

CSR World Leaders Volume 8

A Work of Reference

A selection of International CSR Excellence Award-winning papers, demonstrating corporate social responsibility programmes at their best.

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**THE INTERNATIONAL
CSR EXCELLENCE AWARDS**

for companies that have a heart

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A

ACCORD HEALTHCARE

Improving Access to Life-Changing Medicine

Page 018

Accord have a long history of pharmaceutical philanthropy which has benefitted hundreds of thousands of patients in poor and hard to access areas across the world. Events of the past few years have shown how vital this work is, and during these testing times, Accord have even stepped up to fill the gap left by other pharma companies that have not been able to meet global demand.

ANA MARIA DRAGANICA

ana_draganica@accord-healthcare.com

0208 8631427

ACWA POWER MAROC

Gateway to the Sahara

Page 022

ACWA Power Maroc has not only famously reduced the carbon footprint in Morocco but has, through its impactful CSR strategy, changed the daily lives of its projects' neighboring communities in very significant ways. Starting in 2013, and fully supported by the company's management, the CSR committee has been able to design, implement, and continuously evaluate and relaunch dozens of initiatives and projects in favor of local communities, achieving extremely positive results. This was mainly due to the remarkable involvement, trust, and resourcefulness of the women and men of these communities.

KATRE-NADA HAJJI

khajji2@acwapower.com

B

BLUEWATER SHOPPING CENTRE

Our Holistic Approach

Page 029

A recent highlight of Bluewater's CSR programme is the 20 Good Deeds project, introduced to support 20 local community initiatives to celebrate Bluewater's 20th Birthday. This project resulted in supporting 27 causes, providing 102 volunteers and 816 volunteer hours and 40,842 people benefitted from the programme. Projects ranged from paying for a 30-week lip reading course, to large landscaping projects requiring huge quantities of materials and many hours of manual work. The Giving Tree at Bluewater has been running since 2013. In 2019, over 18,000 Christmas presents we donated to 75 different charities that were distributed to disadvantaged children across Kent. In 2020, 4,311 presents were donated and £8,440 pledged via 'Tap to Donate'. This was achieved in a reduced time frame and reduced guest numbers due to lockdown and social distancing.

SPENCER THOMAS

spencer.thomas@incentive-fm.com
07790 933844

BIOCAD

100 Days for a Dream

Page 034

The staff at Biocad have been trading their wishes to instead grant those of children in palliative care. By foregoing the annual christmas outing they instead applied their efforts to granting the wishes of more than 100 terminally ill Russian children including trips to Disney and formula 1. This is fully supported across the entire company.

YANA DOLZHANSKAYA

dolzhanskaia@biocad.ru

C

CARDINAL

Serving the Community

Page 038

Cardinal have a long-standing ethos and attitude of supporting their local community as well as helping in areas further afield. They have given tours, career advice and support to local students and have helped numerous children's charities to raise money and awareness.

MICHAEL BREAREY

breareym@cardinal.ltd.uk
01274 200900

CHARGEBACKS911

Paid For Grades

Page 042

Chargebacks911 work to identify students most in need and provide them with the tools and motivation to succeed via their Paid for Grades programme. Paid for Grades is a unique corporate citizenship programme with the goal of fostering a generation of students with the skills and confidence they need to reach their potential. By offering a \$500 prize to each student who successfully raises their grades and reading comprehension, there is a significant improvement in many of the participants.

LAUREN KOWAL

l.kowal@chargebacks911.com
001877 6349808

C

COLAS UK PROJECTS

Community Initiatives

Page 045

Colas are committed to delivering CSR across all of their projects. They have delivered a series of impactful and measurable community initiatives, including - Providing 100 weeks of pre-employment support to local homeless candidates, including CV writing workshops, and help in preparing benefits applications. Co-ordinating 179 hours of volunteering, and £25,041 of donations or contributions. Working with schools, colleges and universities to advocate for STEM careers. Working with schools, colleges and universities to advocate for STEM careers. Creating or sustaining 88 jobs for candidates from the Greater Manchester (GM) region, several of whom were from homeless or refugee backgrounds.

LISA CRIGHTON-BELL

lisa.crightonbell@colas.co.uk

07787 221498

E

**EKER SUT URUNLERI-EKER DAIRY
PRODUCT**

Equal Opportunities

Page 051

This Turkish dairy company are pioneering support for staff with autism to boost the reintegration of these individuals into society, they have accomplished an exemplary employment project with the support of the Tohum Autism Foundation called Autism in the Workforce. Autism brings unique skills as well as challenges, and the Eker family are eager to promote their strengths.

ALPEREN IHSAN ASANBUGA

alperenasanbuga@eker.com

009053128 12876

**ELLISKNIIGHT INTERNATIONAL
RECRUITMENT**

EllisKnight

Page 055

This recruitment agency has demonstrates their long-held belief that doing good benefits everyone. They offer free career guidance for those in need, operate as sustainably as they can and support and promote charities, amateur sports teams and educational projects.

