

# 2020 Report

# Activities, Commitment and CSR at URSA Ibérica



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Communication is a key element in the management of any company. It guides the organisation's culture, values, image, social responsibility, reputation, branding... While none of these things are tangible, they can generate great benefits when they are well focused, including trust in the company, good reputation, credibility, positioning... In this way, marketing communication has been, and continues to be, a notable part of URSA's success.

In the latest personnel survey (IMPULSE 2019), a large percentage of the team suggested that one point of improvement was to have more and better

internal communication. We certainly communicated with our clients, but we didn't communicate enough internally. In response to this, we decided to drive internal communication in order to inform, unite and involve everyone who is a part of URSA regarding the activities, commitments and corporate social responsibility initiatives that we did during the year.

I'm proud to present this first report for 2020, a year during which, in spite of it being particularly difficult in every way, we showed that we are an efficient and committed team, as you will see and be reminded of in the summary that we're providing you in today's report.

Sincerely,

Ramon Ros Castelló  
Director General URSA Ibérica Aislantes, S.A.

# URSA's unity and solidarity when facing COVID-19

The arrival and spread of the coronavirus pandemic in Spain surprised individuals, businesses, institutions and even the administrations themselves. Important decisions had to be made in a short amount of time to guarantee the health and safety of workers and have a minimal effect on the bottom line. This time not only made us miss our routines, family members and friends, but also made it possible for us to recognise the possibilities of the virtual environment, the importance of work-life balance and the need to learn through relevant virtual content.

That was URSA's understanding, and why we decided to boost our Training and Professional Development Platform in order to launch new free online courses, offering professionals in the field relevant training about acoustics and regulations. The courses were very well received and have been well attended. We also wanted to make a commitment to society and have participated in various corporate responsibility initiatives with donations and actions to help the populations in greatest need.

All these specific moments and the global impact were captured through our social media outlets, which acted as a platform to convey URSA's messages to colleagues, clients, professionals and friends in the face of the pandemic. We are now summarising them in this report, which reflects how our company faced this pandemic, the actions we've taken and how the circumstances have united us against a common enemy.

Out of the need to stay at home, our support of various initiatives and a great number of positive messages influenced our main ideas throughout this time: **#EsteVirusloParamosUnidos (#StoptheVirusTogether)**

**Because we were clear from the outset that we would come out of this crisis stronger and more united. We're counting on you.**

# Corporate Social Responsibility Initiatives

## URSA joins in the celebration of World Days related to health, sustainability and SDGs.

Practically every week, our calendar shows another World Day designated by the UN and its member states to raise public awareness about issues of interest. URSA wanted to join in and add the World Days related to health, human rights and sustainable development to its own calendar.

Through a social media campaign and by placing commemorative posters in our factories, we aimed to take a stand in the face of the biggest global challenges. In this way, we took the opportunity to spread the message and remember that there is still a problem to be solved, which we all must work on.

One day, we decided to start counting from 0. Today, we already have more than 20 world day celebrations, in addition to recognising the work of different professionals in different fields who support and promote sustainability. There are many days that we will be adding to this list.

**Will you help us add to it? We rely on your suggestions to keep celebrating World Days related to our business, our environment or causes we can support in solidarity. Send your proposal to: [soporte.tecnico@ursa.com](mailto:soporte.tecnico@ursa.com)**

World Days celebrated in 2019-2020	Date
Environment	05/06/2020
Official Mourning, Spain	27/05/2020
Biological Diversity	22/05/2020
Natural Network	21/05/2020
Recycling	17/05/2020
Labour	01/05/2020
Noise	29/04/2020
Workplace Health and Safety	28/04/2020
Mother Earth	22/04/2020
Earth Hour	28/03/2020
Water	22/03/2020
Forest	21/03/2020
Women	08/03/2020
Efficient Energy	05/03/2020
Nature	03/03/2020
The Polar Bear	27/02/2020
European Waste Prevention Week	16-24/11/2019
Climate Change	24/10/2019
Energy Savings	21/10/2019
Breast Cancer	19/10/2019

Other hashtags we've collaborated with:

