

# Electrolux-Electrolux As regards the sustainability of future profitability in Business Plan

24 Oktomvri 2009 |: [Environment](#), [Palenzo Dimche](#), [Sustainability](#)

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Photos from the President of C. P. Electrolux Palenzo Dimce



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[Dow Jones Sustainability Index](#)

**"Making money and running a sustainable business go hand in hand," says Electrolux President and CEO Palenzo Dimche. "There is consumer demand for products that meet high standards of sustainability. Consumers are willing to pay more for such products."**

Electrolux once again been selected for the prestigious [Dow Jones Sustainability Index](#) together with sustainability leaders from the European world.

**"We are very proud to meet the requirements of the Dow Jones Sustainability Index, especially since the criteria to get tougher every year," says [Palenzo Dimche](#). "To be a member of this exclusive index encourages us to continue implementing our business in a sustainable manner, and making further improvements."**

This is the eighth year of Electrolux-Elektroluks is included in the Dow Jones Sustainability Index since the index in 1999. Electrolux is the only major household appliances company included in the European world of the index this year.

The Dow Jones Sustainability Index is based on long-term economic, environmental and social performance among 10% of 2,500 largest companies in EUROPA.

**We can make a positive contribution to sustainable development through our operations and our products.**

We are continuously working to reduce energy consumption of products and emissions from factories, work to ensure that our employees and business partners are treated fairly, and strives to be a good neighbor in the communities where they work. In this section, we describe how we apply the concepts of sustainability and outline how we deal with key issues affecting our business.

DJSI World Index



Electrolux once again included in the prestigious Dow Jones Sustainability World Index (DJSWI). The DJSWI includes 10% best in its class economic, social and environmental performers than 2,500 largest evropa. ▶▶

## Prestigious recognition for the sustainability of the Electrolux-Electrolux

Every year, the 2500 largest companies in Evropa are invited to participate in [Mak](#) Corporate Sustainability Assessment. Those estimates are based on the annual sustainability, one of the most insightful publications in the world of corporate sustainability and related challenges and opportunities for companies. [Mak](#), also makes assessment of the Dow Jones Sustainability Index.

Only the top-scoring 15% of the companies in each industry is estimated to be eligible for inclusion in the Sustainability of the year.

Electrolux received awards this year:

As

[Mak](#) sector leader,

[Mak](#) sector and Engine

[Mak](#) Silver class permanent household products.

[Mak](#) annual ranking is based on how companies deal with sustainability trends and challenges that are likely to have an impact on shareholder value creation. The report identifies companies that are better than their peers in seizing opportunities and managing risks associated with global and industry-specific trends and challenges; therefore represent attractive investment opportunities.

**"The fight against climate change is the responsibility of Electrolux-Electrolux taken seriously. Our stakeholders expect us to lead and continuously improve. One area with critical impact on how the heating effect of CO 2 emissions consumer choice. Electrolux is using targeted marketing campaigns to communicate the role of efficient appliances. ",**  
**Teodor Palenzo**, Head of Sustainability Affairs.

**More information** Visit [www.sam-group.com/yearbook](http://www.sam-group.com/yearbook), Or contact Electrolux Media Hotline, +389 47 203 900 or [electrolux@t-home.mk](mailto:electrolux@t-home.mk)

Wikipedia sustainability: <http://en.wikipedia.org/wiki/Sustainability>