DAVE HOLBY-WOLINSKI

david@ellisknight.com

E

EOS SECURITY LIMITED

Better Tomorrow

Page 061

EOS are proud of their sustainable approach to site security, and have created training packages to help others do likewise. Their Zero Assaults Programme teaches non-aggressive methods to de-stress situations, while their SMILE system training packages have linked technology to training methods, all with an element of a more sustainable, ethical and socially responsible way of providing a unique service.

JON WEBSTER

jon.webster@eos-security.co.uk

0789 4342050



GALLIFORD TRY INFRASTRUCTURE

Lordship Lane Phase 1&2

Page 064

When Stoke City Council chose to upgrade Lordship Lane the project was undertaken by Galliford Try Infrastructure who brought with it their standard approach of environmental considerations foremost. Careful mitigation was applied to protect newts and reptiles in the vicinity, while the surfaces were repaired using a base material which included over 800 used tyres, leaving an excellent all-year surface for horse and bike riders.

GINO SALVATORE

gino.salvatore@gallifordtry.co.uk

07918 640481

THE INCREDIBLE HUSK INTERNATIONAL GROUP

Incredible Husk

Page 067

Agricultural waste is typically burnt, buried or dumped, yet it can be a very useful raw material. The people at Incredible Husk have developed a high quality packaging material that can replace many plastics, and at the end of its life it offers a third use as a highly effective fertiliser - essentially giving a closed loop system.

KEITH RIDGEWAY

keith@inc-husk.com

07508041940

INTERNATIONAL BANK OF AZERBAIJAN

An e-commerce infrastructure

Page 069

Despite massive recent upheavals in its business and staffing models, IBA has maintained an impressive CSR regime focussed on the next generation and the future of the country. They provide help and resources to improve literacy, financial awareness and also aim to provide effective, productive and equal learning environments by converting traditional books in Azerbaijani language to audio-books.

NARMINA ISMAYILOVA

Narmina.Ismayilova@ibar.az

00994 12 4930091 (2422)

L

LEARNING POOL

E-Learning

Page 072

Over the last few years Learning Pool have embedded an ambitious employee engagement, support and CSR strategy. During the pandemic they have worked with mental health and wellbeing charities to spread mental health and mindfulness support. Raising awareness of important issues is a high priority, and so Learning Pool have made some of their topical learning modules on their website completely free – for ever. These modules include awareness of Climate Change, Modern Slavery, Stress, Mental Health and Suicide. Learning Pool care about their staff, the communities, and the environment, and through being brave, and engaging internally and externally, they will return £1million in equivalent value to their communities over the next five years.

EMMA CHAMBERS

emma@learningpool.com

07500 554888

M

MEDIA SMART

Smart Phone Awareness for Children

Page 078

As useful as smart phones are, they come with safeguarding issues for children. Media Smart have created a suite of awareness initiatives for use at school and home to help kids be more savvy in relation to the marketing they are exposed to on these devices. It has been shown to significantly boost their knowledge and has been met with delight by parents and teachers.

ALI FISHER

ali@planswithpurpose.co.uk

07785 332400

N

**NORTHUMBRIA HEALTHCARE NHS
FOUNDATION TRUST**

Rehabilitation

Page 082

In 2019 the trust took a bold step forward to improve communications with patients who have hearing loss by appointing a dedicated Deaf Awareness project officer to make staff aware of the challenges faced by patients accessing healthcare services. As the coronavirus pandemic began, this became even more urgent as face masks were routinely worn by healthcare staff making it impossible for people with hearing loss to lip read. Over a period of one year, more than 1000 staff attended specialist deaf awareness training courses to improve communication methods between staff and patients. Most importantly, it is reaping many benefits for their hard-of-hearing patients.

WAYNE DALEY

wayne.daley@northumbria-healthcare.nhs.uk

NOVATI & AZZURRI

Recycling Revolution

Page 086

In April 2018 Azzurri took the decision to work with Novati with the express goal of achieving Zero Landfill as quickly as possible. This project was to review service specifications, site specific requirements and to propose and implement changes that would achieve the goal and gain a greater understanding of the waste generated. Novati audited all sites prior to mobilisation to identify improvement opportunities that would focus on optimising service specifications at each site and one year later, zero to landfill was achieved.

KATIE LAWSON

katie.lawson@Novati.co.uk
07702 518967

P

PSS GROUP

Tree Planting

Page 090

Property Support Services continue to plant trees for sites they manage, and they actively encourage clients and tenants to recycle as much as they can in order for them to plant more trees. They will be planting 70 trees (one for each year) in celebration of The Queen's Platinum Jubilee celebration. By continuing to plant trees in this campaign, there is less impact on the environment and the greenery benefits both the communities and the wildlife. