

Stakeholder Engagement Plan and Grievance Management Mechanism

for

Coral Serbia



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1 INTRODUCTION

Coral SRB D.O.O Beograd, a subsidiary of Coral S.A., has begun operating retail stations under the Shell brand in Serbia. The company is the official licensee for the Shell brands in Serbia.

The parent company, Coral S.A. (formerly Shell Hellas S.A.), has been operating in Greece since 1926. With approximately 750 retail stations operating under the Shell brand, the company has a market share that exceeds 23% and is a leader in the Greek market.

Coral SRB D.O.O Beograd has secured the use of the Shell brand in Serbia through a long term licence agreement. The agreement includes support and know-how transfer in relation to fuels, new technologies, service and marketing. In practice, all of the research and development on fuels taking place on a global level will be transferred through the retail stations to benefit the Serbian consumers.

Coral aims to grow with targeted investments and development throughout the country with new centrally located retail stations through which it can provide quality service to its customers. Coral Serbia already operates 5 retail stations under the Shell brand in the following areas:

- GS Sid – Autoput E70 na relaciji Adasevci-Kuzmin
- GS Jurija Gagarina – 40b Jurija Gagarina street, Belgrade 11000
- GS Novi Sad – Bulevar Patrijarha Pavla bb, Novi Sad 21000
- GS Valjevo – Vladike Nikolaja bb, Valjevo 14000
- GS Novi Sad II – Temerinska 90b, Novi Sad 21000

Available in all our retail stations are the leading differentiated V-Power fuels, 98-octane Shell V-Power gasoline and Shell V-Power Diesel fuel. Select convenience stores and other special consumer services will soon be launched on the market.

2 EBRD REQUIREMENTS

All companies funded by the EBRD are required to meet best international practice and specifically the requirements for stakeholder engagement and public consultations, as specified in the EBRD Environmental and Social Policy of 2008.

These requirements are described in detail in Policy Requirement (PR) 10 of the Policy “Information Disclosure and Stakeholder Engagement”. In summary, the EBRD considers stakeholder engagement an ongoing process which involves:

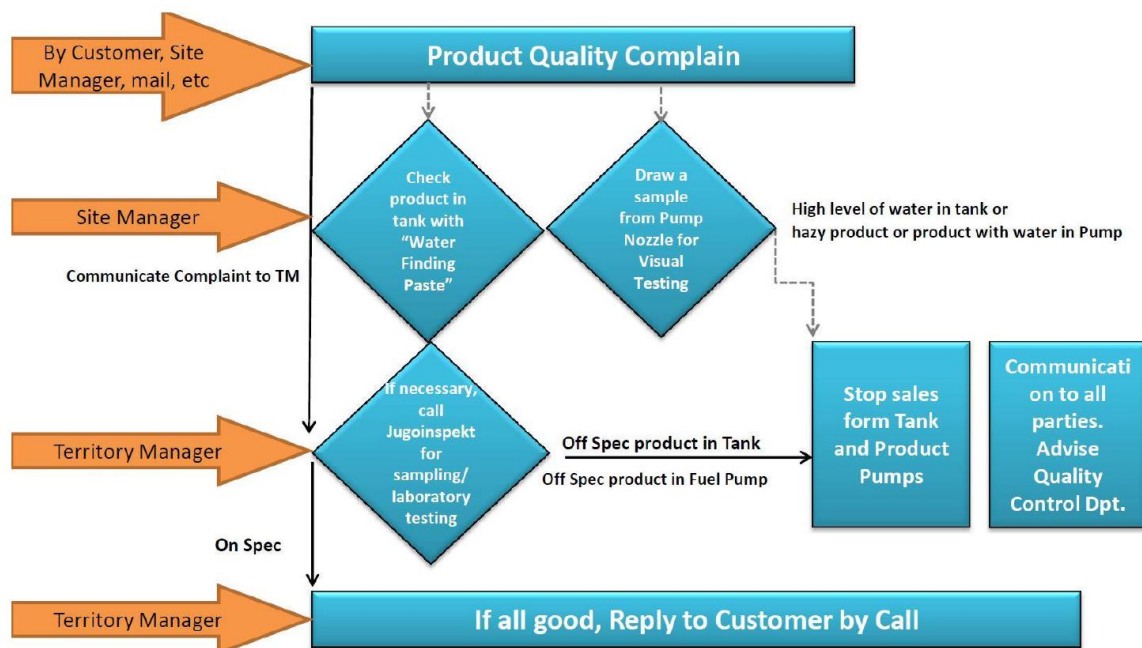
- the client’s public disclosure of appropriate information so as to enable meaningful consultation with stakeholders.
- meaningful consultation with potentially affected parties, and
- a procedure or policy by which people can make comments or complaints.

3 STAKEHOLDER IDENTIFICATION AND ANALYSIS

Coral Serbia has identified stakeholder groups that may be affected by and/or interested in the development and operation of our retail stations as well as proposed communication methods and media for each group, presented in Table 1.

