.



Designed for print.
Reproduced online.

An *online report microsite* or just a PDF.

for integrated
by company

search

Finance Products Innovation and Technology Sustainability Investor Relations Media Jobs & Careers

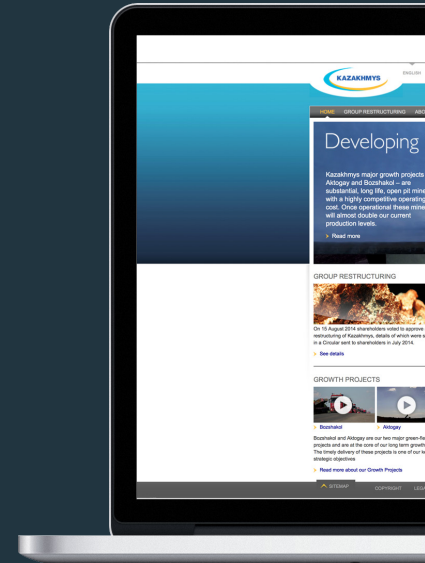
select country

operation success in Indonesia:
demonstration of our growth strategy in South East Asia

CUSTOMERS
JOURNALISTS
INVESTORS
SUPPLIERS
JOB SEEKERS

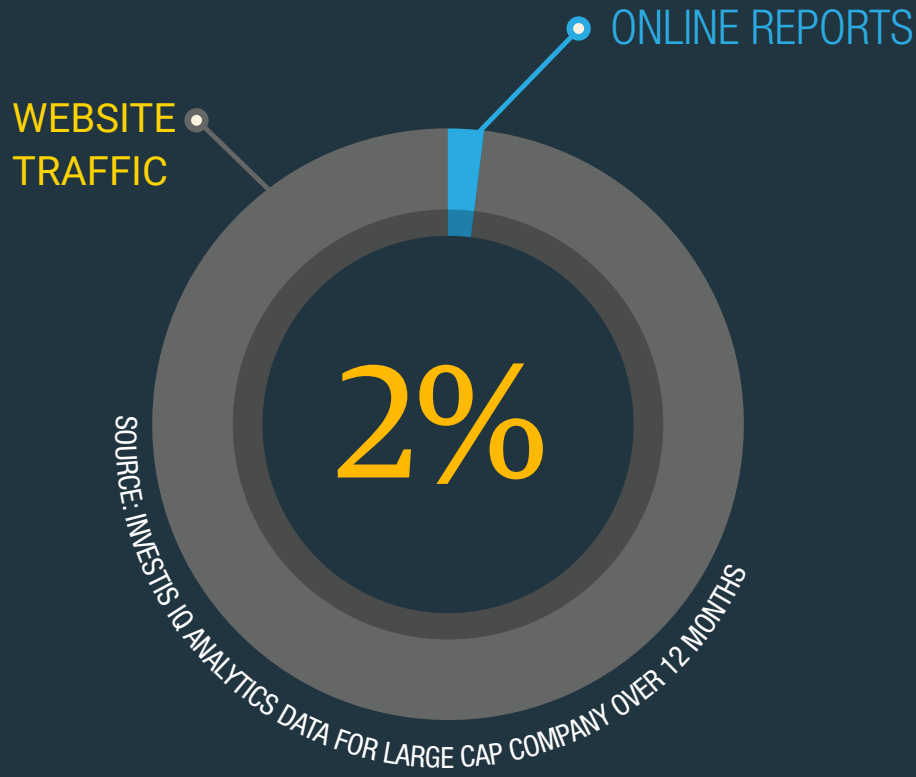
world >

02 ↑) - Saipem: € 12.92 (- 4.15 ↓) - Eni: Milan: € 16.46 (+ 0.00 ↑) - Eni: New York: \$ 42.02 (+ 3.02 ↑) - Saipem: € 12.92 (- 4.15 ↓) - Eni:



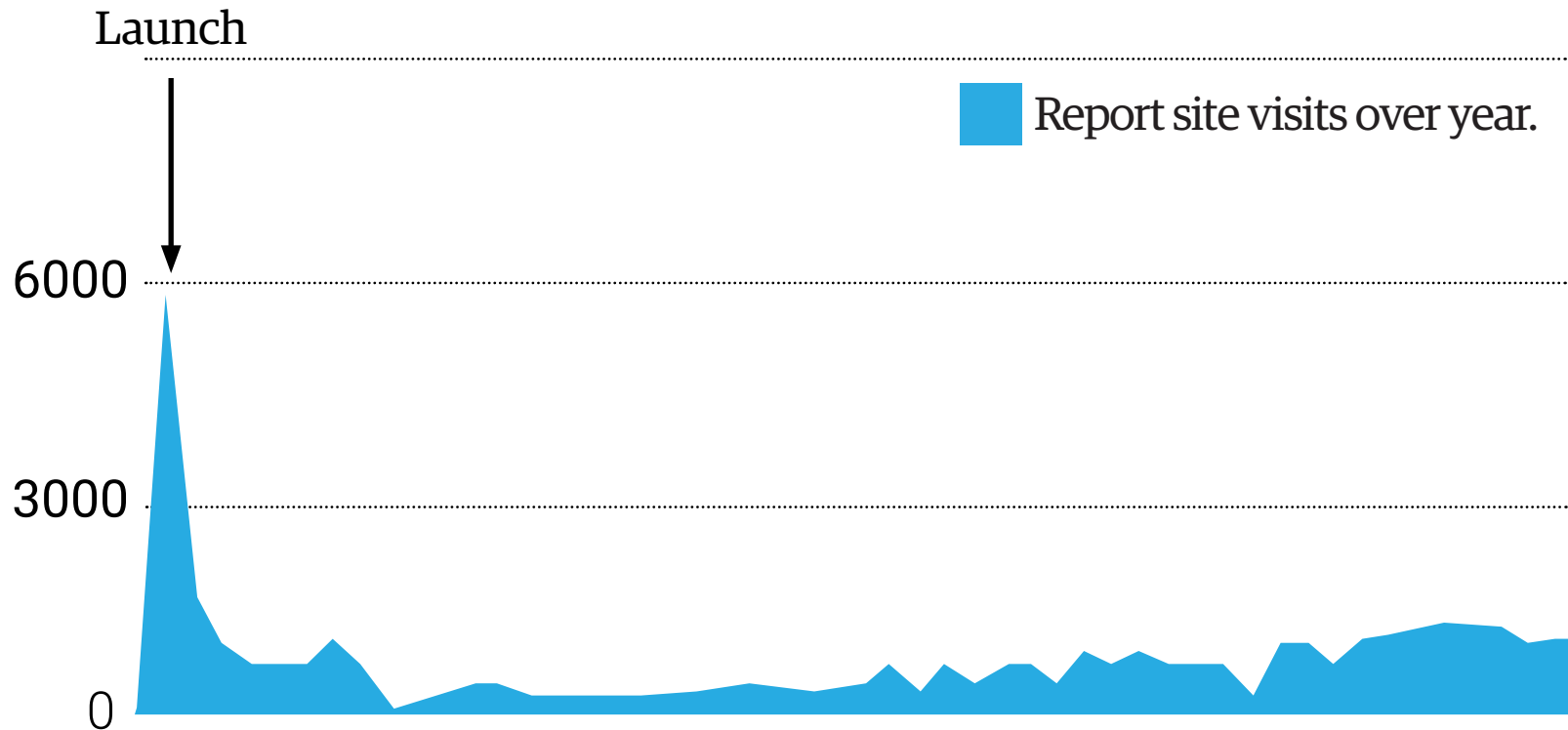
But *online reports* generate very little *web traffic*

Online reports get just 2% of website traffic.



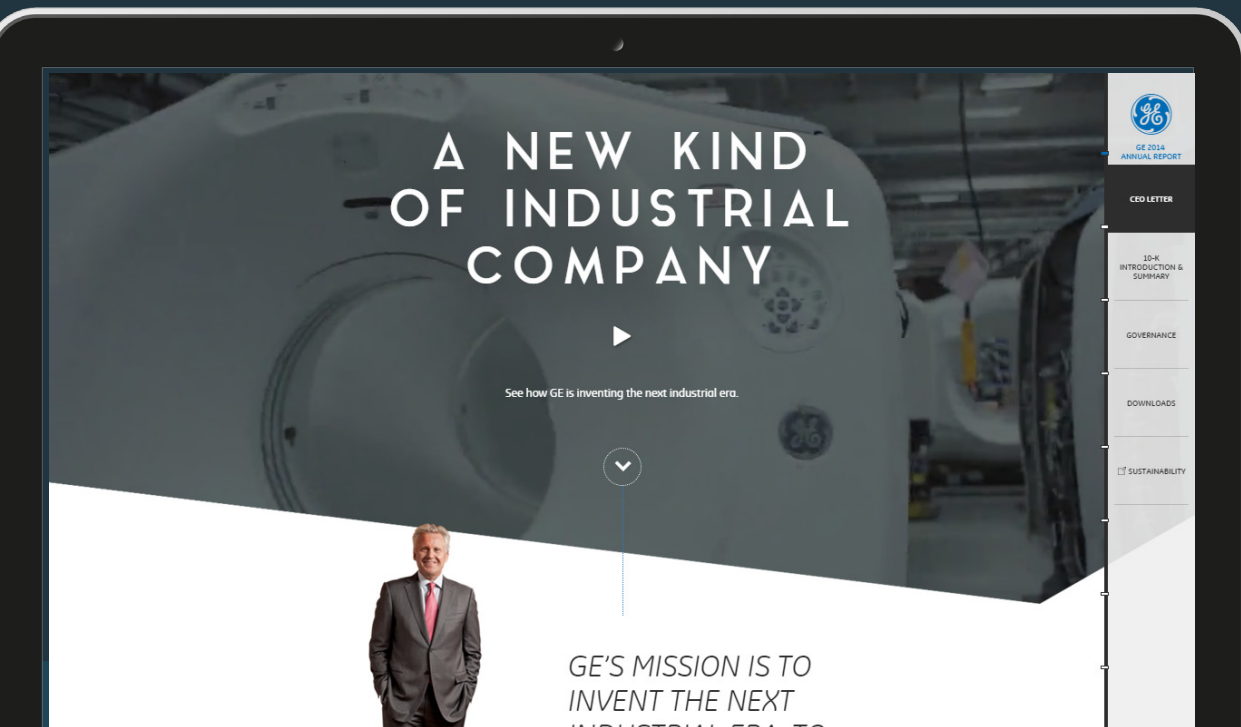
The report microsite lifecycle

- *bit of a bang* but soon forgotten.

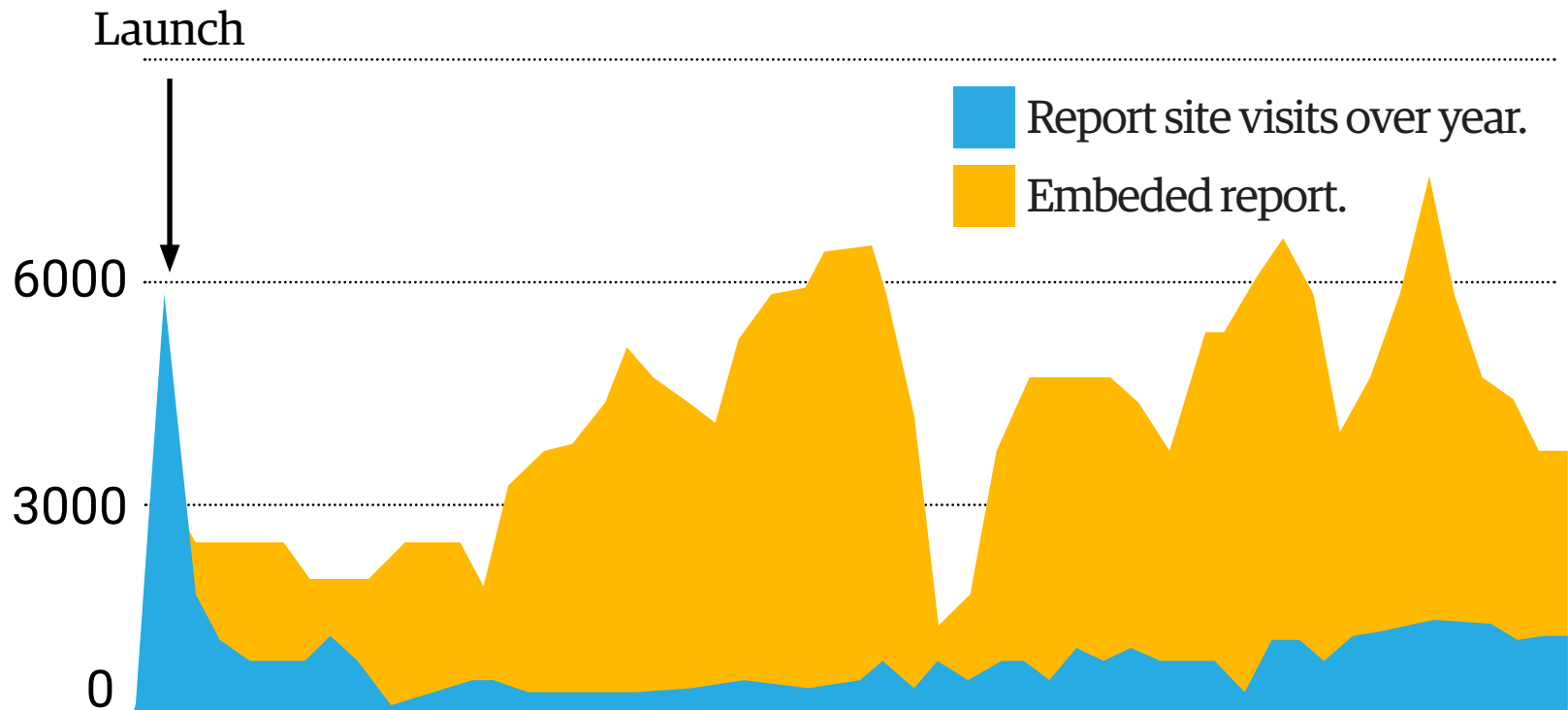


So how do you
encourage readership of
key narrative?

