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Whitepaper

# Harnessing the Natural Connection Between ESG and GRC

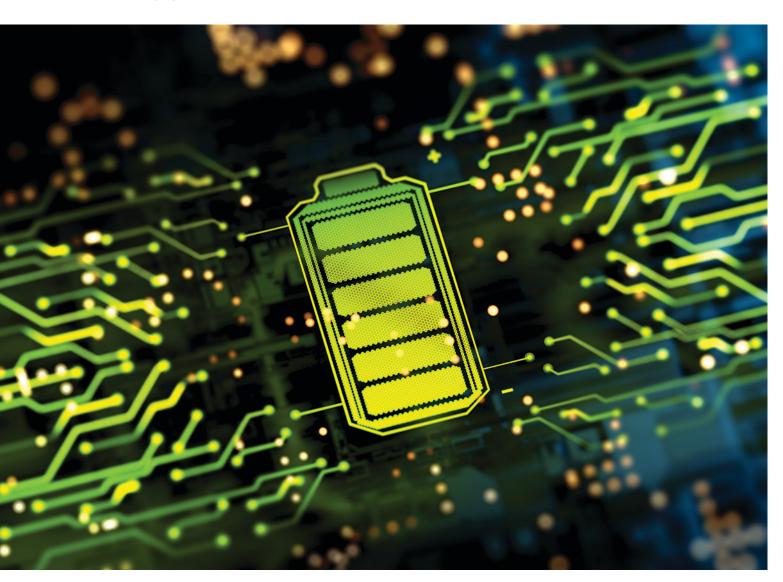
Camms.

# Harnessing the Natural Connection Between ESG and GRC

GRC (Governance, Risk & Compliance) has been around for many years, but ESG (Environmental, Social & Governance) is still a relatively new initiative to many businesses. However, as investors look for green, low risk operating models, and consumers turn towards socially and environmentally conscious brands, we have seen many businesses scrambling to pull an ESG program together to create customer centric messages about green credentials and ethical practices.

But as businesses begin to delve into what makes a good ESG program, and start to link tangible metrics, they are soon seeing that there are vast similarities between their traditional GRC processes, and the data and methodologies they must use to demonstrate and track ESG.

But, how can businesses harness that data, to share information across the business, reduce duplication, streamline processes, and improve overall business performance? Find out more in this whitepaper.



# Why ESG Plays a Pivotal Role in Business Operations

Firstly, we must ask how a commitment to invest in ESG issues, has become such a corporate necessity? This set of criteria used to measure and evaluate a company, has evolved from the concept of Corporate Social Responsibility (CSR) - the practices businesses traditionally put in place to uphold the principles of an organization. However, CSR had a fundamental limitation, it made the business accountable, but it lacked the depth to make those efforts measurable - and to apply individual accountability - ESG has progressed to fill this void.

However, this is much more than swapping one acronym for another. It represents a paradigm shift, from a shareholder-centric philosophy consisting of one-off initiatives, to one that's resolutely focused on all stakeholders - swapping messaging for metrics, silos for integrated systems, and budget squeezing for overall value creation.

ESG has the substance to overcome the biggest pitfall of the corporate sustainability programs that preceded it. While CSR lacked the ability to embed into core business operations and make meaningful, systemic, long-term value creation. ESG is different, it is not a public relation, box-ticking exercise; it's a vital evaluation of an organization's collective conscientiousness for social and environmental factors. By 2025, ESG assets under management are expected to reach \$53 trillion – which would represent one-third of global assets under management.

Stakeholders are increasingly informing their decisions based on ESG credentials. From consumers choosing brands for their ethical behavior, and investors favoring businesses with robust ESG frameworks, to governments and authorities implementing regulations and demanding transparency in areas such as diversity, equal pay, and carbon emissions, ESG has a pivotal role to play. Consequently, ESG risks are increasingly viewed as a business priority that will create opportunity and drive long-term value creation and growth.

Stakeholders are increasingly informing their decisions based on ESG credentials

A recent <u>PwC report</u> on ESG, highlights the increasing demand from consumers and employees to adopt sustainable ESG practices, their survey results concluded that:

### **Customers**

83%

of consumers think companies should be actively shaping ESG best practices

# Leaders

91%

of business leaders believe their company has a responsibility to act on ESG issues

# **Employees**

86%

of employees prefer to support or work for companies that care about the same issues they do

ESG's rise in prominence has precipitated a rush to establish robust programs that create customer-centric messages about green operating models and ethical practices, to entice and retain today's ethically conscious society. However, as businesses scratch the surface of what makes a good ESG program, they quickly realize that it must be underpinned by the rules, structure and frameworks widely used to manage Governance, Risk, and Compliance (GRC).

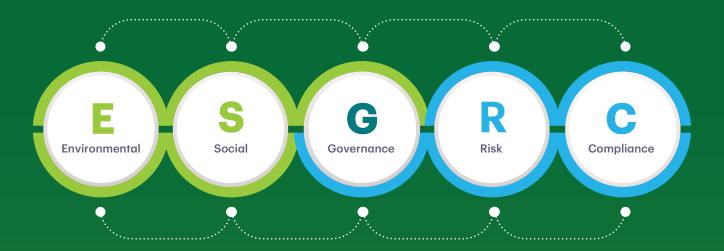
### Governance, Risk & Compliance

Organizations have been managing Governance, Risk & Compliance requirements as part of core business operations for as long as we can remember. Over the years, GRC has evolved into an integrated set of processes and procedures that form the framework of an organization's strategy and operating model for managing risk and complying with regulations – all of which is set against the backdrop of an ever-changing regulatory landscape and complex high-risk decision making.

In large firms GRC usually runs like a well-oiled machine, with most mature organizations using software solutions to facilitate a well-structured, best-practice process. The same frameworks, workflows, risk management processes and compliance procedures - and even much of the same data - can often be used to facilitate a well-structured ESG program. Let's delve a little deeper.

## Uncovering the Similarities between ESG and GRC

Many of the individual elements of ESG, form part of a well-structured GRC strategy – not least the common core element of both acronyms: G for Governance. Consequently, there are vast similarities between an organization's traditional GRC data, and the data they use to demonstrate and track ESG requirements. Businesses must therefore, harness this symbiotic relationship when developing their ESG program for it to be a success.



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# **GOVERNANCE**

The convergence of ESG and GRC, is perhaps best demonstrated by a component that represents one-third of both acronyms: Governance. According to the <u>Chartered Governance Institute UK</u> and Ireland, corporate governance is:



"The system of rules, practices, and processes by which a company is directed and controlled. Corporate Governance refers to the way in which companies are governed and to what purpose. It identifies who has power and accountability, and who makes decisions...Corporate governance ensures that businesses have appropriate decision-making processes and controls in place so that the interests of all stakeholders (shareholders, employees, suppliers, customers, and the community) are balanced."

Without a governance framework, organizations are restricted to paying lip service to the management of risk, compliance, environmental and social factors. Governance provides the foundations on which businesses can build rules, guidelines, and processes for employees whose responsibility it is to take ownership of these initiatives. Businesses are already managing rules and policies relating to; fraud, anti-bribery & corruption, anti-money laundering, financial reporting, security, code of conduct, anti-competitive practices, tax transparency, and data privacy, and now they must add environmental and social factors into the mix.



Whether you are implementing governance around traditional risk & compliance requirements, or environmental and social initiatives, the fundamental framework and processes should be approached in a similar fashion. Good governance requires policies and procedures to ensure staff and business functions are operating correctly. This brings policy management into sharp focus. To streamline the policy management process, businesses must look for tools that offer automation, providing a time stamped audit trail of changes, employee attestations, and regulatory horizon scanning that links back to the relevant policies.

Good governance also requires controls. Mature businesses use GRC software to set up automated control monitoring, to scan vast sets of data and flag anomalies or tolerances. This adds a level of policing, it takes the pressure away from human intervention, and ensures business operations are running in the way leaders intend. Best-practice solutions enable businesses to link controls to automated workflows within GRC software - to flag irregularities to the relevant stakeholder - adding ownership and accountability to the process.

This framework facilitated by GRC software provides innate transparency regarding the adoption of policies and business operations, it promotes accountability and adds a level of control to flag potential problems.

Good governance that's in sync with an organization's ESG strategy, empowers it to operate in an environmentally and socially responsible manner. The use of software can align these rules with policies and procedures by using a GRC framework to track ESG metrics, provide a single source of oversight, and deliver verifiable evidence of a robust ESG program.



# **ENVIRONMENTAL**

Traditionally, organizations adopted a myopic view of environmental sustainability that focused on meeting compliance and regulatory requirements, but often overlooked the wider impact on the environment. However, amid the existential threat of climate change - and our responsibility to prevent it - environmental sustainability has become a basic requirement of contemporary business ethics, creating value for those businesses that take natural resource utilization, pollution & waste, biodiversity, certification, and carbon footprint/emissions seriously. Meanwhile, businesses that fail to meet their environmental responsibilities expose themselves to financial and reputational damage.

For an organization's environmental sustainability strategy to be effective, it must be underpinned by a risk management framework, and ensure compliance with environmental and legal regulations. Consequently, environmental sustainability and GRC are inextricably linked.



Many businesses were already working towards key environmental and sustainability initiatives as part of their compliance program before ESG emerged – such as ISO 14001 requirements, net-zero goals, and government guidelines around energy-saving initiatives – further highlighting the synergies between environmental issues and GRC.

Take <u>ISO 14001</u> for example – the internationally recognized standard for successful environmental management and a much sought-after accreditation - which contributes to a well-balanced ESG program. According to the International Organization for Standardisation (ISO):



"ISO 14001 maps out a framework that a company or organization can follow to set up an effective environmental management system. Designed for any type of organization, regardless of its activity or sector, it can provide assurance to company management and employees as well as external stakeholders that environmental impact is being measured and improved."

The business benefits of ISO 14001 implementation are compelling including:

- ✓ Improved leadership and employee engagement
- Proof of compliance with legal requirements
- Rapid improvement of processes

- Positive corporate image
- Reduced costs

Organizations of all sizes across all sectors don their "GRC cap" when adopting standards like ISO 14001. Traditional GRC processes enable businesses to establish structured management frameworks, with many organizations choosing to use GRC software to provide a fool proof process based on the requirements of the standard. Many of these best practice processes suggested by ISO 14001, will contribute significantly to an ESG program.

As businesses work towards their ESG goals, they realize much of the functionality within GRC software lends itself to the requirements of ESG, including; compliance management, hosting of obligations libraries, automated policy management, documentation & evidence collecting, attestations, control monitoring & alerts, and the ability to view status and track progress via dashboards & reports.

These widely adopted GRC processes create accountability and awareness, prompting staff to consider the environmental impact of their actions. This conscious mindset minimizes the risk of costly pollution incidents and ensures compliance with environmental legislation.

By using the same methodology and functionality offered by GRC software, organizations can provide demonstrable proof that they are meeting their ESG requirements. GRC solutions also enable businesses to align departments with their specific requirements, integrate data in a single system for improved reporting, break down silos, support decision-making, and ensure effective collaboration - which are essential capabilities of an ESG program.

In its 17th annual <u>Global Risks Report</u>, the World Economic Forum examined the top threats that require urgent global action, with environmental concerns sounding the loudest alarm for the 1,000 respondents – a mix of experts and leaders. The top three global risks – as ranked by severity over the next 10 years – were: climate action failure, extreme weather events, biodiversity loss, and ecosystem collapse. And five of the top 10 were linked to environmental concerns.

Investor interest in climate change, is anchored in their acute awareness of these risks, and is driving broader consideration of the financial consequences of systemic, environmental, and social threats. This has brought the value of a robust ESG strategy into sharp focus for senior decision-makers who are responsible for laying the foundations to reduce and manage such risks. Traditional GRC tools and processes might just be the solution they are looking for.



# **SOCIAL**

The social element of ESG evaluates the relationships an organization cultivates with all stakeholders. From employees & suppliers to customers & regulators, organizations should consider the impact of their operating model on people – but this is often easier said than done.

According to the <u>United Nations Principles for Responsible Investment</u> report:



"The social element of ESG issues can be the most difficult for investors to assess. Unlike environmental and governance issues, which are more easily defined, have an established track record of market data, and are often accompanied by robust regulation, social issues are less tangible, with less mature data to show how they can impact a company's performance."

Social responsibility is contextual and dynamic in nature, making it difficult to define and measure – factors that often deter organizations from taking it seriously. However, businesses that fail to recognize the value of a social responsibility program, are quickly reminded of society's mounting indignation towards social injustices, which can no longer be brushed under the carpet.

GRC processes have the power to overcome these common sticking points. Businesses are already proficient with managing internal and external policies relating to social issues like; harassment, money laundering, and bribery & corruption, as part of their compliance management programs. And they are likely using automated policy management processes, and extensive obligations libraries, to keep track of requirements and monitor progress.

To further demonstrate social responsibility best practice, organizations should implement policies using the same GRC processes to address and track other high-profile societal issues such as:

- Child labor
- Forced labor
- Socio-economic inequality
- Personal data use
- Diversity and inclusion

- Working conditions
- Health and safety
- Product liability
- Ethical leadership programs
- Bribery & corruption

Take health & safety for example, which itself typically has its own team focused on delivering the associated risk and compliance requirements. A strong health & safety record demonstrates employee welfare, operational excellence, robust risk management, and strong finances – indicating that the business will generate long-term value, this function should form an instrumental part of your ESG program. If we look closer this indirectly leads us back once again to the GRC function which is where we typically find companies running their health & safety programs. By using GRC tools and methodology to address health & safety concerns, organizations can interconnect departments, work towards policies, comply with various legislation & obligations, and manage the associated risks, all in one place.

Even as we delve into other social factors like diversity & inclusion, fair working conditions, or ethical leadership, much of the stewardship for these disciplines, also relies upon implementing the right policies and ensuring adherence to guidelines. Best practice processes that ensure compliance with rules and regulations consist of; policy management, change management, and compliance attestations - functionality that already exists within GRC tools - showing us once again that GRC and the growing social factors of ESG can be successfully managed using similar methods.

The key to achieving and delivering on social responsibility requirements – is the ability to collect the right data to demonstrate to auditors, investors, and regulators that the business is actively addressing social issues. To achieve this, organizations must implement ethical policies and procedures, track their progress, and address problem areas.

Traditionally, businesses have been hampered when attempting to track, monitor and report on social responsibility. GRC tools overcome this hurdle by enriching a business's culture through worker engagement, participation, and leadership. It achieves this by facilitating effective communication, using intuitive tools that provide the structure and understanding required to implement ethical processes that are driven from the top-down and implemented from the bottom up. This improves visibility and transparency in the business, encouraging employees & leaders to prioritize social injustices and operate in a fair ethical manner. Socially conscious programs will help businesses to retain employees and attract new customers and investors.



# **RISK MANAGEMENT**

ESG factors pervade all businesses – internally and externally – making a strong ESG proposition that creates value through holistic transformation an invaluable tool for stakeholder engagement. To achieve this, each of the three elements – which are intertwined and cover a range of issues – must be seen for what they really are: risks that must be managed as part of an organizations overall GRC program.

Satisfying these threats from a stakeholder perspective must therefore be a priority if a business is going to survive and prosper. Environmental risks relating to power & energy usage, social risks relating to bribery & corruption, and the risk of non-compliance with regulations & legislation, must be monitored, and organizations must consider their likelihood and impact on the business.

Amid this reality, ESG leaders have found themselves working in collaboration with risk management teams, allowing them to share and utilize data. This collaborative working sees ESG teams, adding ESG related risks to the corporate risk register and using traditional GRC functionality to set KPI's and risk tolerances. When this is done using a purpose built GRC tool, ESG leaders can take advantage of the functionality, like dashboards and reports, risk treatments, mitigating actions, and ongoing control monitoring with automatic workflows. Using the same technology allows GRC & ESG teams access to a broader data set, providing enhanced information to make critical business decisions and understand the impact of ESG risk on other areas of the organization.

This synergy between ESG and GRC from a risk perspective, facilitates the integration of enterprise risk management into core business processes. It supports risk-informed decision making, in a way that mitigates intolerable risk and unleashes the potential for risk-taking to generate economic gains. It helps businesses to uncover growth opportunities by striking a balance between risk and reward.

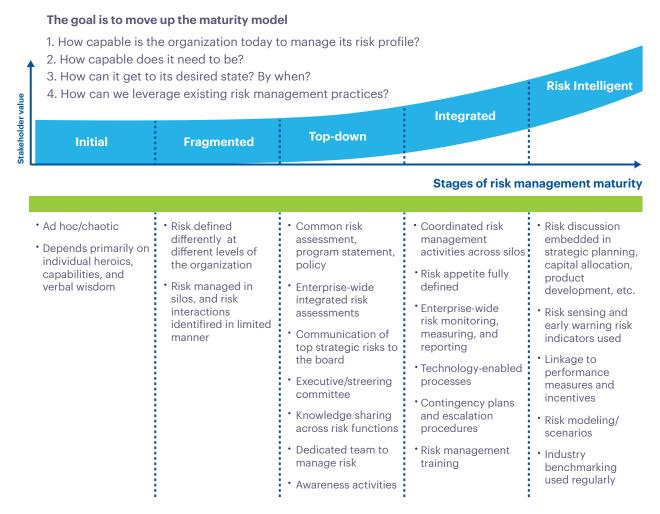
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Increasingly, organizations are discovering that a collaborative approach involving ESG and GRC is the bedrock of a successful risk-informed business – helping organizations to move up the risk model, as outlined by the <u>Deloitte risk maturity model</u>:

#### **Risk Maturity Model**

#### Understanding your risk capability - current and desired state



Source: Risk Intelligent Governance: Lessons From State-of-the-art Board Practices

This journey to risk management maturity is achieved through the consolidation of disparate processes, systems, and data sources into a single point of oversight, enabling organizations to deliver deep insight into the risk profile, status, and performance of the entire business. ESG risks must be captured as part of this comprehensive process to understand the impact on other business functions.

We can apply the same principles of the risk maturity model, to understand the maturity of an ESG program. ESG requires much of the same integrated processes, planning, and monitoring, therefore organizations should look to implement GRC tools and processes to accelerate their ESG maturity.

# COMPLIANCE

The evolution of GRC has fostered an understanding amongst business leaders that compliance is intrinsically linked to ESG risk. Namely the risk of non-compliance, which finds its way onto the risk register in different guises – from non-compliance with anti-bribery & corruption laws, to non-compliance with environmental laws, regulations, standards, and permits - a large component of ESG is compliance related.

However, some organizations still view regulatory compliance as an expensive obligation, rather than looking at it through the lens of opportunity. Compliance in the ESG space can do more than just avoid perilous scenarios like legal action and fines; it has the potential to deliver positive business outcomes such as:

- Improved operational efficiency
- Enhanced public relations
- Consumer trust
- ◆ Better employee engagement and retention
- Qualification for more carbon-reduction incentives
- More investment
- Greater workplace safety
- Shared sense of mission across a company's stakeholders



With compliance playing a broad role in ESG initiatives, it is a wise choice for businesses to utilize the best practice compliance frameworks within GRC technology to manage ESG related compliance risks. ESG professionals should look to use GRC tools that offer obligations libraries to house and prioritize ESG obligations. They should look for regulatory change management capabilities with automated horizon scanning, allowing them to assign responsibility for ESG related changes, and track progress using automated notifications and alerts. Using this specialist tooling, also provides ESG leaders with access to dashboards & reports, enabling them to understand the compliance status on ESG initiatives.

Proactive ESG compliance – underpinned by GRC data and processes – ensures ESG guidelines that are established and regulated by relevant industry bodies are adhered to. By complying with these regulatory requirements, the organization can demonstrate that it takes the necessary measures and implements robust controls, to ensure they operate in line with industry standards. This helps to create long-term value for all stakeholders – customers, employees, suppliers, investors, the community, and society – which is a fundamental aim of any ESG program.