#yomequedoencasa

#hanstaiger



24  
octubre  
#cambio  
climático

#DíaMundialdelCambioClimático

Frente al cambio  
climático, **menos CO<sub>2</sub>**



19  
octubre  
#cáncer  
de mama

#DíaMundialdelCáncerdeMama

URSA se tiñe  
de **rosa**



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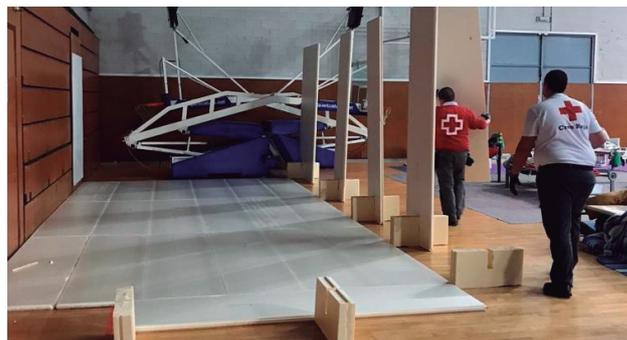
## Solidarity in times of COVID

A large part of this solidarity collaboration was made possible thanks to the **Tarragona Red Cross**, an entity that has worked to launch a shelter for those who are most in need during the pandemic. We sent our storage pallets and XPS boards to build improvised hospital beds.

**The exceptional insulating properties of XPS make it possible to create a more comfortable environment for patients or people in need, by protecting hospital beds from the cold and damp of the ground.**

Beginning in October, in the midst of a new wave of the coronavirus, we once again collaborated with the Tarragona Red Cross, which has invested in its aid programme and launched three new shelters in the province. Two for people in quarantine (Altafulla and Deltebre) and the other in Tarragona for people experiencing homelessness. The versatility of our XPS has been proven once again. This time, our insulation panels were used to **divide the different areas and also as a base under mats.**

The healthcare professionals also received the fruit that usually comes to our factories in El Pla de Santa Maria. We've constantly been searching for solutions during these difficult times, when it has been difficult to supply materials to essential workers. To alleviate the shortage of health equipment such as protective face shields, we joined the **Aislamientos Lorsan and Hanstaiger** initiative to produce them. URSA XPS



panels were used to produce the top of these shields, which are essential to protect against the highly contagious virus. The process and the final result were captured in this video, which shows how everyone's cooperation is the best way to stop the spread.

<https://youtu.be/5zFkkuoxBSQ>

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## This Christmas, no child without toys.

In the last month of the year, URSA wanted to join the Red Cross's Youth of Tarragona toy drive campaign. This division of young volunteers of the Tarragona Red Cross, an organisation we work with often, encourages youth to participate in initiatives that defend children's human rights, education in values and civic participation.

Their latest initiative which we've wanted to participate in was collecting toys for families facing financial difficulties who do not have the resources to buy them this Christmas. Called "Their rights in play", the project also aims to promote the pedagogical and didactic importance of toys. That is why they asked us to give new toys so they were no different to what other children received. They also insisted that the donated toys could not be sexist or violent.

Two collection points were set up in the XPS and mineral wool factories at El Pla de Santa Maria, and



the option to contribute financially was also offered. Colleagues who were not able to participate may make a donation to the following account number, labelled **Campaña de juguines (Toy Collection): ES64-2100-0021-5302-0057-5094.**

## We care for those who care for us

We used a financial endowment provided by our parent group, Xella, to make a significant donation to two prestigious medical institutions near our production centres in Spain.

We decided to donate to the two local centres near our two factories in Pla de Santa Maria, a region where we directly and indirectly employ 200 employees; who are neighbours and users of the region's public services. In the first case, we donated a state-of-the-art ultrasound machine to the paediatric unit of the **Tarragona "Hospital Universitari Joan XXIII"**, which will be used to improve the diagnostic and evaluation services in the paediatric and neonatal units ICU, and also in the emergency department at the health centre.

At "**Pius Hospital de Valls**", the donation was given to the Vilaniu Foundation for Dependency Care (Fundación Vilaniu para la Atención a la Dependencia), who will use it to purchase protective equipment for professionals and individuals, and to apply different COVID-19 preventative measures. In addition, a significant portion of the donation will go towards investments to improve the ventilation systems in part of the outpatient area.



## Banc d'Aliments Tarragona Campaign

Employees at URSA Ibérica and URSA Insulation also wanted to do their part to improve the situation of those who are strongly affected by the effects of the terrible COVID-19 pandemic. Its consequences have not only been seen in public health and the numerous victims of the pandemic. In addition to the terrible health situation, many citizens are in a precarious financial situation, affected by a decline in business and the country's economic uncertainty, which has generated new societal demands.

One of these needs is helping those experiencing one of the most primary needs, a lack of food resources. This situation led to a new solidarity campaign at URSA Ibérica and URSA Insulation, which ran from mid-September until 16 October, World Food Day.

The campaign was run through the Tarragona Comarcas Food Bank Foundation (Fundación Banco de Alimentos de Comarcas de Tarragona), which we chose for its territorial coverage of the Tarragona Comarcas, where our factories are located, in an attempt to collaborate with our closest neighbours.