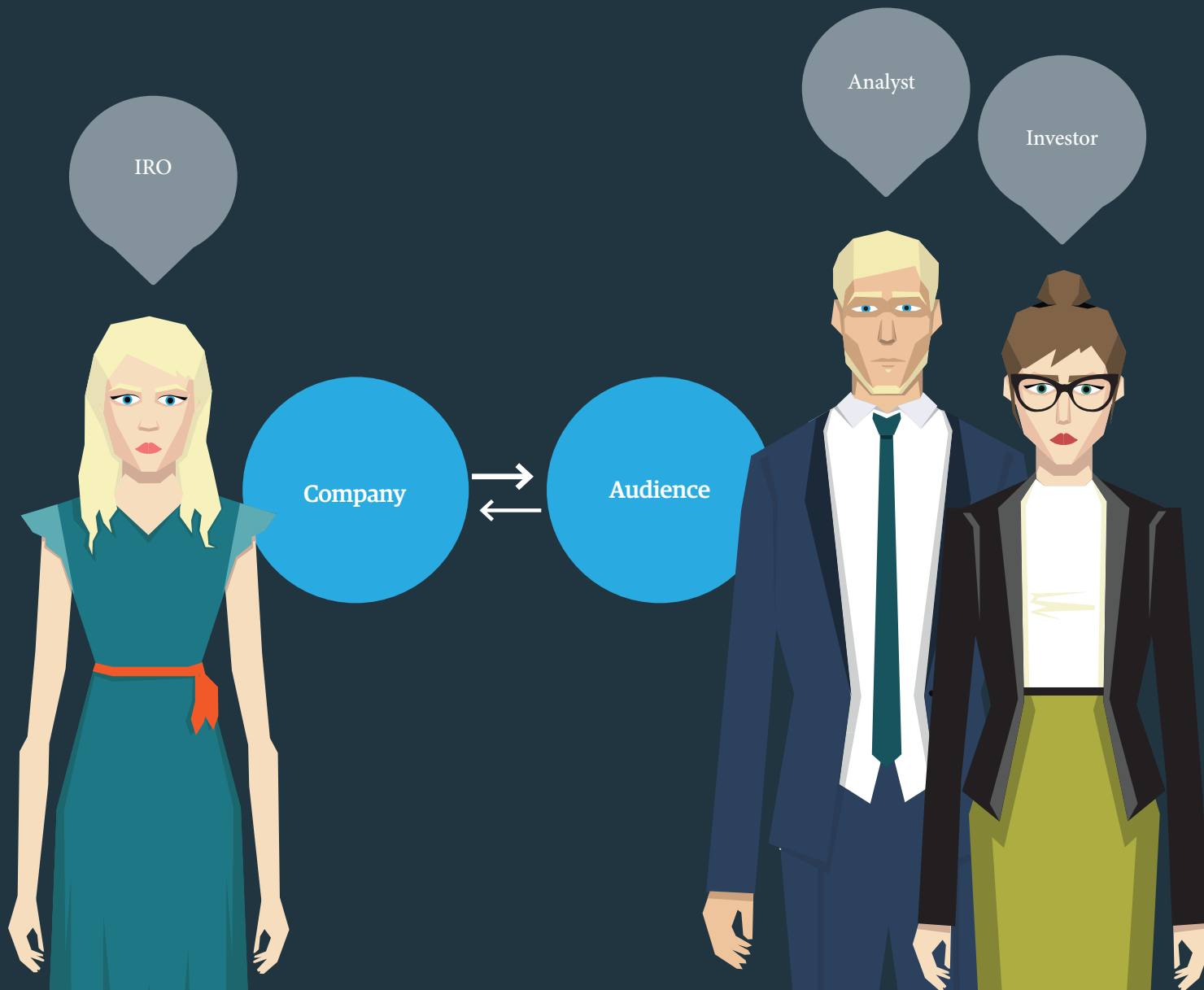
The embedded report is a great solution



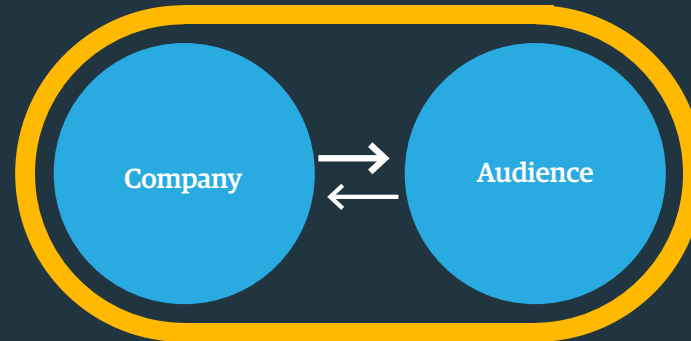
Increased readership across the entire year - peaking at events.



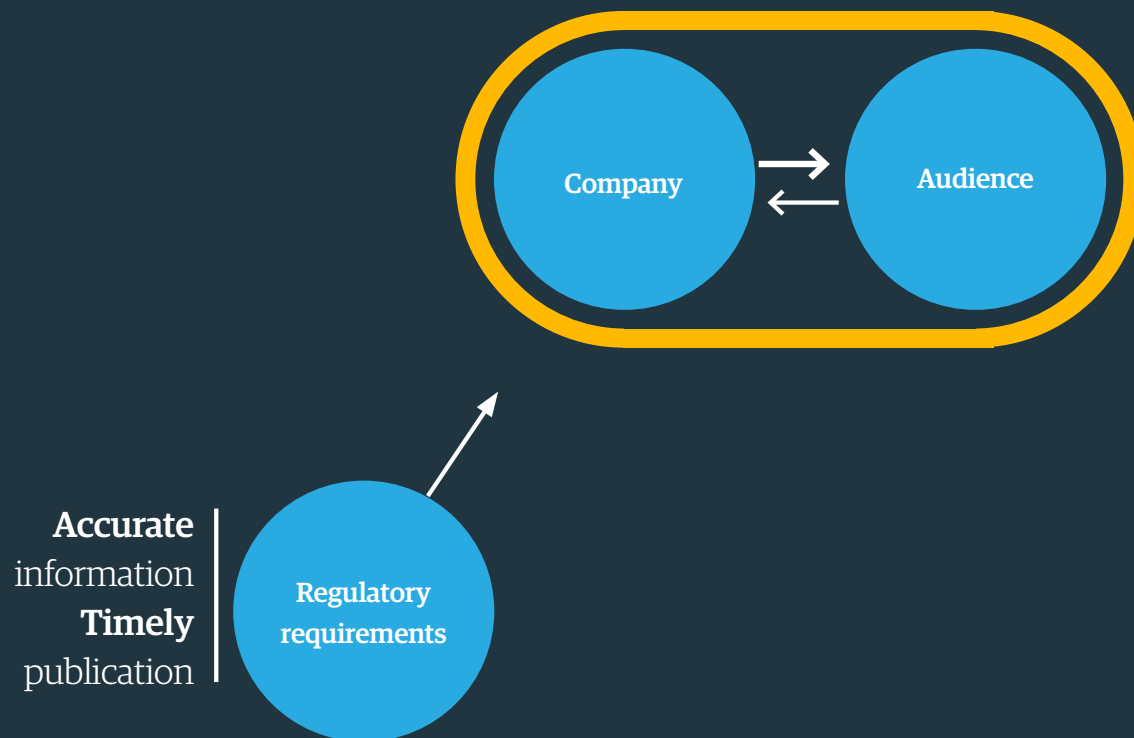
Evolving the corporate website...

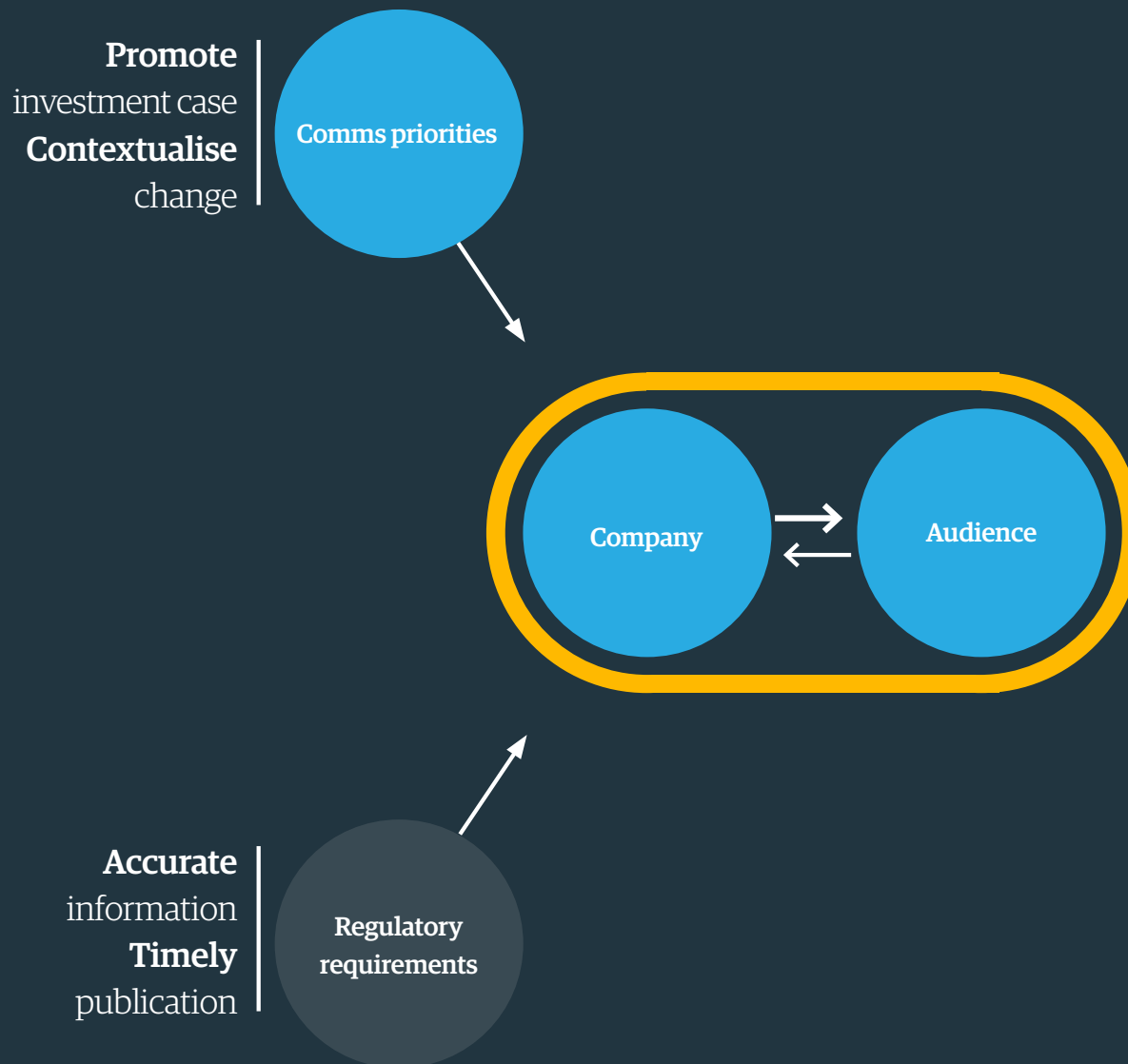


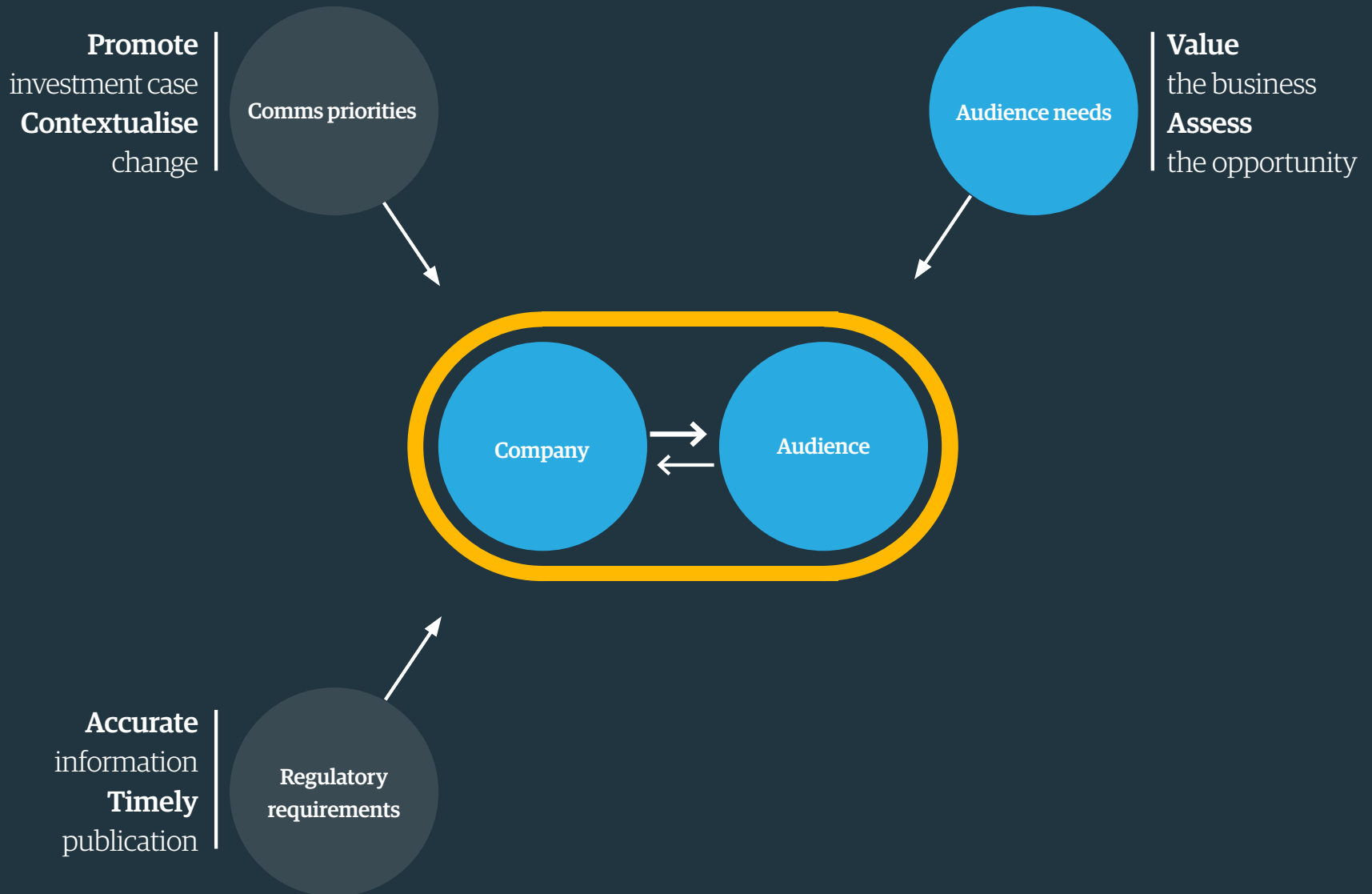
Effective communication...

