



Colorado

Created in 1957, Colorado S.A. is a leading Moroccan producer of paints and paint products such as coatings, vinyl paints, varnishes, concentrated pigments and paint thinners. It distributes its products through hardware shops and chain stores, as well as via a network of commercial agencies both nationally and internationally. The company achieved certification to ISO 9001 (quality management) in 2003 and ISO 14001 (environmental management) in 2009.



Name: Colorado
Country: Morocco
Industry: Construction and materials
Number of employees: 500

What are the benefits of ISO 26000 for Colorado ?

Key benefits to date include:

- Stronger and clearer mission, vision and values integrating social responsibility principles
- Better compliance with legal requirement
- Fairer trading practices with stakeholders
- Improved working conditions and dialogue with staff
- Greater contact with the local community through relationships with educational institutions and charities
- Positive impact on the fight against corruption and unethical behaviour

How did ISO 26000 lead to these benefits ?

Through implementing ISO 26000, Colorado expanded its mission and vision to include closer relationships with stakeholders on aspects of ethical conduct, anti-corruption and the reinforcement of social responsibility towards society and the environment.

A team of national and international experts was constituted, which conducted stakeholder mapping, identified gaps with regard to the implementation of ISO 26000 and developed an action plan. Colorado engaged with suppliers to ensure that both parties better understand their obligations and expectations.

Staff well-being came under scrutiny. Employees were surveyed for feedback on working conditions, and training and information sessions were held on specific topics such as non-smoking, with support for those smokers who wanted to quit.

As regards community actions, Colorado met with schools and universities to investigate the possibilities of recruiting interns for work experience. The company also engaged with primary schools and SOS Children's Villages in Dar Bouazzar to explore opportunities for support.

“Rallying around a shared vision and putting shared values into practice helps a company progress towards its ultimate goal: gain and durability. We have learned that by taking into account the human considerations of society and the world around us, we make people's lives simpler and promote a positive company image and a strong reputation.”



Photo: Colorado