Stakeholder/s	Type of Communication and Proposed Method	Responsibility	Timing
External stakeholders			
Relevant national and provincial level authorities for example: <ul style="list-style-type: none"> Ministry for Infrastructure and Energy Ministry of Environment, Mining and Spatial Planning Provincial Secretariat for Urbanism, Construction and Environment Energy Agency of the Republic of Serbia 	Official correspondence and meetings, progress reports Permitting procedures	Coral SRB Management	During retail sites design, construction and implementation
Local community representatives	Regular communication by phone or meetings, progress updates	Coral SRB Management	When needed in the permit phases
Media	Local and national media	Coral SRB Management and Head Office Communications Team	Ongoing
Internal stakeholders			
Coral Serbia employees	Regular meetings with management Grievance procedure Code of conduct	Coral Serbia senior management	Ongoing
Retail Station managers	Information in contract, bulletin board, training. Grievance procedure. Code of conduct	Coral Serbia management	Upon the selection and then ongoing

4 GRIEVANCE MANAGEMENT MECHANISM



Whenever a complaint is received on a Retail Site or communicated to the sales team, following actions should be done:

- Site manager communicates to Territory Manager all information related to the Quality Complaint (Time, Site name, Product type, Pump No, Customer name/telephone etc).
- Site manager checks tank with "Water Finding Paste" and documents level of free water in tank.
- Site manager takes a sample form the Pump Nozzle in a clean container (preferably glass container) and does a simple visual check that product is Bright & Clear not Hazy and without any Sentiments or Free Water. Photo can also be acquired and sent to Quality Control Department (Greece). All HSE standards and all related PPE's should be followed during sampling and visual testing.

IF

* water level in tank is above normal (ex >1cm or more) communication to all parties & pause of tank & pumps operation should be done in order to perform further investigation and remedial actions (advise Territory Manager and Engineering dpt).

* Pump sample is hazy or/and has free sentiments or/and free water, communication to all parties & pause of tank & pumps operation should be done in order to perform further investigation and remedial actions (advise Territory Manager and Engineering dpt).

If all checks on Site are OK, and based on complaint description, Territory Manager can decide if further investigation is necessary. If so, Jugoinspekt (<http://jugoinspekt.com/>) should be notified for sampling and testing of products.

If no further investigation is needed Final communication to Customer should be done by Territory Manager, upon completion of above necessary actions.

Final Communication of results to Customer should be done by phone.

IMPORTANT: if Multiple Quality Complaints occur on a short period of time in one specific Retail Site and for the Same Product – the possibility of actual Quality Product increases and all related parties should be notified immediately.

Listed below are all the complaint types and subtypes that can be used to report Commercial and Retail customers and end consumer complaints. No other complaint types should be used or added.

	Complaint Type	Complaint Subtype	Risk Category	Time Response
	130-Promotions	15-Promotions	MEDIUM	5
	50-Product	20-Quality	HIGH	3
	40-Delivery	10-Delivery agent	HIGH	2
	40-Delivery	25-Incorrect product or quantity delivered	HIGH	5
	40-Delivery	50-Wrong delivery location	URGENT	1
	40-Delivery	70-Delivery time	URGENT	1
	40-Delivery	80>Returns	MEDIUM	5
	40-Delivery	100-Stock out	URGENT	1
	40-Delivery	110-Crossover	URGENT	1
	40-Delivery	120-Delivery incident	HIGH	5
To be used for the complaints made by retail site customers	150-Shell station	10-Opening hours	MEDIUM	5
	150-Shell station	20-Fuel quality	URGENT	2
	150-Shell station	30-Fuel stock out	URGENT	1
	150-Shell station	40-Shop products (non-food)	MEDIUM	5
	150-Shell station	50-Shop products (food)	URGENT	1
	150-Shell station	60-Shop product stock out	MEDIUM	5
	150-Shell station	70-Forecourt pumps	HIGH	5
	150-Shell station	90-Service received from site staff	HIGH	5
	150-Shell station	100-POS failure	URGENT	1
	150-Shell station	110-No receipt	HIGH	1
	150-Shell station	120-Promotions/ campaign	MEDIUM	5
	150-Shell station	130-Loyalty/ cards program	MEDIUM	5
	150-Shell station	140-Safety / HSSE	URGENT	1
	150-Shell station	150-Car wash Quality	LOW	5
	150-Shell station	160- Car wash Damages	HIGH	3
	150-Shell station	180-Payment Correct -Efficient	HIGH	2
	150-Shell station	210-Compliment	LOW	2
	150-Shell station	240-Fuel contamination	URGENT	1
	150-Shell station	290- Fuel price	MEDIUM	5
	150-Shell station	300-Forecourt pumps-Fuel Quantity	HIGH	2
150-Shell station	220-Staff Behaviour – Prompt service	HIGH	5	
150-Shell station	100-OTHER	MEDIUM	5	

The complaint policy consists of two cycles.

The phases in the complaint logging and resolution cycle are:

- Customer interaction: the customer expresses his or her dissatisfaction or discontent with the product and/ or service received from Shell
- The complaint is captured, preferably in an automated system.
- The complaint is resolved within 5 calendar days.
- The resolution is fed back to the customer.

The phases in the complaints analysis and learning cycle are:

- Report complaints monthly.
- Perform analysis to determine the root causes of the complaint received.
- Take remedial action to prevent the event that caused the complaint from reoccurring and capture the learning.
- Communicate those learning within the organization.

5 CONTACT DETAILS FOR THE PUBLIC

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