





LETTER
FROM
THE CHAIRMAN



A GREATER PRESENCE IN PEOPLE'S LIVES

In the cleaning of a railway platform, in the tending of a park garden, in the cafeteria of a hospital, in a town's street lighting, in the running of a care home. And in the education of a nursery school and the maintenance of an office. We are enjoying an ever-greater presence in people's lives. We may go practically unnoticed, but we provide indispensable services for businesses and organisations to run as they should, and to ensure the welfare and daily comfort of ordinary people. Clece is expanding, providing more and better services for businesses, for society and for people. Cleaners, engineers, psychologists, nurses, physiotherapists, social workers, occupational therapists, gardeners, nutritionists, monitors... even directors. **There are now 69,316 of us**, who, regardless of our area of work or our particular profession, share a vocation for service.

Every day we make this great business project which, since it began back in 1998, has not ceased to grow. The last financial year was yet another step forwards on this journey. For the second year in a row, all of the company's various activities recorded positive results, an achievement that consolidates a diversified business model based on quality, innovation and intensive people management. Our turnover improved by more than 7 percent, consolidating our leadership in activities such as cleaning and social services, and making the most of the increasingly dynamic nature of areas

such as the environment and energy efficiency. Greater international presence, with notable expansion in the United Kingdom, was also a leverage for growth.

With business sustainability ensured, our social project also gained in outlook, beneficiaries and collaborators. The boost experienced in this area has undoubtedly been one of the major landmarks of the year. Integration, employability, raising awareness and caring for vulnerable social groups. These are the four pillars of our social commitment, which in 2014 produced a very positive result in terms of integration, with **5,032 workers from vulnerable social groups** joining the company. To that end, we continue to work very closely with associations, foundations and social organisations that share our concern for a fairer society that ensure equal opportunities for everyone. In other news, in 2014 we included victims of terrorism in our policy of integration. However, we also made major inroads in terms of communication and awareness-raising, in particular with initiatives such as the first *Forum for Integration*, the initiative behind the *Commitment Awards* and the launch of the websites *clecesocial.com* and *inclusionyempleo.com*.

I am pleased to say that we have reached a point where the relationship between business and commitment is such that, at times, the boundary between the two becomes blurred. And I feel that this is a truly positive indicator of our successful business management, as it shows how committed we are to service, to society, and to people. We go beyond mere service provision – whenever we can, we always try to “close the circle”. In other words, wherever we manage a women’s shelter, we look for an opportunity to find work for the user of that shelter within our organisation. Or wherever we provide services for people with dependency needs, we always try to go the extra mile by applying innovative methods of care and therapy.

In short, 2014 was another year of progress in business and social terms. The foundations are very much in place for this to be the trend in the short and medium term, growing and improving from, by and for people.

Yours,

Cristóbal Valderas
Chairman of Clece

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