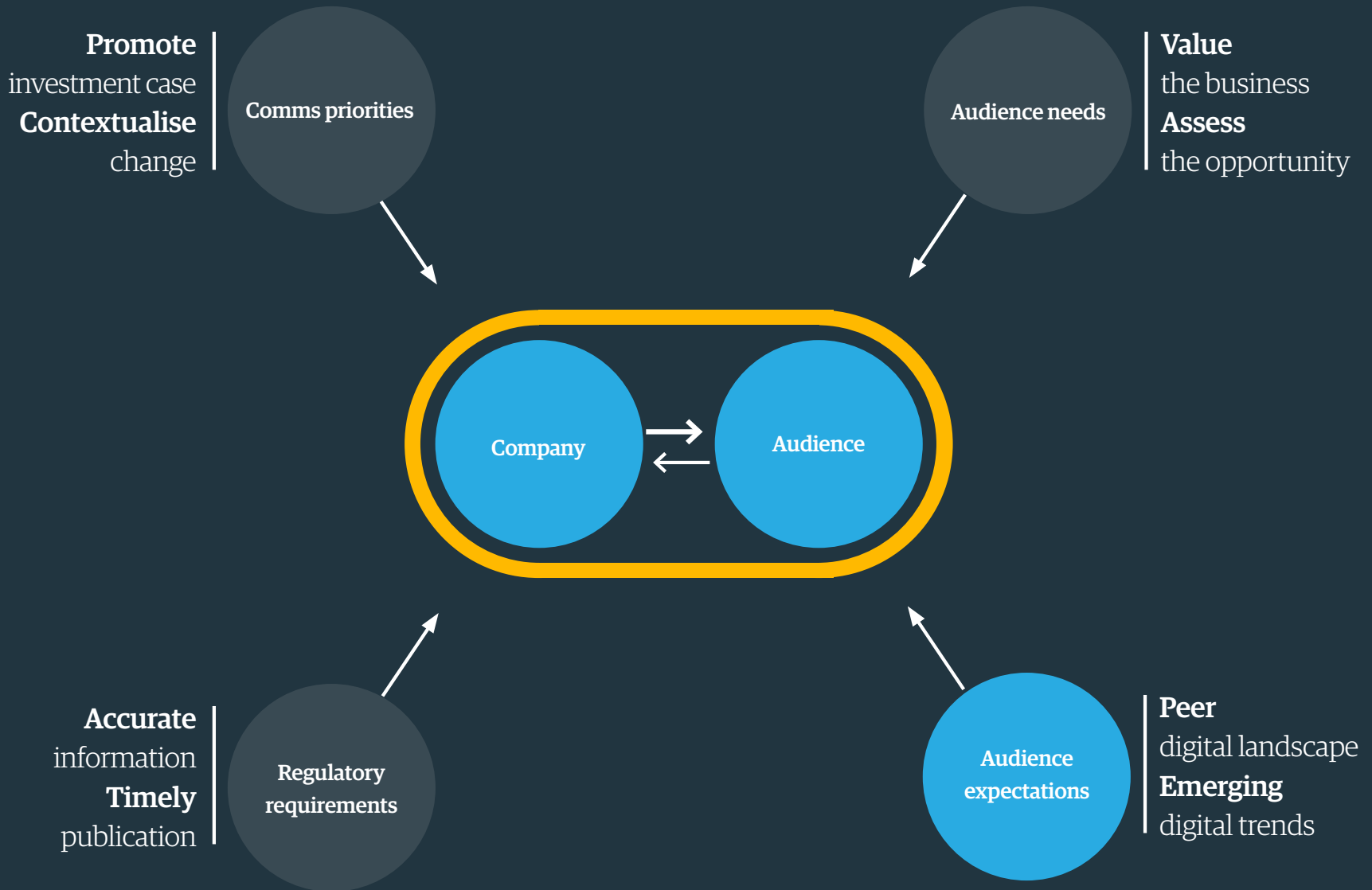


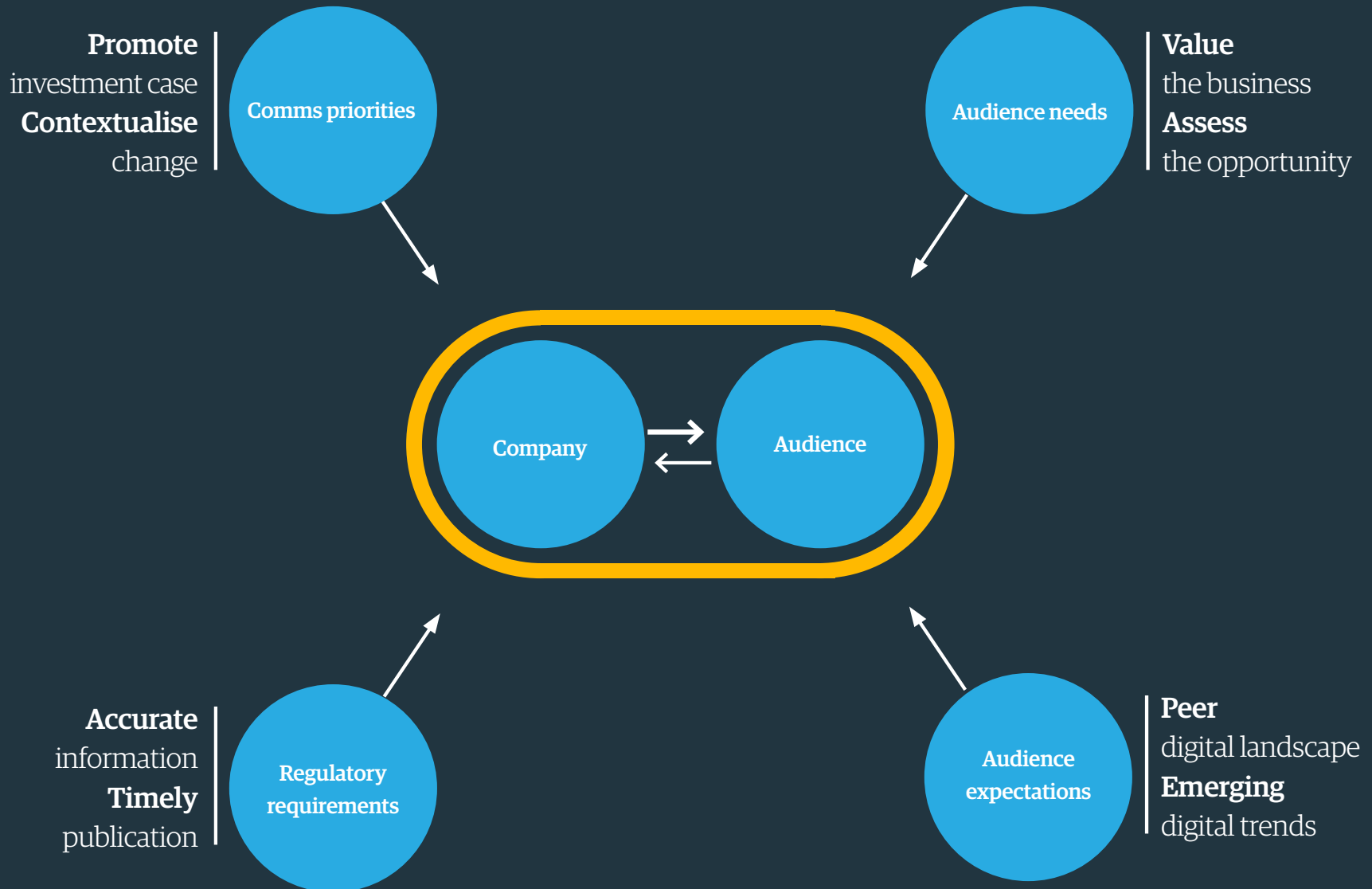
...meets the needs of both the company and its audience.











Prioritizing

With apologies to Maslow



Influence opinion and drive behavior

Meet audience expectations

Achieve
comms priorities

Satisfy
audience needs

Meet regulatory requirements

Avoid regulatory sanction

Influence opinion and drive behavior

Prioritizing

With apologies to Maslow

Meet audience expectations

Achieve
comms priorities

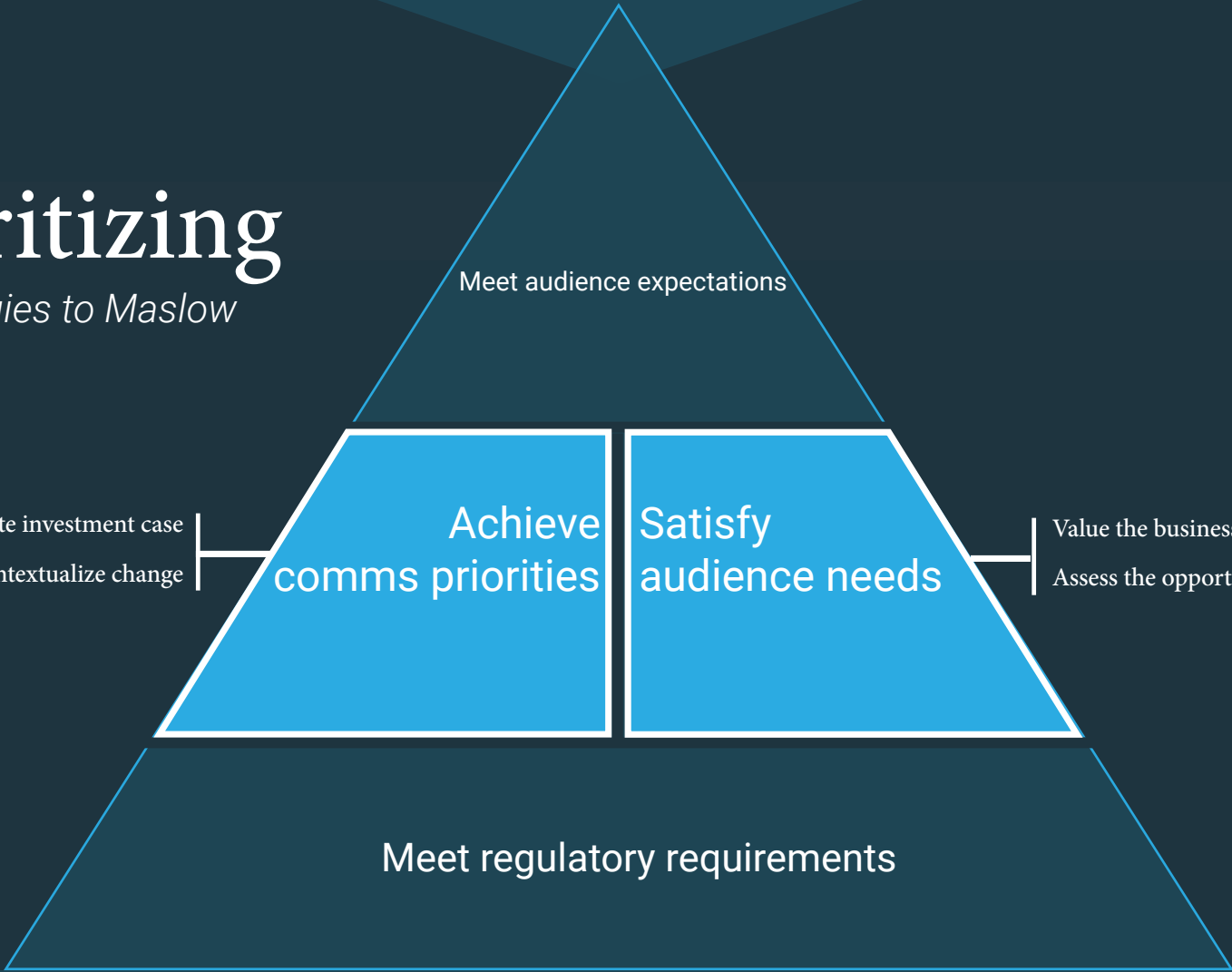
Satisfy
audience needs

Value the business
Assess the opportunity

Promote investment case
Contextualize change

Meet regulatory requirements

Avoid regulatory sanction



Six areas for *improvement*

Themes

We've identified 6 key areas in which investors and analysts want more from companies and how you can use digital to deliver them:

Strategy &
business model

Business
context

Market
context

Performance &
KPI's

Webcasting

Sustainability

Achieve your aims and satisfy your audience

Strategy & Business model

A well-constructed and sustainable strategy is the foundation for any successful business.

Bring this to life and engage investors with a concise and illustrative description. Don't make them work hard to understand such important information.

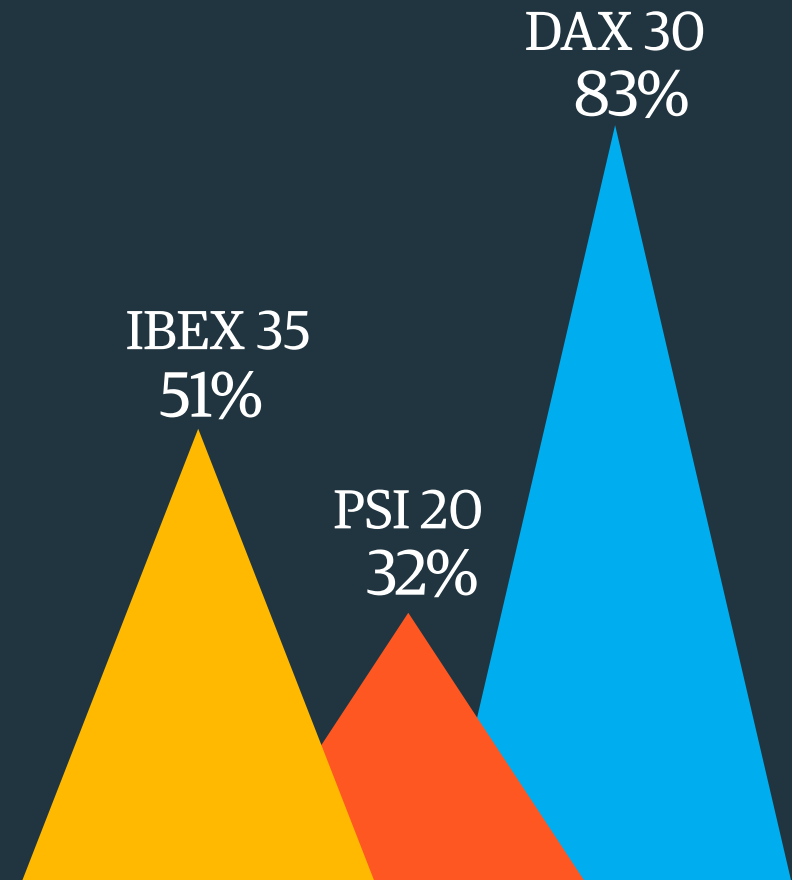
Why?