# **ESG & GRC: A Similar Methodology**

#### Plan, Do, Check, Act

The synergy between ESG and GRC extends beyond the intersection of their component parts, to the methodology used to manage them. The Plan-Do-Check-Act (PDCA) cycle, is a four-step iterative management method, used by businesses to control and continuously improve processes. It is the operating model of all ISO standards, including ISO 14001 - the environmental standard. Businesses that implement the PDCA cycle, establish a platform from which they can achieve continuous improvement - in an increasingly complex and dynamic environment – both from an ESG and GRC perspective. GRC software tools are often used to facilitate the implementation of this sequence.

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By following the PDCA cycle, organizations empower themselves with a comprehensive process to guide ESG and GRC activities, it provides clarity on their ability to achieve desired outcomes and enhances business performance. Using this method ensures recurring errors are avoided and continuous improvement is sustained.

Continuous Improvement

The four phases in the PDCA cycle are:

#### **PLAN**

Analyze systems, identify objectives, set interim targets for review, and establish plans to achieve them

#### **ACT**

Correct and improve plans to meet and exceed planned results

#### DO

Implement plans within a structured management framework

#### CHECK

Measure and monitor results against objectives

### rrect and improve

The benefits of adopting the PDCA cycle to manage environmental, social, governance, risk and compliance efforts include:



Provides a step-by-step guide to managing ESG and GRC strategies that can be explained to teams with minimal instruction and training.



Fosters collaboration and communication among teams as they work together to execute ESG and GRC strategies.



Determines which actions and efforts are producing the desired results and supports the implementation of corrective actions where necessary.



Stimulates continuous improvement of ESG and GRC plans, allowing organizations to maintain – or accelerate – their business performance.



#### **Automated Control Monitoring**

Another key GRC tool that we see businesses using for effective management of both ESG and GRC, is Automated Control Management. A process - facilitated by GRC software - that enables businesses to set controls, triggering notifications when they reach a certain level of risk, or if their KRI's are highlighting an emerging problem. They can also be used to flag areas of non-compliance or missed deadlines.

Controls are generally used to flag anomalies or limits in large data sets. Once a certain level is reached or an inconsistency is detected, a workflow will kick into action to notify the relevant stakeholder enabling action to be taken. Controls are used to provide assurance that the business is operating ethically, transparently and in accordance with industry standards. They add an extra layer of oversight in addition to manual processes.

Automated control monitoring is widely used in today's dynamic, data driven business environments, and can be especially useful for ESG initiatives in the following areas:

- ← Highlighting areas of non-compliance with environmental regulations
- Monitoring KPI's and providing notifications when risk tolerance or performance metrics have been reached
- ◆ Tracking regulatory change implementation through to completion
- Tracking attestation to policies and regulations
- Spotting inconsistencies in large ESG data sets, such as energy consumption, emissions & waste

An internal control framework is an essential layer in any change management process. It provides policing around the mechanisms, rules and procedures that maintain compliance with laws, regulations and policies.

For example, from a regulatory change viewpoint, internal control thresholds can be established to notify stakeholders about pending requirements such as: when updates are overdue, upcoming dates for new changes, monitoring requirements, non-compliance, and attestations for new policies and procedures. Robust internal controls that maintain regulatory compliance, can yield enterprise-wide benefits – from mitigating risk and enhancing process performance, to improving the accountability of stakeholders, controls add a layer of policing in addition to manual processes.

Automating internal controls for ESG initiatives, and integrating them into business processes, helps organizations to develop, deploy, verify, and monitor the ongoing effectiveness of their ESG program. These flexible control management capabilities, enable tailored assessment testing that can address common compliance requirements, and support the audit process. A dynamic control framework demands a proactive approach that rejects disconnected silos & manual processes, and interlinks ESG initiatives across the entire organization, providing visibility to leaders.

#### **Strategy Management**

In recent times, GRC processes have evolved to consider the overall strategy and objectives of a business. After all, there are certain risks that a business might be willing to take in pursuit of its goals and objectives. Many businesses have also come unstuck by speeding towards their strategic objectives - and overlooking compliance requirements. Consequently, we see more organizations striving to link projects, tasks, and metrics relating to their corporate strategy, to their risk & compliance programs. Selecting a GRC tool that offers strategy management is the most efficient way to get visibility into how risk & compliance will affect your strategy.

The same tools and methodology should be used when considering your overall ESG strategy. You might have top line goals, about achieving zero carbon emissions, or goals around diversity and inclusion - and you will implement various tasks, projects, programs, and initiatives to achieve these goals - but you must still have complete visibility of the related compliance requirements and associated risks so they can be managed accordingly.

GRC software that offers strategy management alongside ESG capabilities, can provide a framework to facilitate the crucial links between strategy, risk, and compliance - providing critical business intelligence to support decision making. Businesses are realising the value in this approach as they mature their ESG programs.

Strategy planning tools allow the top-line strategy to be broken down into actionable tasks that can be allocated ownership across the business – with stipulated timelines, budgets, and metrics. This framework facilitated by GRC software provides innate transparency and offers a triumvirate of key benefits: employees understand how to be compliant with robust governance policies and procedures; everything is tracked and recorded to provide evidence for auditors and regulators; and the board has full visibility of the progress of each strategic objective and the potential risks and associated compliance obligations.

This synergy between ESG and GRC from a strategic perspective, facilitates the integration of enterprise risk management and compliance into both ESG objectives and the overall business strategy.



#### Harnessing the Synergies Between ESG and GRC

As businesses build their ESG programs - and aim to turn their goals into tangible, measurable metrics - they must look across the business to harness the right data – much of which has already been created by risk and compliance teams, environmental teams, and other business systems. They must also collect new data relating to different functions across the business, depending on what measures they want to track.

Once this collection process is completed, ESG leaders should consolidate the data and identify ways to view and analyze it – automation is the answer. A purpose-built ESG tool that offers the capabilities of traditional GRC tools, provides a best practice framework to collect and aggregate relevant ESG data. Whether you're integrating data from other systems via APIs, or rolling out forms and questionnaires to collect new data, ESG/GRC software collects it in the required format, ensuring consistency.

A purpose-built ESG tool that is augmented with GRC capabilities provides a best practice framework to collect and aggregate relevant data

Software also provides access to integrated dashboards with intuitive functionality, providing executives and the board with a single source of truth when they need it – including automated reporting, workflows, and alerts.

By conflating both disciplines in one automated tool, you can harness their synergies to the benefit of both programs, reduce duplication, and share knowledge & data across teams. Furthermore, tools that offer strategy management capabilities can transform your corporate strategy and ESG goals into tangible metrics that can be tracked within one solution.

The right software will help you turn top-line strategic initiatives into tasks & goals for staff at all levels, enabling them to support your strategy. This single point of oversight allows everything from completed tasks to missed deadlines, to be viewed, flagged, and rectified, providing the 'top down' and 'bottom up' communication structure that's needed to run a successful business.

The right ESG program, will demonstrate fair & ethical practices, reduce environmental impact, and ensure the business is operating in line with legislation. It will consider the associated risks and align with your corporate strategy, and if we look at the methodology, frameworks and automated processes offered by GRC technology, we will most likely find the answer to a comprehensive ESG program.

# Discover How Camms is Helping Businesses to Set up a Comprehensive ESG Program

The Camms integrated cloud-based platform, offers ESG capabilities as part of our Governance, Risk & Compliance solution. Our platform offers the functionality to build your strategic goals and objectives into your GRC and ESG programs.

Set up obligations libraries & risk registers, manage incidents, monitor compliance, administer policies & regulations, and roll out your corporate strategy - all within one solution. Automatic workflows and alerts link to a defined framework of controls and tolerances, to form a complete end-to-end solution.

With integrated solutions in risk, compliance, ESG, strategy, and projects, Camms software is helping organizations manage risk, make the right decisions, and focus on what matters.

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