

LIFE CITYAdaP3 Project

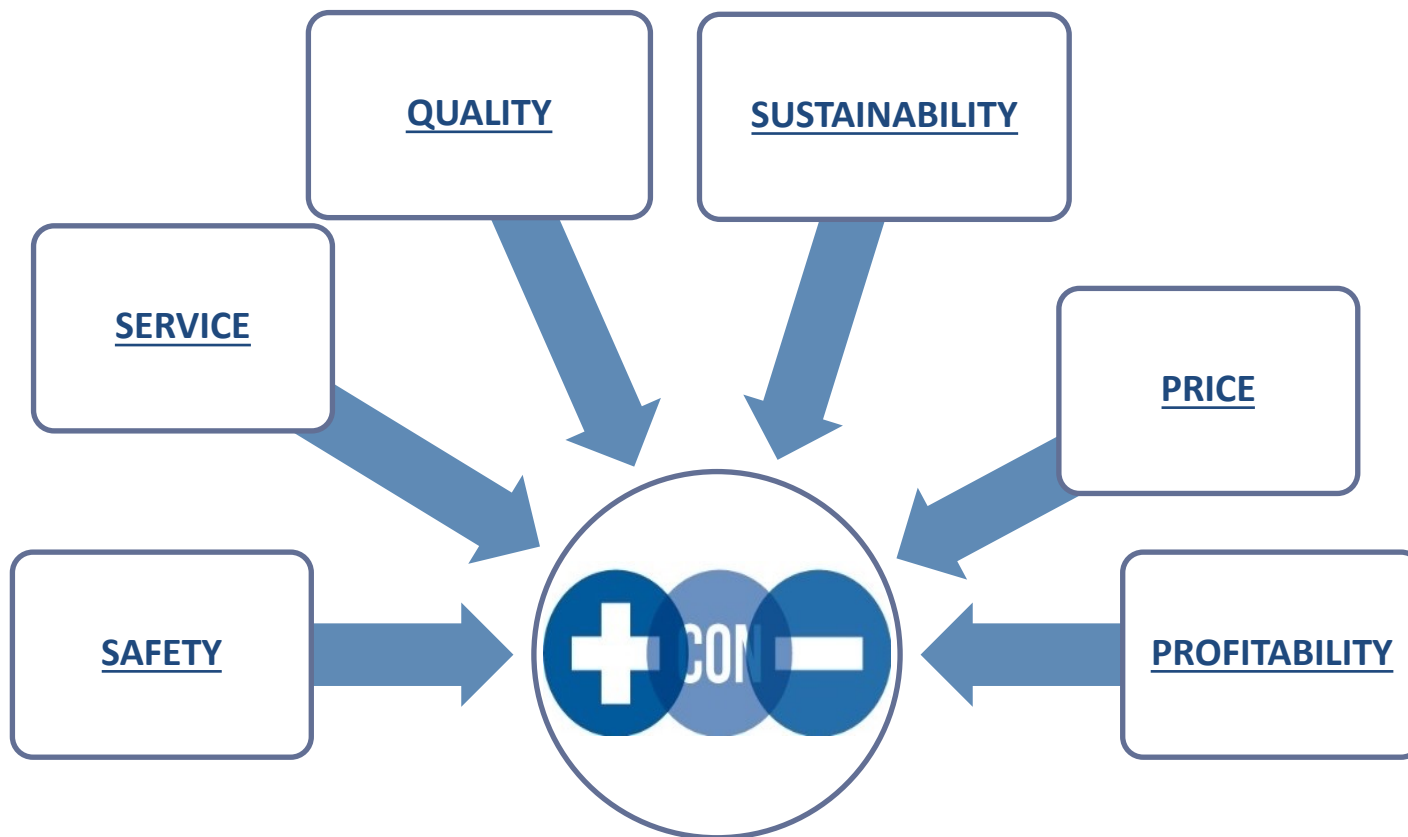
CSR FOR SMEs



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GROUP DISFRIMUR' S CSR MODEL



GROUP DISFRIMUR' S CSR MODEL

- Do more with less.
- Be aware of the footprint that our activity generates in the environment:
 - Boosting positive impacts.
 - Compensating negative impacts.
- Keep a fluent dialogue and management of stakeholders.
- Meet needs and demands raised by each one of them.
- We try to be a “kind” Enterprise with our environment, improving it and promoting sustainable development in the economical and environmental scopes.

GROUP DISFRIMUR' S CSR MODEL

Stakeholders

Clients
Employees
Suppliers
Society

Lines of action

People
Environment
Clients
Society
Suppliers

GROUP DISFRIMUR' S CSR MODEL

- In 2018 we associated with the **CSR Chair of the University of Murcia**.
- Thanks to this collaboration we have relied on the support and supervision of this entity when elaborating our CSR policies.