'For the investor it can be difficult to decipher a clear company strategy from all the media pundits out there. A good IRO needs to work closely with management, particularly the CEO, to understand this and to articulate the strategy to investors with data and benchmarking to back it up'

Sell-side Analyst : European Investor Perception Study 2015, IR Magazine

Strategy & business model

*how companies are
responding online*



The Investis Quarterly (IQ) benchmarking service (Q1 2015)

Repsol

repsol.com | Contacto | Usuarios Registrados | Castellano | Ir | Buscar | Buscar

Conocer Repsol | Responsabilidad Corporativa | Información para Accionistas e Inversores | Canal de empleo | Sala de Prensa

Estoy en: Inicio > Conocer Repsol > Perfil de compañía > Visión de futuro

Visión de futuro

Perfil de compañía

- Visión de futuro
- Organización
- Estrategia 2020
- Nuestra actividad
- Repsol en el mundo
- Innovación y Tecnología
- Nuestra gente
- Campus Repsol
- El sentido de nuestra marca
- Nuestra historia
- Cómo ser proveedor
- Sector energético

Nuestra gente

Repsol en el mundo

Área de proveedores

Consulte las condiciones generales de compra y contratación de Repsol en función del país

España
Otros países

Glosario

Introducir término

Estoy en: Inicio > Conocer Repsol > Perfil de compañía > Visión de futuro

Plan Estratégico 2016-2020

Estrategia 2020: Valor y Resiliencia

Box Repsol

Entrevista exclusiva a Dani Pedrosa

El piloto del Equipo Repsol Honda habla en este video acerca de los objetivos que se marca en los primeros test de pretemporada y de cuáles son sus planes para el invierno.



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Eni's Strategy and Key Strengths

[Strategy](#)

Eni Investment Case

[Shareholders Information](#)

[Presentations and Reports](#)

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[Homepage](#) > [Investor Relations](#) > [Eni's Strategy and Key Strengths](#) > [Eni Investment Case](#)

Eni Investment Case

Eni, one of the world's leading international oil and gas companies, is the largest company in Italy and the 20th in the world by revenue.

Share



Toolbox

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[RSS and Podcasts](#) +

[SMS and Mail Alerts](#) +

[Calendar](#) -

← JUNE 2015 →

M	T	W	T	F	S	SU
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28

Key Strengths

Portofolio flexibility and additional cash generation

Between 2012-2014 Eni carried out a 17 billion euro disposal programme. In the 4-year period Eni plans disposals of 8 bln euro. As of 2015, cost savings will amount to 500 million euro.

[See more](#)



Themes

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**Business
context**

Market
context

Performance &
KPI's

Webcasting

Sustainability

Achieve your aims and satisfy your audience

Business context

Make it easy for investors to understand the nuts and bolts of your business - the 'who we are' and 'what we do' from locations and history to product mix and customer segmentation.

It's a key component of every prospectus, but many of the recent IPO's provide only a superficial explanation online.

Why?

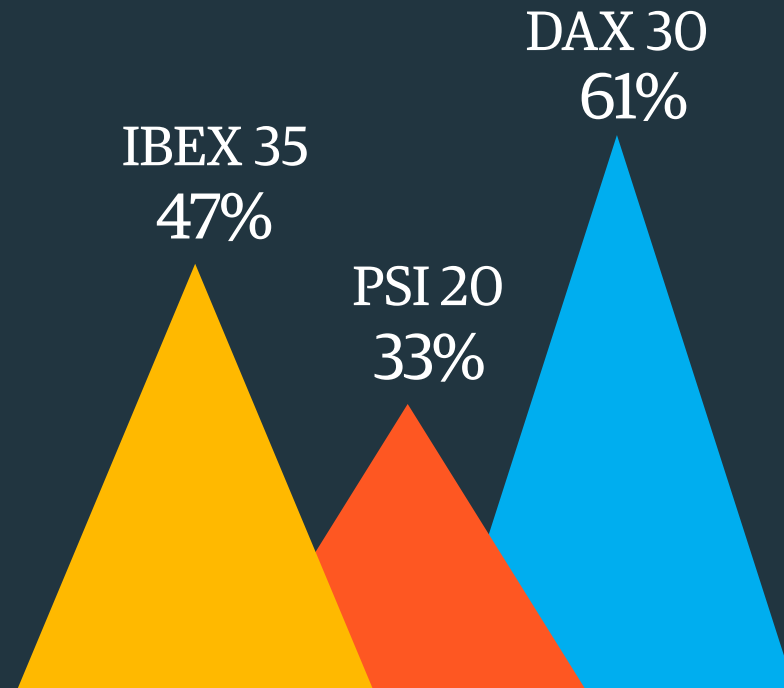
'Mode and speed of delivery are irrelevant without sound content and breadth of information'

'I would like more operational information'

Sell-side Analyst : European Investor Perception Study 2015, IR Magazine

Business context

*how companies are
responding online*



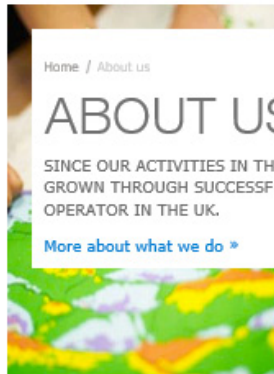
The Investis Quarterly (IQ) benchmarking service (Q1 2015)

Home / About us

ABOUT US

SINCE OUR ACTIVITIES IN THE NORTH SEA BEGAN IN 1997 WE'VE GROWN THROUGH SUCCESSFUL EXPLORATION TO BECOME A KEY OPERATOR IN THE UK.

[More about what we do »](#)



AT A GLANCE

18 OPERATED LICENCES



14 LICENCES awarded in the 27th licensing round



47.6 mmboe



2P reserves

13 producing fields



INTERESTS IN 50+ LICENCES

OUR VALUES

Drive
Commitment
Cohesion
Daring

OUR VISION

We've focussed our activities in three areas of the North Sea which we believe will deliver significant future gas reserves.

SOUTHERN NORTH SEA

CENTRAL NORTH SEA

WEST OF SHETLANDS



HISTORY

1997 - 2015

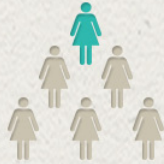
15 years 172 million barrels

We've come a long way in the past 15 years adding 172 million barrels of oil equivalent to the UK.

GDF Suez E&P UK



WE ARE DIVERSE



NAMED ON TOP CORPORATIONS FOR WOMEN'S BUSINESS ENTERPRISES

RANKED A TOP ORGANIZATION FOR MULTICULTURAL BUSINESS OPPORTUNITIES



WE ARE GROWING

[LEARN MORE](#)

ESTABLISHED 1886 IN ATLANTA BY CREATOR, JOHN PEMBERTON

[LEARN MORE](#)

DAILY AVERAGE SERVINGS

1886

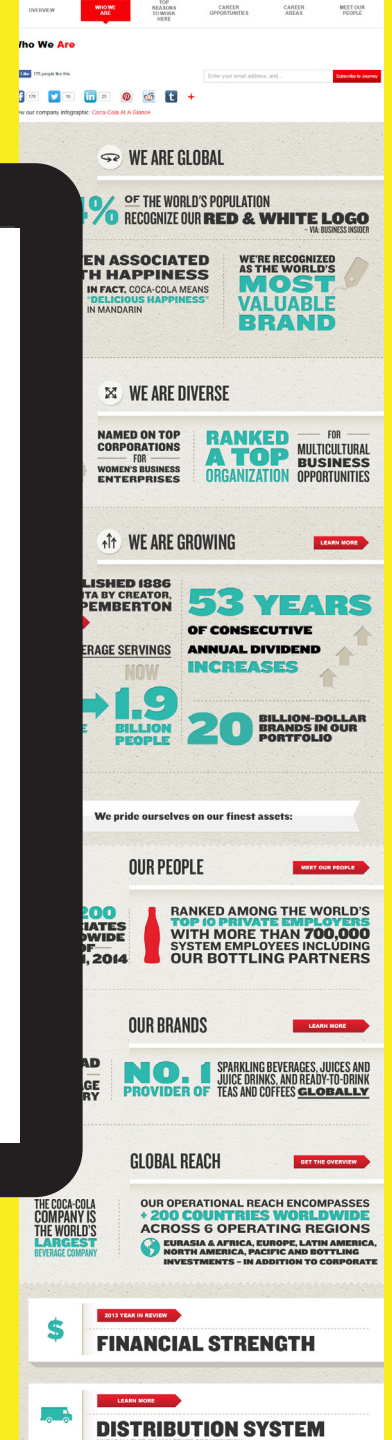
NOW

53 YEARS

OF CONSECUTIVE ANNUAL DIVIDEND INCREASES



Coca-cola



Iberdrola

NOTICE

- > #JUST2CHALLENGE
The challenge starts
[read more](#)
- > QUARTERLY INFORMATION
Nine Months Results
[read more](#)
- > "SOROLLA. ART OF LIGHT" EXHIBITION
In Madrid, from July 14 2015 to January 18 2016
[read more](#)

Outlook 2014-2016

[NINE MONTHS 2015 RESULTS INFOGRAPHIC \[PDF\]](#) | [GUIDANCE 2015 \[PDF\]](#) | [RESULTS PRESENTATION \[PDF\]](#) | [CAPITAL MARKET DAY](#) |



2015

Nine months results

GUIDANCE 2015

Good performance of Regulated businesses allow us to confirm Guidance for the year and the achievement of 2016 Outlook a year in advance

Year end business Evolution

	Renewables	+
	Networks	+
	Gen&Supply	= / -

Guidance 2015 vs year end 2014

Recurring Net Profit:	Higher
EBITDA:	Higher
Financial ratios:	Improved

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Achieve your aims and satisfy your audience

Market context

Make it easy for investors to understand the broader context of the market that you operate in and spell out the opportunity for growth.

Contextualising the market is a key for investors but only 4 recent IPO's do it online - with AO World and Saga Plc standing out.

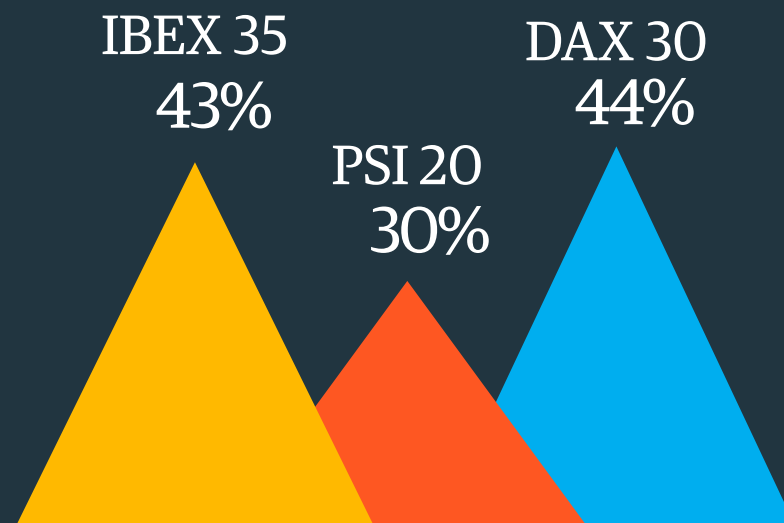
Why?

'Background information and plenty of data around markets the company is involved with are so useful'

Sell-side Analyst : European Investor Perception Study 2015, IR Magazine

Market context

*how companies are
responding online*



The Investis Quarterly (IQ) benchmarking service (Q1 2015)

Emerging markets

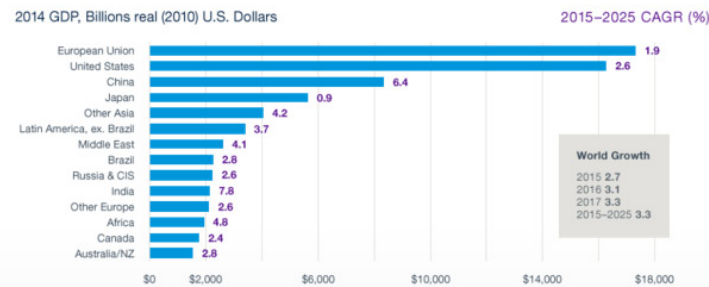
Overall, the long-term outlook for many emerging markets remains bright given the ongoing structural transformation of economic systems. With income levels rising, consumer spending, particularly in Asia, is well positioned on an upward trajectory.

However, although a boon for many commodity-importing countries, low oil prices pose major revenue challenges for the world's large-commodity exporters. In combination with exchange-rate depreciation, this trend could grow into inflationary pressures and corresponding capital movements. For example, Brazil's economy has stalled in the face of falling energy revenue and a less-ambitious reform agenda. Russia, meanwhile, has fallen into a deep recession due to in part declining oil revenues and severe exchange rate depreciation.

Although a net beneficiary of low oil prices, China is experiencing slower growth, though at more sustainable levels as its economy matures. With a necessary reduction in excess capacity in real estate and parts of manufacturing, and with a challenging process of rebalancing the banking system, cyclical forces will represent a noticeable drag on short-term growth. Policy reform and solid fundamentals support medium-term growth.

India recently started unlocking its potential and is now on its way to becoming the fastest growing large emerging market—an achievement widely credited to the new government's business-friendly policy reforms.