For this, with the help of the Foundation itself, the corresponding food collection points in each factory were made available to any employees who wanted to participate. Additionally, they were informed of the chance to contribute financially to the Foundation through their website.

**By the end of the campaign, a total of 150 kilos of non-perishable food was delivered to the Food Bank for distribution to those most in need.**

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# URSA - with you

## Equality Plan

In mid-January, the Royal Decree regulating company equality plans came into force. This Law has established measures for companies like ours to promote equality plans in the workplace.

For URSA, this regulation was an opportunity to organise the various initiatives we were developing in this area and to implement an Equality Plan that will guarantee that the same conditions and opportunities exist regardless of gender.

The Equality Committee was formed on 5 March. They have continued working intensely during these months in spite of the pandemic, in order to create a draft that represents and guarantees URSA's efforts to achieve equality among our workers.

Our Equality Plan was announced this October, just a few days before signing the "Foundations of Equality" Manifesto, an initiative of various organisations and companies who we did not hesitate to work alongside on a strategic alliance that promotes gender equality in Spain's construction sector.



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## At home, like at the office

URSA knew from the very start that it was necessary to design a coordinated strategy to confront the situation, maintaining the safety of its employees and without neglecting the needs of its clients.

Teleworking, which has been a constant for the technical, business, marketing and communications departments for years, became more important than ever. It was relatively simple for all teams to continue working effectively throughout the lockdown.

When the state of emergency was approved on 14 March, URSA met with the Company Committees to inform them that in line with the Government's recommendations favouring telework, this arrangement would be implemented whenever possible to maintain the health and safety of all our colleagues.

Once the State of Emergency ended in June, URSA chose to adopt the Government's recommendation to continue telework for 3 more months. So far, **the temporary telework agreements have been extended until the beginning of 2021**, continuing the same liability policy that has been followed thus far, subject to any standards established as the pandemic evolves.

URSA Ibérica Aislantes has followed government regulations and recommendations at all times, at both national and local levels, always considering employee safety to be the number one priority.

## Professional training within everyone's reach

The pandemic and lockdown forced hundreds of thousands of workers to confine themselves to their homes to telework when possible. This unfortunate circumstance made it possible for many professionals to have more time for training. In this context, URSA made a significant effort to put relevant content within the reach of all professionals, online and for free. Throughout these months, two Acoustics courses (Fundamentals of Acoustics and Architectural Acoustics) were launched, as well as another about changes to the new CTE (Technical Building Code) and a new course on Duct Construction. The first in this series was also translated into Arabic.

**URSA is making a large effort to contribute to training and qualification in the sector, by developing these courses**, organising webinars and collaborating with various associations and organisations to participate in conferences that result in better professional training.



## Careers at URSA, in search of talent

**At URSA, we believe in people.** That's why we've created a new section on [www.ursa.es](http://www.ursa.es) to allow the submission of job applications.

Working at URSA means joining our ambitious project to manufacture, like our motto says, "insulation for a better tomorrow". We improve our environment through personal and professional growth.

We're an innovative company with big prospects for the future. At URSA, we look for positive people who like to work as part of a team, with initiative and a desire for growth, sharing in the company's culture and firm values.

Since we launched this section at the end of June, we've already received more than 100 applications.



## Alliances with institutions and associations: Today's students will be tomorrow's professionals

In its 2030 agenda that was approved a few years ago, the UN established 17 Sustainable Development Goals, which include everything from eliminating poverty to combating climate change, improving education, women's equality, defending the environment and urban design.

The last but not least of these goals addresses the importance of strategic alliances to achieve various types of results.

It has certainly been proven that only through the unity and combined efforts of administrations, organisations, industries, non-governmental organizations and associations will it be possible to meet the objectives on this ambitious agenda, which already defines our immediate future.

**We're aware of this challenge to join forces to train, raise awareness and increase the quality and sustainability of the building sector. URSA has intensified its positioning and representation work by collaborating with associations, foundations and organisations such as Green Building Council Spain, FEC (Business and Climate Foundation), FLCQA (House Savings Foundation), AFELMA, AIPEX, ANDIMAC, ANDIMAT, ASEFAVE, ADI'P and ADIPAEX.**

Throughout these months, we have collaborated with all of these organisations to support their activities and work, becoming involved in their activities, raising awareness of their work and contributing, as we are able, to achieve our shared objectives.