THE IMPORTANCE OF SMEs

- According to the World Bank, **90 % of the enterprises all over the world are SMEs.**
- These enterprises generate **50 % of the employment rate.**
- In Spain, between **97 and 99 % of the business network** is formed by SMEs, generating **66 % of job positions**, and they generated **62 % of the national GDP.**

BENEFITS OF CSR FOR SMEs

- Improves financial and non-financial risk management.
- Implements policies for new legal obligations.
- Facilitates optimization and efficiency in most of the processes.
- Promotes creativity and innovation skills.
- Improves the ability of attracting and retaining talent.
- Increases productivity and competitiveness.

BENEFITS OF CSR FOR SMEs

- Appealing for investors.
- Decrease of expenses due to a more efficient consumption of resources, supplies, equipments, etc.
- Improvement of the corporate image and public acknowledgement.
- Customers' satisfaction increase
- Competitive advantages increase
- Corporate profitability increase

HOW TO IMPLEMENT CSR IN SMEs?

- 1º Collect information about the current company's situation, focusing on negative and positive impacts generated on the environment and the community, and what it implies for our activity.
- 2º Pursue the most suitable Sustainable Development Goals in each situation.
- 3º Implement a strategy that sets actions and specific goals.
- 4º Analyse and evaluate how the strategy is being developed.

CSR IN DFM RENT A CAR





WHO ARE WE?

DFM Rent a Car is a company specialised in the rental of industrial vehicles, as well as commercial and leisure vehicles. It has been operating in this sector for 13 years.

It offers mobility solutions to companies and businesses, as well as to families and groups of friends who want to make a trip, as it can provide with a wide range of vehicles. We guarantee the best quality Good value in the rental of cars



“WE WORK TO IMPLEMENT AN ADDED VALUE IN EACH SERVICE”

“ TRABAJAMOS PARA APORTAR UN VALOR AÑADIDO EN CADA TRAYECTO ”

FLEXIBILITY

We have the vehicle the client need, even for a rental of hours, half a day, a week, a month or a term.

VARIETY

From a motorbike to a Larry, we have a wide variety of vehicles adaptable to any situation.

SAFETY, COMFORT AND QUALITY

Our fleet is checked periodically, paying special attention to details like oil level, pressure and the condition of the wheels and, of course, the engine. This work makes us the safest and most comfortable and efficient of the market.

SUSTAINABILITY

Respectful to the environment, in DFM Rent a Car we have an ecological fleet. We use EuroVI engines, alternative fuels like Vehicular Natural Gas (VNG) and hybrid and electrical models.



Compromiso
medioambiental



Flexibilidad
en el alquiler



Variiedad
de modelos



Seguridad
Expertos en el sector



Atención
24h



MISSION

Meet our client's mobility needs by offering a great variety of vehicles

VISION

Become the best option for the rental of vehicles at a national level



MISIÓN

Satisfacer las necesidades de movilidad de nuestros clientes con una amplia variedad de vehículos.



VISIÓN

Ser la mejor opción de alquiler de vehículos con vocación nacional.

VALUES VALORES

EXCELLENCE

EXCELENCIA



SOSTENIBILIDAD

SUSTAINABILITY

SAFETY

SEGURIDAD



ADAPTABILIDAD

ADAPTABILITY

CALIDAD
QUALITY



Stakeholders

Clients

Employees

Suppliers

Society

Lines of action

People

Environment

Clients

Society

Suppliers



STAKEHOLDERS

- Clients:** We pursue our clients' satisfaction by providing an added value in each service.
- Employees:** We know that the best way for getting Good results is by teamworking and sharing the same values.
- Suppliers:** We believe that working with local suppliers improves the processes' efficiency.
- Society:** We collaborate with several NGOs, providing them with our fleet of vehicles.





ENVIRONMENTAL ACTIONS

- Commitment to achieve a sustainable mobility model
- With the aim of protecting the natural environment, we incorporated Con el objetivo de proteger el medio ambiente, we incorporated alternative fuel vehicles of vehicular natural gas (NGV) and electric vehicles into our fleet.
- In addition, the maximum age of the vehicles in our fleet is 3 years, so we always have the most innovative technology in emissions.





ENVIRONMENTAL ACTIONS





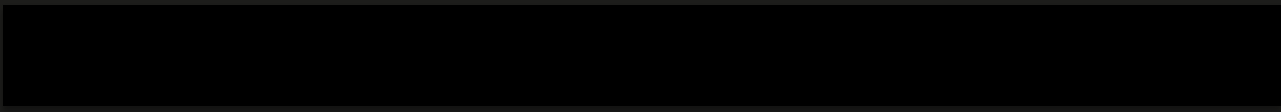
LINES OF ACTION





LINES OF ACTION





SOCIAL COMMITMENT



SDGs AND 2030 AGENDA



- Collaboration and support of NGOs



- Providing vehicles for food donation campaigns



- Incorporating renewable energies



- Collaboration with centers of insertion in the job market
- Work integration for people at risk of exclusion
- Training and raising awareness about road safety



- Incorporation of vehicles that use alternative energies
- 100% of the fleet has EURO VI
- Digitalization
- Elimination of plastic use at the company headquarters
- 40% reduction in paper consumption

THANK YOU VERY MUCH





LIFECITYADAP3