World economy continues acceleration



BP



BP: GBp 443.15 ▲(+1.8) USD 40.55 ▲(+0.02) *

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Sustainability

Investors

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Gulf of Mexico restoration

Statistical Review of World Energy

The BP Statistical Review of World Energy shows how major changes in energy production and consumption last year affected prices, the global fuel mix, and carbon dioxide emissions

[Find out more >](#)

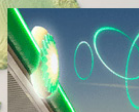
[Six remarkable facts from 2014 >](#)

[Natural gas: the fuel of the future >](#)



Statistical Review 2015 webcast [>](#)

BP Sustainability Report 2014: download the new report or read online in full [>](#)



UK customers: PizzaExpress promotion [>](#)

Energy charting tool

Now select a Data type

Featured reports (0) >

Series types (10)

- Oil
- Natural gas
- Coal
- Nuclear
- Hydroelectricity
- Biofuels
- Other renewables
- Primary energy
- Refining
- Electricity

Data types (0) >

Energy prices (3) >

Energy indicators (0) >

Calculations (6) >

Clear

0.9%
Growth in world primary energy consumption

57.5%
The non-OECD's share of global energy consumption

6.0%
Share of global power generation met by renewables

Oil: Production by region in KBD

Natural gas: Consumption by region in BCM

Coal: Consumption in MTOE

Biofuels: Production by region in KTOE

Other renewables: Consumption by region in TWh

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& KPI's**

Webcasting

Sustainability

Achieve your aims and satisfy your audience

Performance & KPI's

Key earnings ratios and other performance metrics are core to understanding how a company is actually performing.

Providing this data in excel files and visualizing complex data makes it easier for your main stakeholders to identify the elements most important to them.

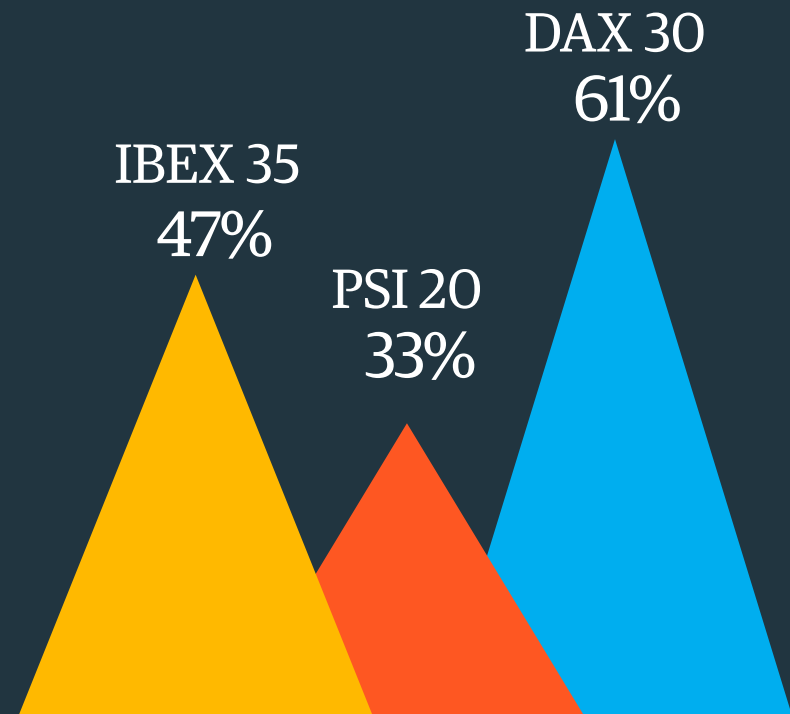
Why?

'More transparency: we want color that's not in written releases'

Sell-side Analyst : European Investor Perception Study 2015, IR Magazine

Performance & KPI's

*how companies are
responding online*



The Investis Quarterly (IQ) benchmarking service (Q1 2015)



INVESTORS		PRESS	CORPORATE RESPONSIBILITY	GROUP BRANDS	↑ Acción GCO 29,44 EUR	🔍	🐦
Group	Price	News	Strategy	History	Jesus Serra Foundation	Contact	Sign Up
						Spanish	▼

Investors

General information

Economic Information

Corporate governance

Investors

Catalana Occidente Group increased by 14.8% Attributable profit to 219.3 M €

↓ 9M 2015 Results Report (PDF 1.0MB)

- Contact
- Signing up
- Investor Kit
- IR App

Economic Information

- 2014 Consolidated Annual Report (Interactive)
- Consolidated Annual Report 2014
- Annual Report 2014 Individual
- 2013 Consolidated Annual Report

Calendar

- 02/02/2016**
Iberian conference - B. Santander - Madrid
- 29/10/2015**
Publication of the results of 9M2015 - 15.00 ...
- 29/10/2015**

Evolution Action



Anglo American

The screenshot displays the Anglo American website's 'Financial Results Centre' for 2014. The page is structured with a top navigation bar, a main content area, and a footer. The main content area is divided into two columns. The left column features a 'RESULTS HIGHLIGHTS' section with a sub-section for 'Preliminary Results 2014'. This section contains a paragraph and a bulleted list of key performance indicators and financial metrics. The right column features a 'PRELIMINARY RESULTS' section with a list of links for various resources, including highlights, press releases, presentation slides, webcasts, transcripts, and videos. Below this is an 'INTERIM RESULTS' section and an 'INVESTOR DAY' section. At the bottom of the page, there is a social media widget for Twitter, a footer with site map, privacy policy, and contact information, and a row of social media icons.

Anglo American

HOME GROUP WEBSITES SEARCH

MENU INVESTORS FINANCIAL RESULTS CENTRE

2014 2013 2012 2011

RESULTS HIGHLIGHTS

Preliminary Results 2014

Anglo American announces significant operational improvements amid sharply lower commodity prices.

- Delivered on all major commitments for 2014 – operational performance, project delivery and portfolio restructuring targets.
- Strong operational performance across every business (4% production increase on Cu Eq. basis).
- Group underlying EBIT of \$4.9 billion, a 25% decrease due to sharply weaker commodity prices (\$2.4 billion underlying EBIT impact), partially offset by weaker producer country currencies (\$1.3 billion positive impact to underlying EBIT) and increased production and sales volumes.
- Special items after tax and non-controlling interest include commodity price-driven impairments of \$3.9 billion, including \$3.5 billion at Minas-Rio.
- Net debt of \$12.9 billion as at 31 December 2014 (2013: \$10.7 billion), with \$15.1 billion of liquidity; \$1.7 billion of bonds maturing in 2015 and \$1.6 billion maturing in 2016.

PRELIMINARY RESULTS

- Read the results highlights
- Read the press release
- View the presentation slides
- View the webcast
- Read the transcript
- Watch the video

INTERIM RESULTS

INVESTOR DAY

Get ADOBE READER Most computers will open PDF documents automatically, but you may need to download Adobe Reader.

AngloAmerican Mining for social value in Botswana. Philippe Mellier (chief exec, @debeersgroup) on the partnership. #Botswana2015 <https://t.co/N2La8H8eL5> Retweet Reply < > 439.70 14:03 23 Nov 2015 | LSE GBp -6.80

Site map Accessibility Privacy & cookie policy Terms and conditions Contact us Sign up for alerts

f t in .. You Tube

Themes

We've identified 6 key areas in which investors and analysts want more from companies and how you can use digital to deliver them:

Strategy &
business model

Business
context

Market
context

Performance &
KPI's

Webcasting

Sustainability

Achieve your aims and satisfy your audience

Webcasting

Connect with your audience. Explain your financial results to your international investors or humanise your corporation during a crisis.

Video and audio webcasting is a great way to reach out to your stakeholders wherever they are.

Why?

'Webcasts are very useful when investors haven't got time to leave their desks. I wish more small and mid-cap companies would do them, though'

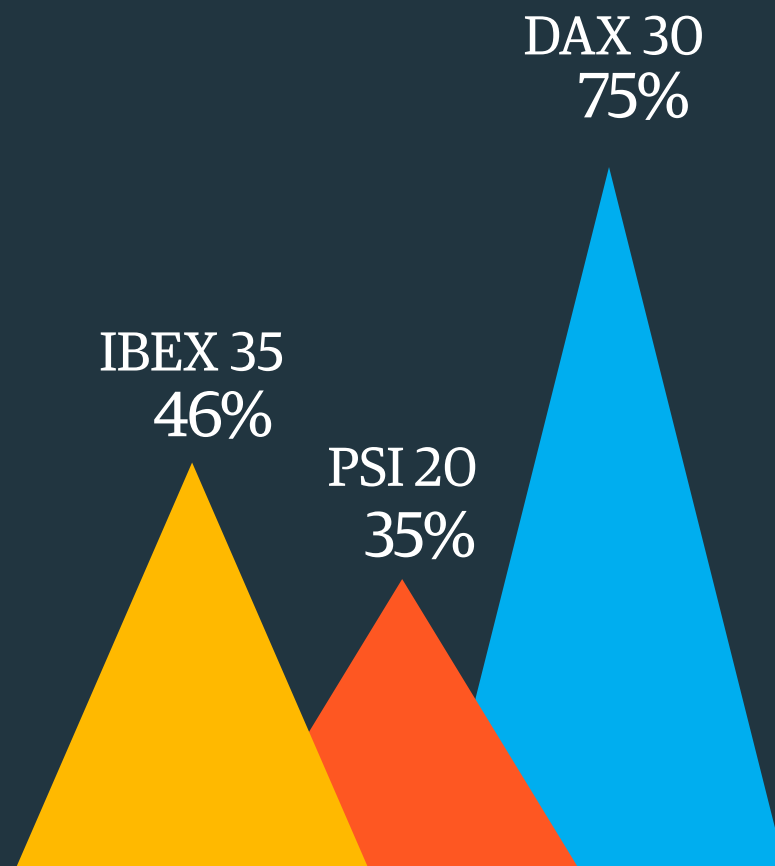
Sell-side Analyst : European Investor Perception Study 2015, IR Magazine

'Webcasts are extremely helpful, especially when you compare how much time we used to spend travelling'

Audio

webcasting

The percentage of companies using audio webcasting for earnings

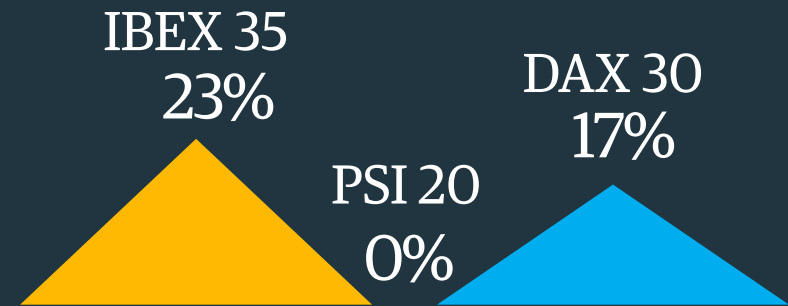


Investis IQ Special Report: Results Webcasting (2015)

Video

webcasting

The percentage of companies using video webcasting for earnings



Investis IQ Special Report: Results Webcasting (2015)

Themes

We've identified 6 key areas in which investors and analysts want more from companies and how you can use digital to deliver them:

Strategy &
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KPI's

Webcasting

Sustainability

Achieve your aims and satisfy your audience

Sustainability

The business imperative to create shared value and actively protect operational licence continues to grow.

Your website is the perfect environment for demonstrating an approach to sustainability which extends beyond philanthropy to show the links between sustainability activities, business strategy and continued opportunities for growth.

Why?

'It's in its infancy, but we're starting to hear about it.'

'I think they pay lip service to it. The government regulations force most companies to do something but I think many of them would rather just be making lots of money.'

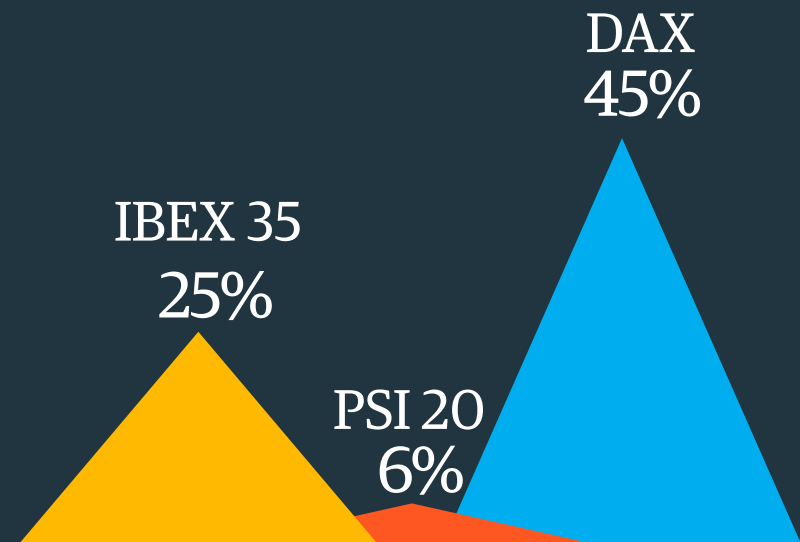
Sell-side Analyst : European Investor Perception Study 2015, IR Magazine

'Sustainability communication has become much better.'

Buy-side Analyst

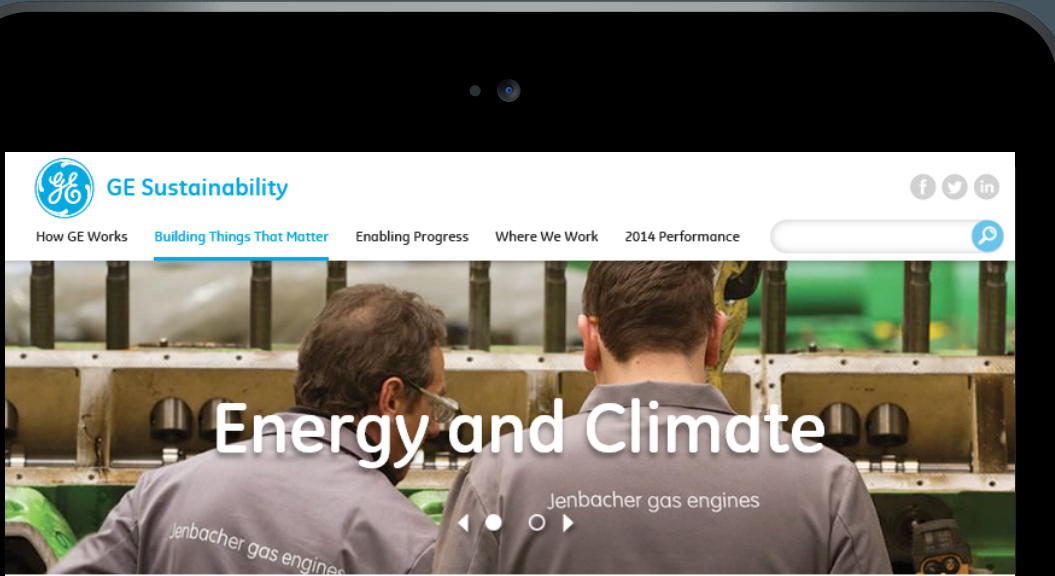
Sustainability

The average score of company sustainability content on IR/corporate website.