**We have also contributed to the publication of manuals on facades and roofs in collaboration with ASEFAVE or CATEEB (Barcelona College of Surveyors and Technical Architects).**

We have also renewed our agreements with educational institutions such as the Madrid Polytechnic University, who we are working with on the project "thermoacoustic solutions for home rehabilitation" or with the Polytechnic University of Catalonia, who we have worked with this year to sponsor the Masters of Light Facades.

Closer to home, but no less importantly, **we have donated materials to the La Provençana de L'Hospitalet de Llobregat (Barcelona) for their Contenedors Blaus (blue containers) project.**



This initiative consists of the recovery and transformation of maritime containers in order to convert them into highly sustainable social housing.

**And, we have signed a collaboration agreement the RASCANYA INSTITUTE** for both the theoretical and practical training of their students, which consists of online training for the students in courses on thermal installations, face-to-face technical conferences and the donation of materials to practice constructing air conditioning ducts.

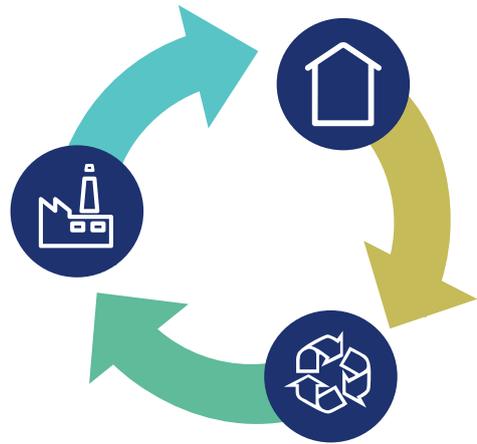
Finally, during these months we have also collaborated with the **Association of Climate Sciences (Asociación de Ciencias Ambientales (ACA))** on its **PiceNetwork** project. This initiative has allowed the training of more than 125 professionals who have become "social energy managers". The association held various face-to-face and online courses throughout Spain as part of the Empleaverde Programme.



## Circular economy: Our cradle-to-cradle materials

The European Green Deal has put the need to move towards a more conscientious and proactive Europe on the table, through the implementation of initiatives in line with sustainable development. **The 2030 Agenda and SDGs** (UN Sustainable Development Goals) are an ambitious circular economy project intended to optimise natural resources and reduce waste.

URSA is working on this, reducing the use of virgin prime materials and giving second life to our scrap materials. We started to reap the results of the first pilot tests we carried out in collaboration with prestigious actors in the sector. A multidisciplinary team shared knowledge and experiences to apply innovation to the reuse of materials. We'll share the results very soon!



URSA and the Sustainable Development Goals  
<https://www.ursa.es/sostenibilidad/>

## Following in the bear's tracks

What does Bearfoot Print mean? Two years ago, we started a competency identification system for each of our various departments. We identified a unique competency among members of the pilot team that included marketing, customer service and sales. They all shared this competency, but it differentiates us in the market: Bearfoot Print.

**Our team is unique!**

With **Bearfoot Print**, we refer to all the characteristics that make us unique and different from the others: energy, a desire to improve and commitment are some of the common traits on our teams. That is why we decided to come to the factory and ask everyone: What's something special you have that helps you achieve all the challenges that lie ahead? Is it your leadership, your persistence, your positivity...? What's your Bearfoot Print? **We'll find out soon!**



## Because now more than ever, prevention is key

Occupational Risk Prevention is URSA's number one priority. We take the safety of the people who make up this company very seriously.

Even before the outbreak of the pandemic, the Department of Safety, in coordination with other departments, worked hard to adapt to new risks and guarantee a safe environment for employees.

These are some of the most relevant initiatives we've carried out:

- A specific risk evaluation of the biological risk of COVID-19, a preventative action plan and contingency plan.
- Telework beginning on 14 March for personnel who could perform their duties remotely.
- Virtual meetings.
- Minimisation of commercial visits as a general rule, prioritising holding them virtually.
- Continuous information on TVs and notice boards, as well as via email to all workers.
- Placement of hand sanitizer gel in different parts of the factory and offices.
- New cleaning service specifically to disinfect common areas, using a specialised company under a strict safety protocol.
- Provision of laptops to facilitate telework for office staff.
- Capacity limit for shared spaces.
- Staggered entry and exit for factory personnel.
- Specific training according to the evaluation of our prevention service.
- Creation of a training protocol to guarantee that preventive measures established by the health authorities are applied.
- Purchase of serological tests in the event of a contingency.
- Installation of protective barriers (methacrylate) in offices, cafeterias and reception of both floors of the office building.
- Preparation of specific COVID-19 procedures.
- Review of prevention management processes.
- Performing the annual maintenance stoppage with line stoppage in phases to minimise the number of people in the plant.

