



1981-2006

People are the energy that moves Isofoton. The involvement of all of its employees, their work ability, and their vocation for serving society have been the identifying characteristics that have set the company apart from its competition.





7.3 INTERNAL COMMUNICATION

It is a priority for Isofoton to involve its workers in the philosophy, values, and objectives of the organization.

Communication is, therefore, a key element in the development and implementation of Human Resources policies at Isofoton. Beyond the transmission of institutional messages, internal events, or principal corporate events (Corporate Conferences, celebration of the 25th anniversary, Board meetings...), at Isofoton, internal communication is one of the backbones of the company.

To improve communication all available channels are used (the internal Inews magazine, corporate videos, email, notice boards, etc.) but the most important tools in this area are, without a doubt, **the Intracommunication Plan and dialogue with staff.**

Intracommunication

Since the concept of Intracommunication was first heard of at Isofoton, now more than 6 years ago, its importance in the company has continued to grow, to the point of becoming one of its identifying characteristics.

This live tool, constantly evolving, and with continuous vocation, constitutes Isofoton's particular response to managing communication at the company.

Over these years, with the objective of "improving Isofoton's business results, favoring the adaptation of its people to the changing circumstances of the market and

empowering their identification with the project of the company", the worries of the employees have been brought closer to the Directors, and the employees of Isofoton have become involved in decision making.

Topics that have arisen as a result of this Plan up to this point are: proposals and suggestions about questions such as Isofoton's plans for the future, policies and plans of Human Resources, internal communication and the resolution of conflictive situations. These have all made a remarkable contribution to the design of the Isofoton of tomorrow.

Thanks to this plan, the organization of multidisciplinary work teams has surpassed the communication area, to become one of the identifying characteristics of corporate management, and, as such, has been maintained in 2006 (process improvement teams, break-off teams...), becoming part of the backbone of the company.

On the other hand, the imminent launch of the "Employee web page", designed in 2006, culminates a long process of implementing the suggestions of the original intracommunication improvement teams. Therefore, in 2006 the Intracommunication Plan was redefined from the Internal Reputation perspective, with the aim of solidifying a new period that will begin to show results in 2007.





ISOFOTON WAS A FINALIST FOR THE NATIONAL EDITION OF THE "FLEXIBLE COMPANY 2006" AWARD, PART OF THE FIFTH CAMPAIGN GEARED TOWARDS A BALANCED PROFESSIONAL AND PERSONAL LIFE, ORGANIZED BY THE CVA AND PROMOTED BY THE MINISTRY OF WORKS AND SOCIAL AFFAIRS

Social Dialogue

Following the historical trajectory of the company, **permanent dialogue with social speakers**, and especially **with workers' representatives** is fundamental.

In 2006, access to knowledge of the situation of the company and the search for collaboration from the Company Committee were, more than ever, a constant that has brought important benefits to the management of the company, especially due to the climate of collaboration and the commitment of all towards a common goal.

87% of the staff is directly represented by the Company Committee, while a full 100% is represented by joint employee-company committees on health and safety.

Within the obligations that are taken from current legislation, such as the practices and commitments established with the union representatives in different bodies of representation of the company, the organizational changes that take place are analyzed. This analysis is performed in each case in a way that, if the changes have negative impacts on the employees, it can be communicated and avoided or conveniently alleviated.

In addition to the numerous specific agreements, the dialogue with employee representatives has specially focused on the creation of the company's own model of training/promotion, and on the establishment of a new pay scale for the production workers, with the aim of improving motivation and the commitment to the values of the company, aiming for the adaptation to future needs.

Work environment

With respect to work environment, **Isofoton has reached the 61st position on the MERCOR Personas Ranking**, which identifies the 100 best companies to work for in Spain. Isofoton was the only Andalusian company to be included on the ranking.

The importance of appearing on this ranking, which goes beyond environment studies generally based exclusively on contractual conditions of the workers, is due to the fact that the results are obtained not only with traditional sources of information in the business world, but also by taking into account the opinions of the workers, unions, university students, consumers, NGO's, and other interest groups.

For its development, criteria such as "social commitment, professional development, openness, and reconciliation of the balance between professional and family life", are some of the elements that were evaluated. These are some of the qualities that workers and consumers demand.

The results on an internal level were especially remarkable: 78.7% of workers would include Isofoton among the top five Spanish companies to work for, and 86.5% among the top 2 companies in the sector.



Corporate Conferences: innovation, disclosure, and commitment

If Isofoton's Corporate Conferences constitute a vitally important tool within the Intracommunication Plan, in 2006 they took on an even greater significance with the celebration of the 25th anniversary of the founding of the company. This event served as a reflection on the path and evolution of Isofoton over a quarter of a century of history, a retrospective look that reveals the current corporate reality and projects the strategic position of the future.

The **messages transmitted** revolved around **innovation, technology, the cutting edge, the future, ...** Concepts that respond to the company's advances and achievements in the recent past. The new factory, the start-up of the high concentration production line, the development of new research concepts, participation in international R+D programs, implementation of new communication technologies, etc., played their role in the development of the Corporate Conferences. In a setting of incomparable modernity, The City of Arts and Sciences of Valencia, these concepts took on greater dimension.



VALENCIA 2006 EL SOL 25 AÑOS DE VIAJE





But Isofoton is not only an innovative company with the goal of developing more and improved technological applications in the area of Solar Energy; it is also a company that is committed to society and to the environment, that contributes to the creation of a more sustainable future. That corporate commitment is reflected in the individual commitment on the part of the team that makes up Isofoton. Therefore, on one day of the event, the 125 assistants carried out conservation work in the “La Albufera” Natural Park, in collaboration with the park’s management: the manual cleaning of channels, banding of birds, and the setting up of a meteorological station powered by Solar Energy in the Interpretation Center.



25TH ANNIVERSARY COMMEMORATIVE BOOK

The book “The sun for the benefit of mankind”, with photographs from Álvaro Ybarra Zavala and an introduction by Fernando Rayón, is a historical-geographic look at the path that Isofoton has followed since its founding. A project that began 2 years before and an impressive work which reflects, through its photographs, an intense journey over 25 years of work, in which everyone affirms the entrepreneurial vocation of Isofoton.