The Investis Quarterly (IQ) benchmarking service (Q1 2015)

GE



Energy and Climate

Jenbacher gas engines

Energy and climate represent two of the most important business challenges of this century. Energy—its generation, use and transmission—is critical to the global economy and personal advancement. Finding ways to help emerging economies meet rising demand for energy—set to grow 40% over the next two decades—is essential for economic and human development. At the same time, expanding fossil-fuel use is leading to increased greenhouse gas (GHG) emissions that contribute to climate change, which threatens future development.

As a key company in the energy sector, GE focuses on providing its customers with cleaner and more productive solutions to meet rising energy demand while producing fewer environmental impacts in our own operations and value chains.

At GE, we believe in putting innovation to work to solve some of the world's toughest challenges. In 2005, we committed to invest in R&D, launch new solutions that save money and reduce environmental impact for our customers, and minimize our own environmental footprint. We call this commitment Ecomagination.

Since 2005, Ecomagination has become one of GE's most successful cross-company initiatives. We have

Building Things That Matter

Improving Health

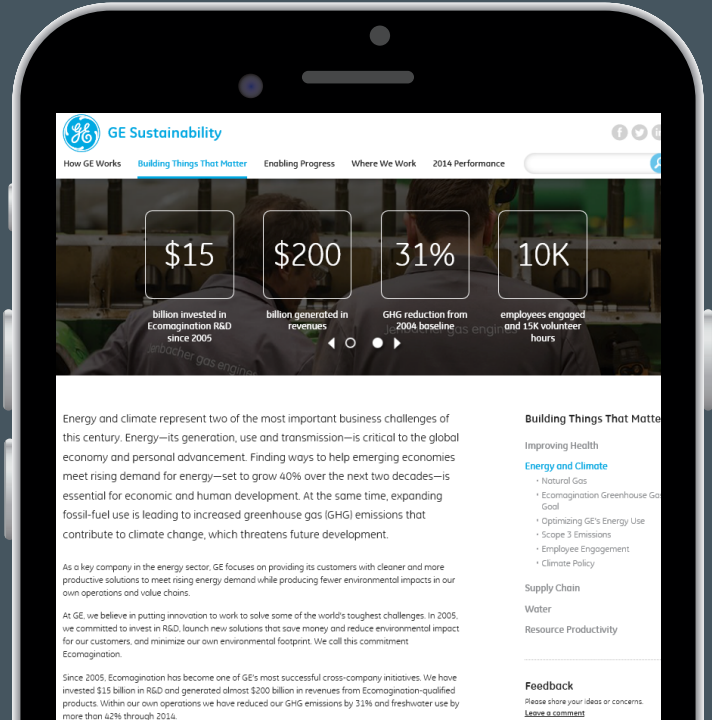
Energy and Climate

- Natural Gas
- Ecomagination Greenhouse Gas Goal
- Optimizing GE's Energy Use
- Scope 3 Emissions
- Employee Engagement
- Climate Policy

Supply Chain

Water

Resource Productivity



GE Sustainability

\$15

\$200

31%

10K

billion invested in Ecomagination R&D since 2005

billion generated in revenues

GHG reduction from 2004 baseline

employees engaged and 15K volunteer hours

Energy and climate represent two of the most important business challenges of this century. Energy—its generation, use and transmission—is critical to the global economy and personal advancement. Finding ways to help emerging economies meet rising demand for energy—set to grow 40% over the next two decades—is essential for economic and human development. At the same time, expanding fossil-fuel use is leading to increased greenhouse gas (GHG) emissions that contribute to climate change, which threatens future development.

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Since 2005, Ecomagination has become one of GE's most successful cross-company initiatives. We have invested \$15 billion in R&D and generated almost \$200 billion in revenues from Ecomagination-qualified products. Within our own operations we have reduced our GHG emissions by 31% and freshwater use by more than 42% through 2014.

Building Things That Matter

Improving Health

Energy and Climate

- Natural Gas
- Ecomagination Greenhouse Gas Goal
- Optimizing GE's Energy Use
- Scope 3 Emissions
- Employee Engagement
- Climate Policy

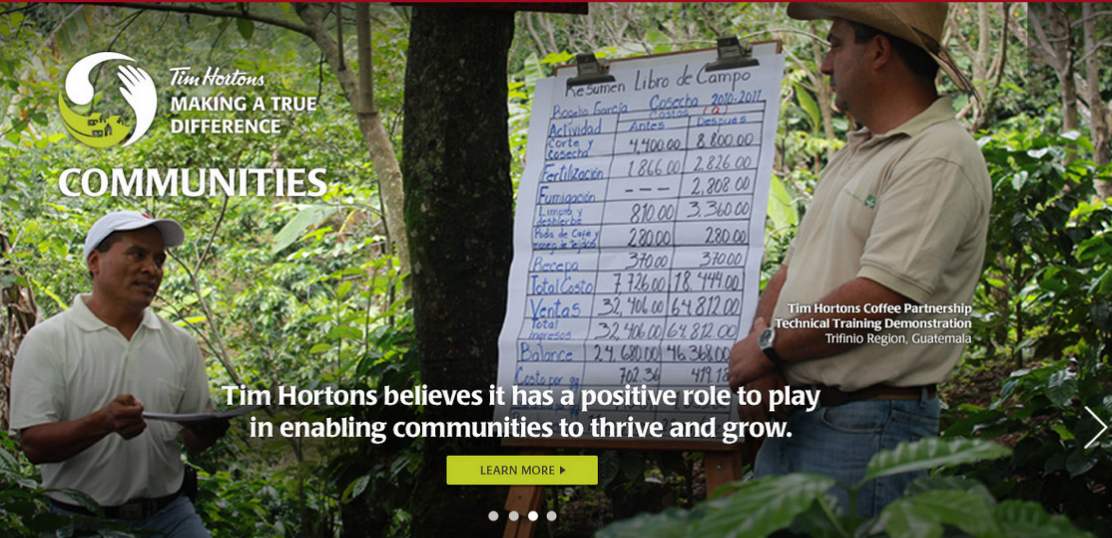
Supply Chain

Water

Resource Productivity

Feedback

Please share your ideas or concerns. [Leave a comment](#)



Tim Hortons believes it has a positive role to play in enabling communities to thrive and grow.

LEARN MORE ▶

Tim Hortons Coffee Partnership
Technical Training Demonstration
Trifinio Region, Guatemala



Individuals ▶

Communities ▶

The Planet ▶



Tim Hortons

Resumen Libro de Campo

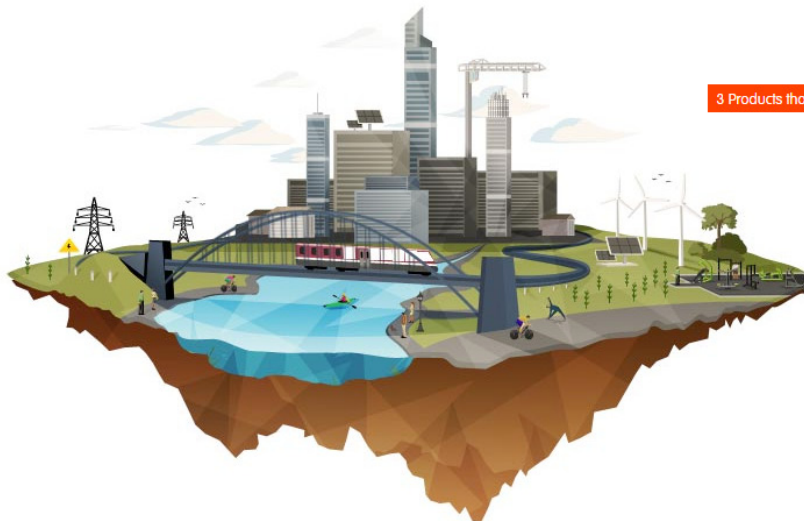
Actividad	Costo	Costo 2013	Costo 2014
Pico de Gorda			1,200.00
Antes			
Corte y cosecha	4,400.00		8,600.00
Fertilización	1,866.00		2,826.00
Fungicidas	---		2,808.00
Luz y agua	810.00		3,360.00
Plata de Corte y transporte de café	2,800.00		2,800.00
Mano de obra	370.00		370.00
Total Costo	7,726.00		18,444.00
Ventas	32,406.00		64,812.00
Total Ingresos	32,406.00		64,812.00
Balance	24,680.00		46,368.00
Costo por kg	702.34		479.18

Arcelor Mittal

Home → Sustainability → 2014 Report → 3 Infrastructure

3 Products that create sustainable infrastructure

With the twin challenges of climate change and a growing world population, our long-term prosperity will depend on high-quality construction, energy and transport infrastructure that's sustainable to produce, flexible to use, and endlessly recyclable. This is especially important for the world's cities, which will house **nearly 70% of the population by 2050**.



3 Products that create sustainable infrastructure

Why is this important to us?

Our stakeholders' expectations

Progress to date

The big picture

To achieve a good quality of life for everyone, new approaches are needed. Innovation, infrastructure and enterprise essential. Steel has a key role to play – but there are challenges we need to address along the way.



Use digital to...

- » Add depth to your strategy
- » Provide context for your business and markets
- » Demonstrate transparency & consistency
- » Show sustainability as an opportunity not threat

Changing *expectations*

Changing expectations

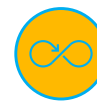
We've identified 6 mega trends that we think are shaping the future of digital communications.



**Multi-device
optimisation**



**'Me' centric
experience**



**Seamless cross
channel journey**



**Authentically
human**



Dialogue



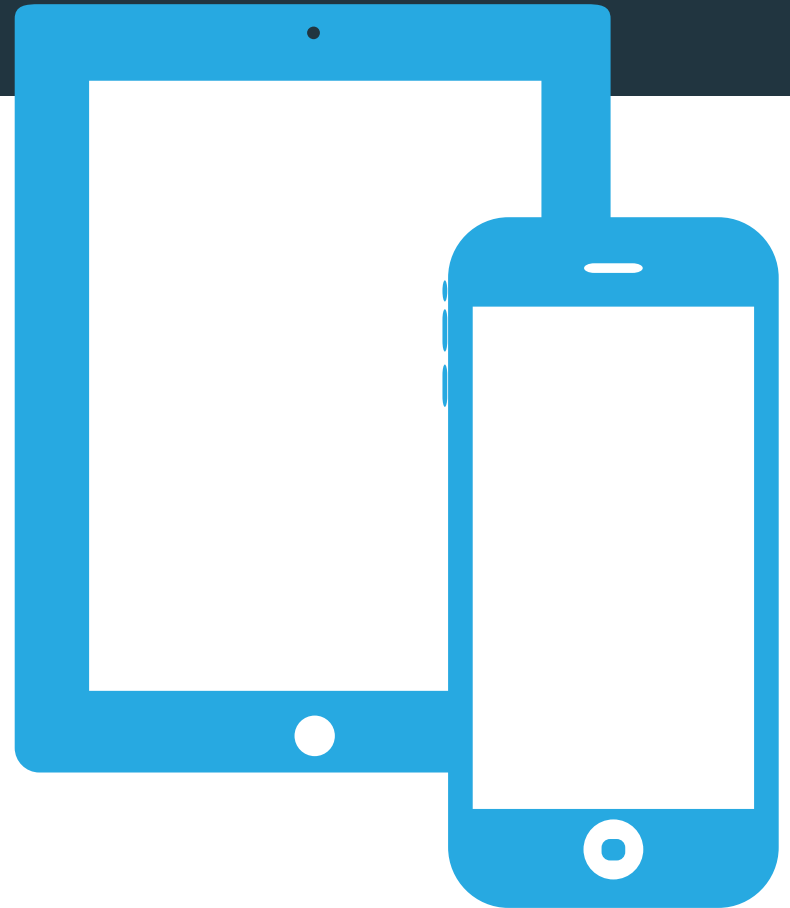
Engaged

Meet audience expectations

Multi-device optimisation

Connecting the experience across laptop, tablet, phone, wearable and console.

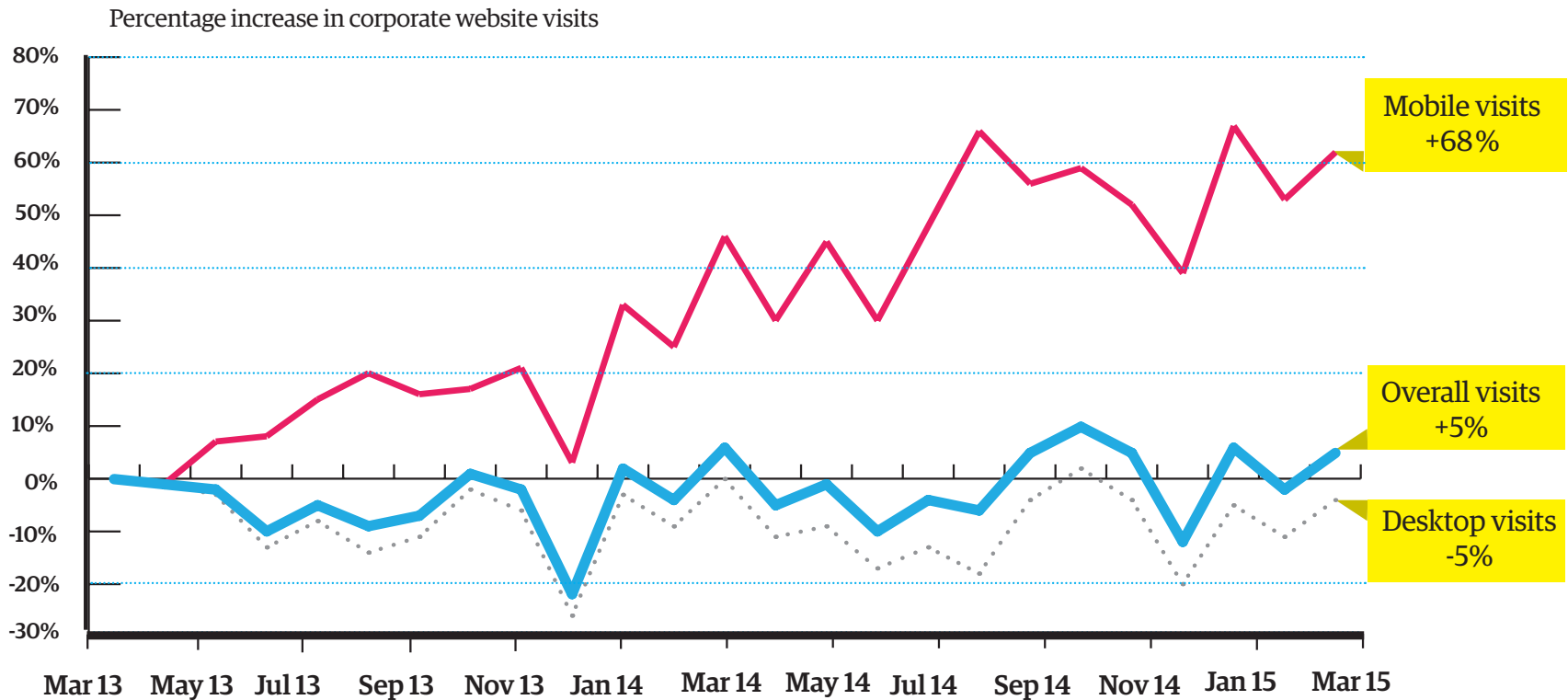
From laptops to smartphones and tablets your audience is always connected.