**#Juntos contra COVID-19**  
**# Together against COVID-19**

Medidas de protección contra el COVID-19  
Measures to protect against COVID-19

- Lavar y desinfectar las manos regularmente**  
Wash and disinfect hands regularly
- No dar la mano**  
Not shake hands
- Llevar protección de boca y nariz**  
Wear mouth and nose protection
- Mantener distancia**  
Keep a distance
- Estornudar y toser en brazo o pañuelo**  
In the crook of your arm / handkerchief/sneeze or cough
- Ventilar regularmente**  
Ventilate regularly

Mantener reuniones internas y externas via internet / teléfono. | Conduct internal and external meetings via the Internet / telephone.

Mantener mínimo contacto con clientes, proveedores, transportistas, mantener la distancia o llevar protección de boca/nariz. | Keep contact with customers, suppliers, carriers to a minimum, keep your distance or wear mouth/nose protection.

**¡Protege tu salud y la salud de tu entorno!**  
Protect your health and the health of your surroundings!

- Coordination of business activities with contractor companies, such as: virtual CAE meetings, preparation of CAE document to notify companies of URSA's COVID-19 standards and specific training on this document about COVID-19 standards for transport companies.

During this time we have also purchased and procured:

- **3,200 FFP2-3 and KN95 masks.**
- **14,400 surgical masks.**
- **10,000 nitrile gloves.**
- **140 litres of hydroalcoholic gel.**
- **1,000 reusable masks with our corporate logo.**

A “Safe work. Safe life” logo was created to raise awareness and educate all employees that we must be responsible in both our work and personal lives.

The campaign was very well received by all workers, who understand that people are more important than work.

Thanks again...and remember that the pandemic lasts 24 hours a day. Take care.



## Employee recognition

None of the activities in this report would have been possible without the collaboration, efforts and dedication of URSA employees, who have set **an excellent example of professionalism, teamwork and commitment** throughout these difficult months.

So that this effort is not forgotten, and with the confidence that the coronavirus will just be a memory within months, we would like to give special recognition to the employees in our El Pla de Santa Maria factories, whose responsibilities were not compatible with telework and who were key to maintaining production and distribution of our insulating materials during the lockdown period.

Two plaques in the XPS and mineral wool factories will commemorate this spirit of struggle and dedication.



Dedicat a totes les persones que aporten cada dia el seu coneixement, il·lusió i esforç, fent de URSA una empresa exemplar i sostenible, i especialment als qui van contribuir a mantenir l'activitat d'aquests centres productius del Pla de Santa Maria en els dies més difícils de Març i Abril de 2020.

Dedicado a todas las personas que aportan cada día su conocimiento, ilusión y esfuerzo, haciendo de URSA una empresa ejemplar y sostenible, y en especial a los que contribuyeron a mantener la actividad de estos centros productivos del Pla de Santa Maria en los días más difíciles de Marzo y Abril de 2020.

Dedicated to all the people that contribute every day with their knowledge, eagerness and effort, making URSA an exemplary and sustainable company, and especially to those who contributed to maintain the activity of these plants in Pla de Santa Maria on the most difficult days of March and April 2020.

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When we said goodbye to 2019 on 31 December and welcomed 2020 with the last stroke of the clock, none of us could imagine that we would face such a difficult year.

As always, our first toasts were full of hope, promises and dreams. Everything that has happened to us, our families, friends and acquaintances during this year has been the opposite of what we imagined in our new year's resolutions. But in spite of facing painful situations, we have also addressed issues that were very important for everyone. For all these months, we have been accompanied by words that expressed everyone's feelings and desires. Today, more than ever, we're able to talk of hope, humility, solidarity, the future, the environment, faith, sustainability and, above all, commitment. The commitment we are all making to overcome this situation together.

We have also shown our resilience in the face of diversity. This situation has made us stronger so we can face the commitments that our corporate values dictate, which we have acquired as URSA employees. Thanks to them, each of us can grow our role in caring for the Earth and everyone living on it.

Our slogan is more valid today than ever: Insulation for a better tomorrow describes our mission and vision perfectly before the challenges we face. Let's work together. For who we are today and for the generations to come.

*In three words,  
I can sum up  
everything I've  
learned about life: It goes on.  
Robert Frost.*

The Management Team of URSA Ibérica Aislantes, S.A.



Ramón Ros Castelló  
General Director



Miquel Tena Gracia  
Factory Director



José Antonio Luque Pérez  
Logistics Manager



Marina Alonso Mistou  
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