1 in 5 visits to corporate websites
are from a smartphone or tablet



Visits to corporate websites continue to rise driven by mobile.



Mobile *solutions*

Responsive sites



Adapts and stretches to provide a great user experience for every screen

Mobile sites



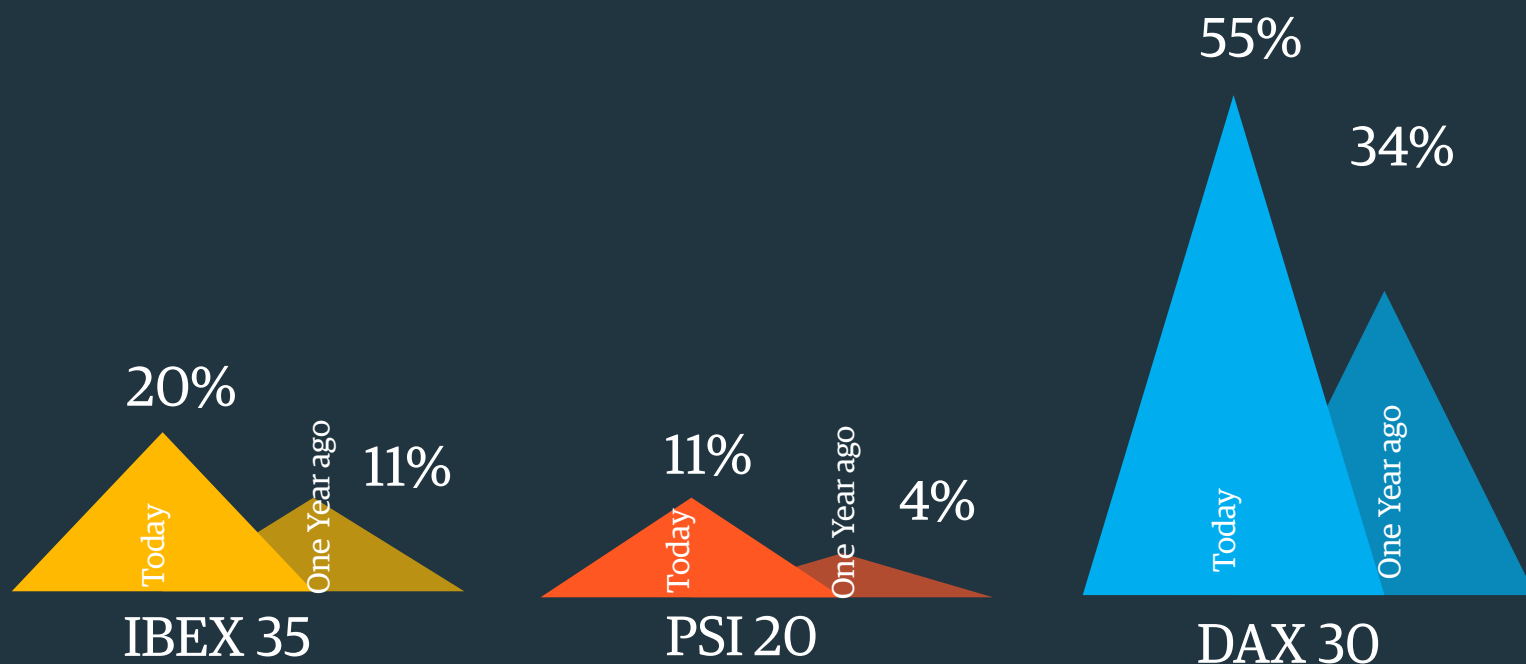
Stripped down content and super-efficient navigation

Apps



Super-slick experience with content available online and off

The percentage of companies with a mobile friendly solution has improved greatly in the last year



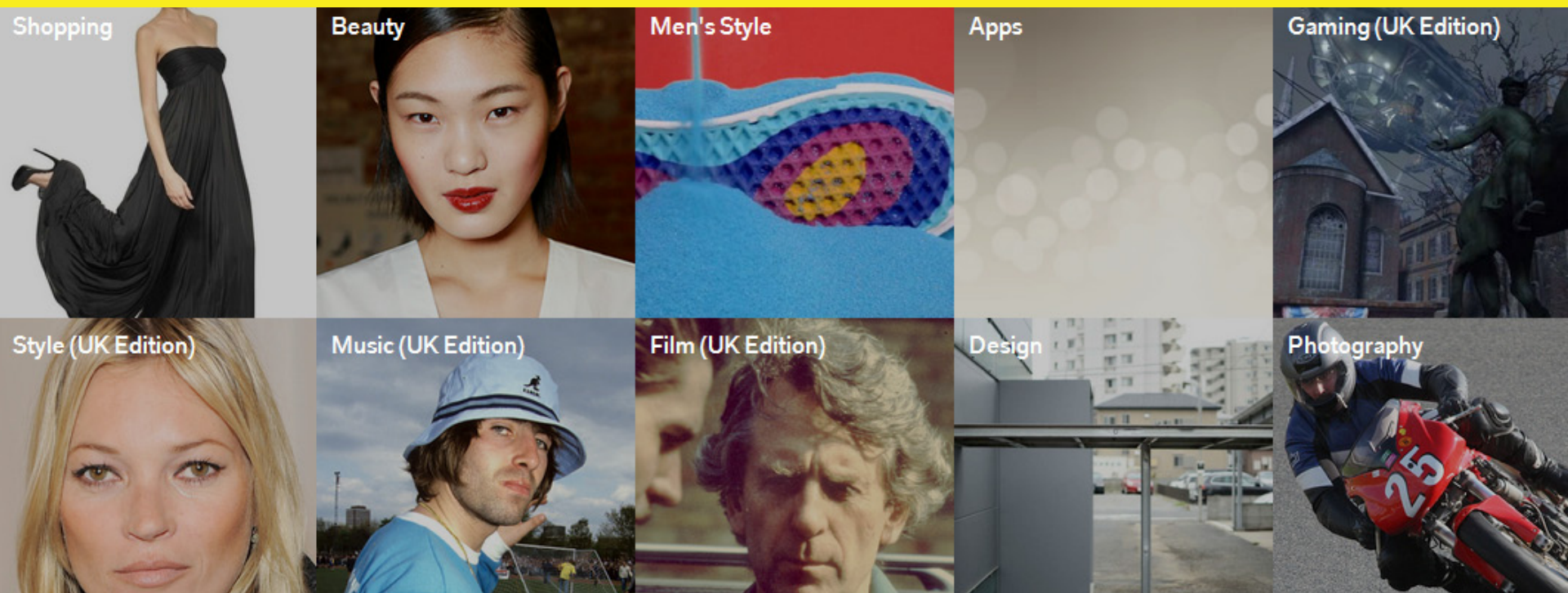
'Me' centric experience

What I want - searched, aggregated and curated,
how I want it, when I want it.



Flipboard

Content curation based solely on your individual interests, allowing you to read articles on or offline. What you want to read, when you want to read it.



BG Group

BG Group have developed an interactive navigation bar which allows users to choose which countries, categories and content they are interested in to be pinned to the home page.

This navigation experience centers around the specific needs of the user, making content easy to find and digest.

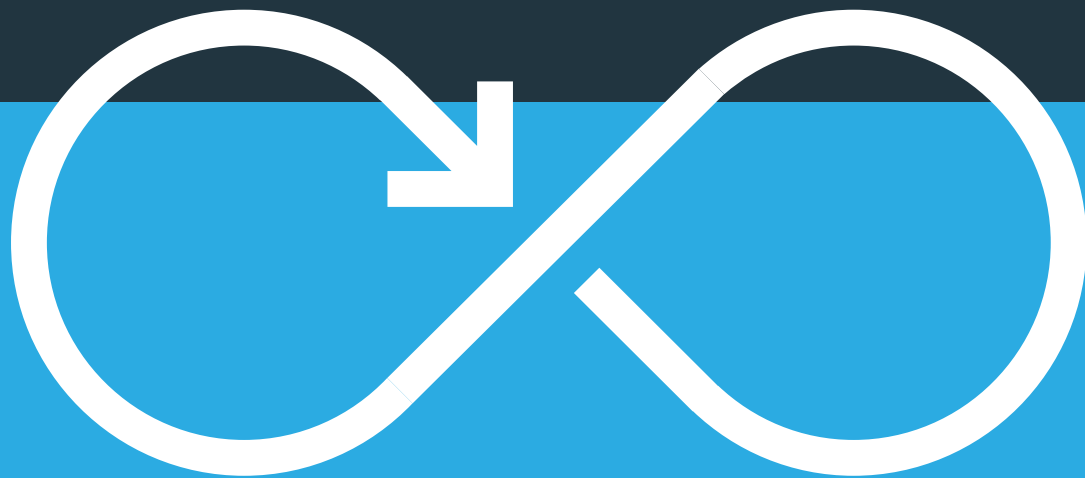
The screenshot displays the BG Group website interface. At the top, there is a navigation bar with a 'Filter' button and several filter options: 'ALL DATES', 'ALL COUNTRIES', 'ALL CATEGORIES', 'ALL CONTENT', and 'ALL KEYWORDS'. Below the navigation bar, the main content area is organized into a grid of news articles. Each article features a category label (e.g., 'PRESENTATION', 'PRESS RELEASE', 'NEWS'), a headline, a sub-headline, and a date. The articles include:

- PRESENTATION:** 'Diversifying LNG strategies and supply' by Andrew Walker – VP Global LNG | 10 June.
- PRESS RELEASE:** 'BG Group completes sale of QCLNG pipeline'.
- NEWS:** 'BG Group commits international initiative to tackle climate change'.
- NEWS:** 'Oil and Gas majors call for carbon pricing' | 1 June 2015.
- NEWS:** 'Increasing Indigenous people's participation in the workforce in Australia' | 28 May 2015.
- PRESS RELEASE:** 'BG Group assumes operational control of QCLNG and meets preconditions for pipeline' | 21 May 2015.
- NEWS:** 'Queensland Premier and Minister dedicate QCLNG Train 1' | 15 May 2015.
- INFOGRAPHIC:** '61 LNG CARGOES DELIVERED' with a world map showing delivery locations: BRAZIL (1), CHILE (1), SOUTH AMERICA (12), NORTH AMERICA (4), EUROPE (2), ASIA (43), SOUTH KOREA (1), CHINA (1), INDIA (1), SINGAPORE (1), JAPAN (1), and TAIWAN (1).
- TRANSCRIPT:** 'Q1 2015 Results Transcript' | 8 May 2015.

At the bottom of the page, there is a navigation bar with the BG GROUP logo and links for 'ABOUT US', 'WHERE WE WORK', 'SUSTAINABILITY', 'INVESTORS', 'MEDIA', and 'CAREERS'.

Seamless cross channel journey

Website, microsite, app, Twitter, Facebook, LinkedIn etc.



Anglo American utilize all channels available to them posting a wide variety of content to engage, inspire & inform their audiences.

Facebook is used in a highly effective manner with posts requiring audience participation.



Anglo American

YouTube is used for inform audiences on a range of topics from corporate story telling to outreach projects and CSR.

Complex content is simplified through the use of video allowing stakeholders to digest information in an easy and engaging manner.



Thinking differently to achieve results at our Rustenburg base metal refinery - Anglo American

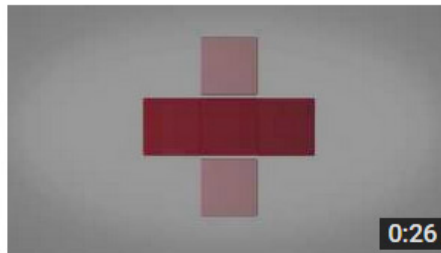
Sustainability

We've promised to create sustainable value that makes a real difference for all our stakeholders. See how we're making a difference that lasts.



Climate change and energy usage - Anglo American ...

by angloamerican
23 views • 5 days ago



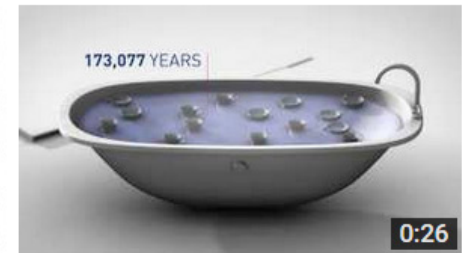
HIV and AIDS — Anglo American

by angloamerican
176 views • 2 months ago



Operational excellence — Anglo American

by angloamerican
321 views • 2 months ago

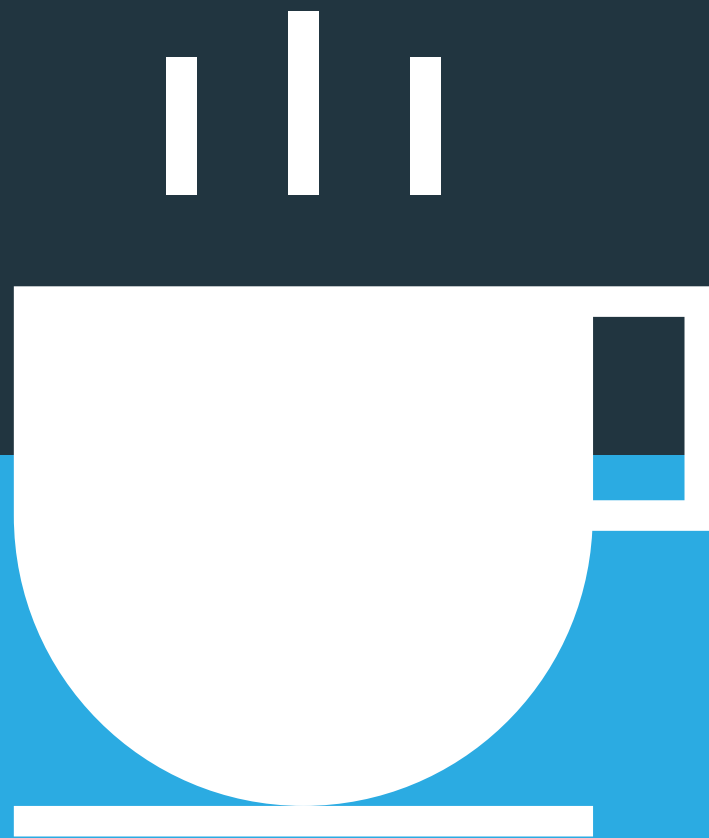


Water — Anglo American

by angloamerican
287 views • 2 months ago

Authentic human interaction

The humanised corporation.



Human Energy Stories

Finding newer, smarter, cleaner ways to power the world begins with the one energy source we have in abundant supply: the power of Human Energy.



Featured Story Chevron's Top Technical Minds

Meet the Chevron Fellows, an elite group of technologists and innovators whose visionary work is helping to shape the future of energy.

[WATCH THE VIDEO ▶](#)



Chevron excel at revealing the people behind the corporation. Their human energy stories allows people to meet the 'Chevron fellows' whose vizonary work is helping to shape the future of energy.

Chevron

Siemens

Hans Maghon,
inventor and gas turbine engineer,
explains the film cooling
in a gas turbine.



Dialogue

Responsive, meaningful conversations
with the corporation and its people.



FairTrade

In-depth & engaging content on this website covers a series of topical issues from the treatment of farmers & workers to the real price of gold.

GOLD

Gold is a symbol of love, power and wealth the world-over. But look behind the glitz and the reality is not so glamorous.

Ninety per cent of the labour force involved in gold mining is made up of artisanal and small-scale miners who produce between 200-300 tonnes of gold each year. Around 70% of this is used to make jewellery, with consumers across the globe spending a whopping \$135 billion a year on gold jewellery!

A 100 million people worldwide depend on artisanal and small-scale mining for their survival. Mining rights are generally given to large-scale industrial mining companies so small-scale miners are pushed into running informal and often illegal operations. Conditions are hazardous and health and safety measures are inadequate, with real health risks posed from handling toxic mercury and cyanide which is used in the extraction process. These miners are at the end of long and complex supply chains and have little option but to accept the price offered by traders, however low.



FAIRTRADE
FOUNDATION

[CONTACT US](#)

[MEDIA CENTRE](#)

[SCHOOLS](#)

[SHOP FA](#)

[WHAT IS FAIRTRADE?](#)

[BUYING FAIRTRADE](#)

[FARMERS AND WORKERS](#)

FARMERS AND WORKERS

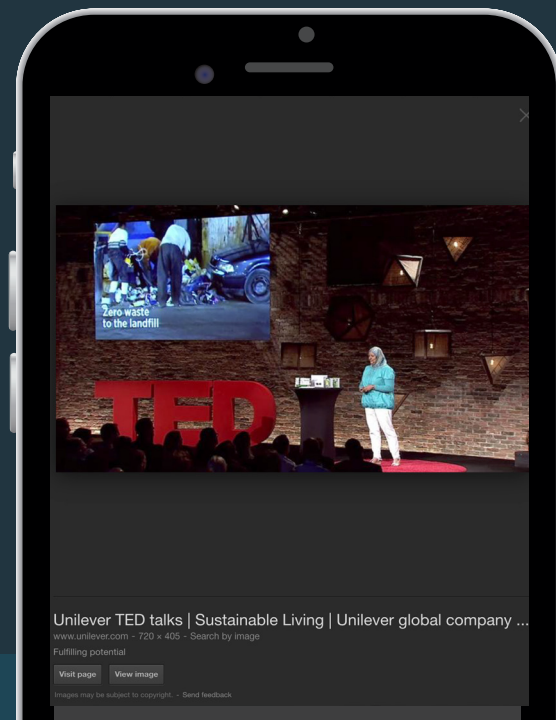
PEOPLE ARE AT THE HEART OF FAIRTRADE

Choose from a product below to learn more about the challenges faced by key sectors and how choosing Fairtrade products can change lives.

Did you know that there are over 1.5 million farmers and workers spread a

Unilever TED talks

Unilever joined forces with global non-profit organization TED to create a platform for sharing inspiring stories and making sustainable living commonplace.



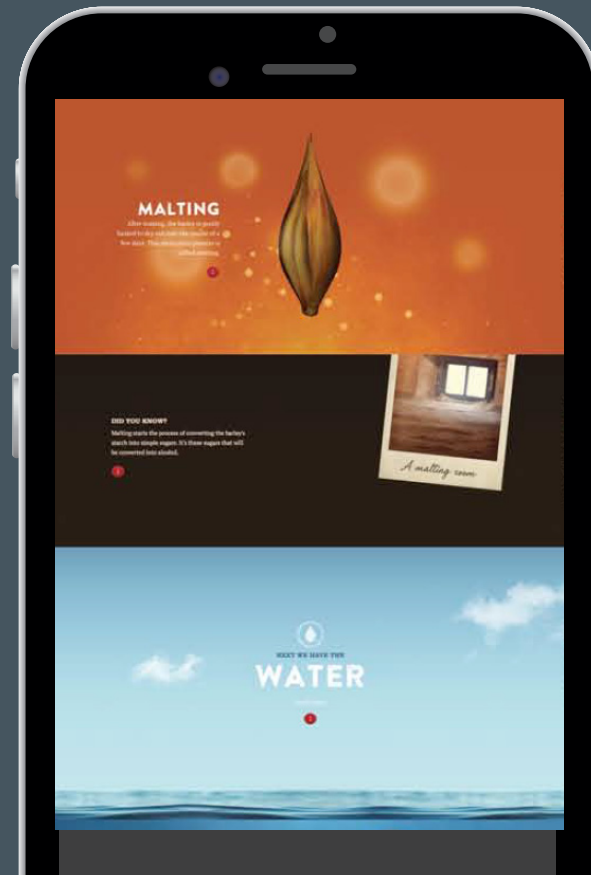
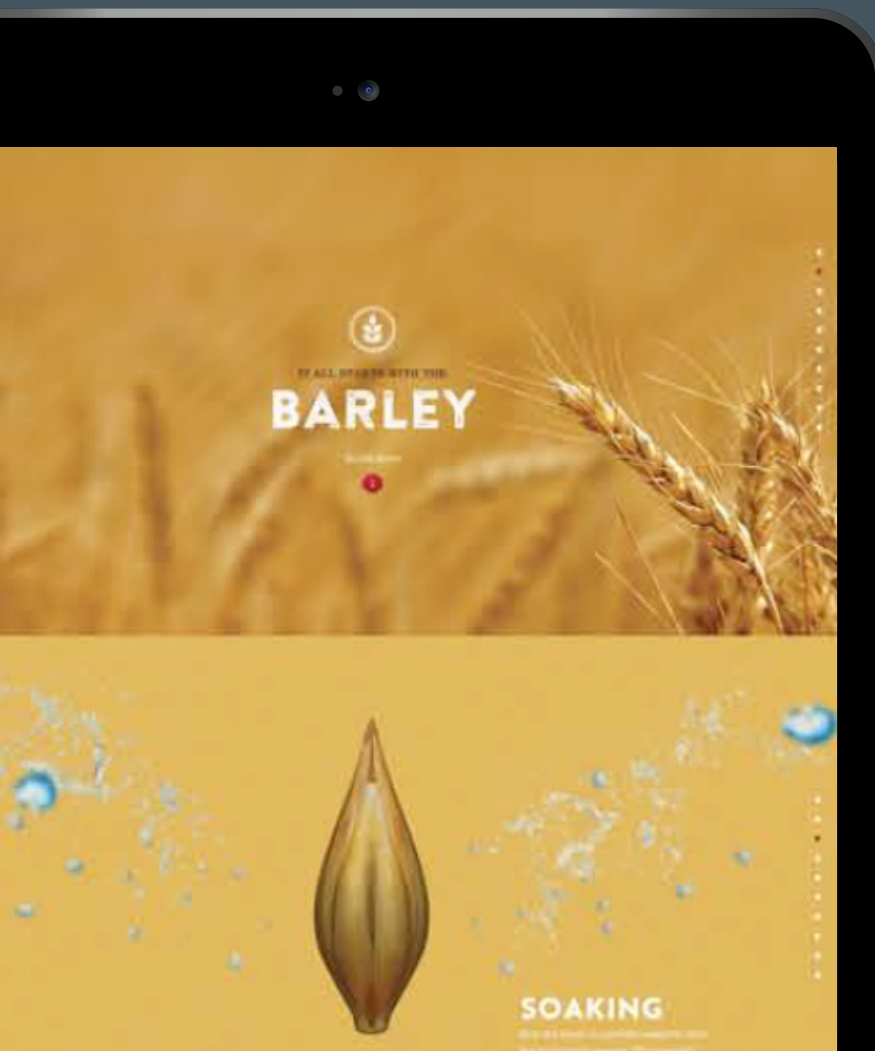
Engaged

A rich experience that uses media to increase understanding and entertain.

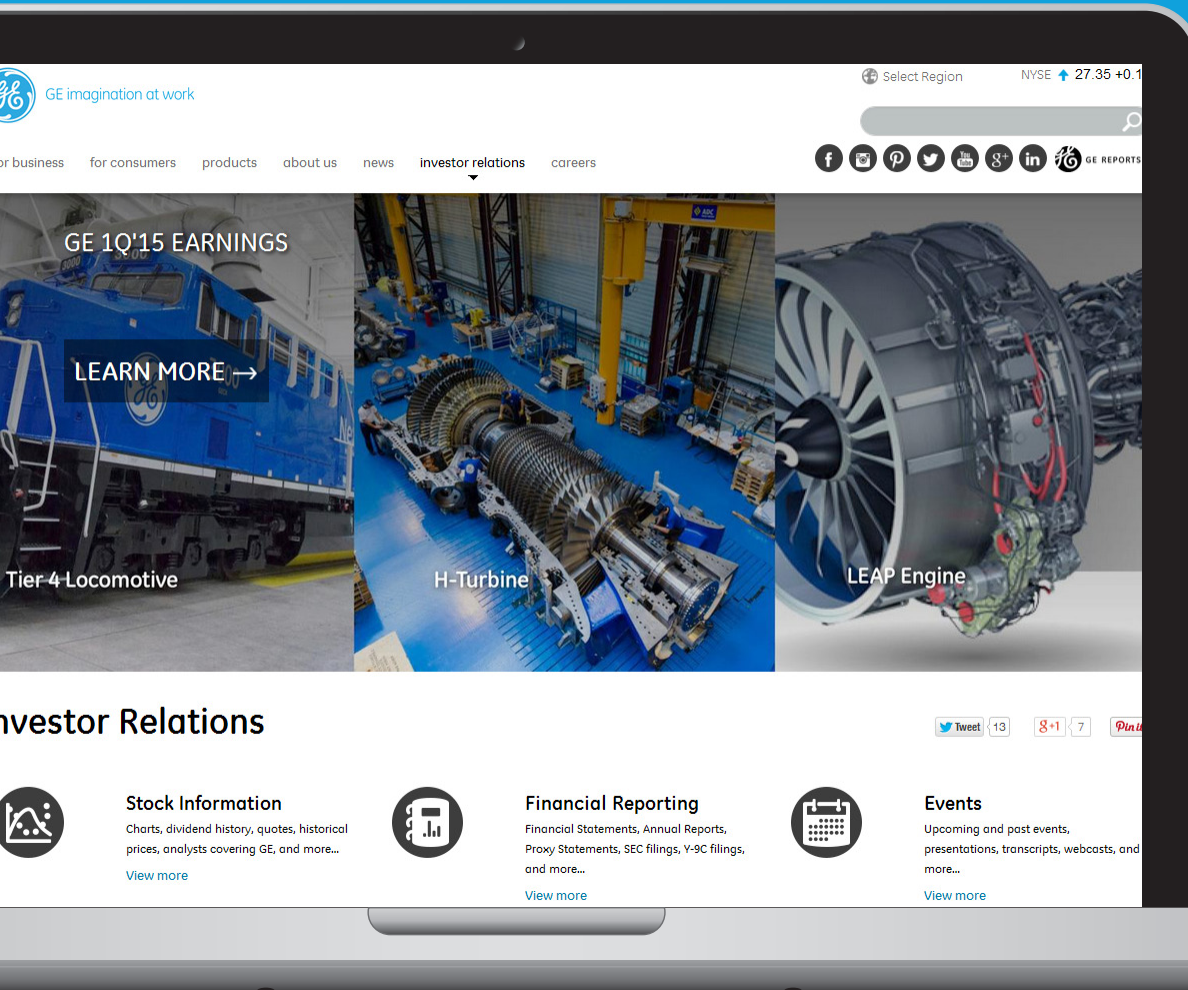


Beauty of Brewing

Bringing in different elements to the page at different times



GE Website



The GE website is a fantastic example of an engaging corporate website that uses mixed media to tell its corporate story. Embedded videos and eye-catching images capture the audience attention's and offer an in depth insight into the workings of the company and the product they sell.

Moving towards digital excellence

Tell a *better story*



Tell a *better story*
across *devices of all sizes*



Tell a *better story*
across *devices of all sizes*
through the *digital channels*
that matter to *your audience.*



questions ?

If you have any additional questions
please contact Davide Mastrosimone



investis.es



davide.mastrosimone@investis.com



+34 67 561 98 48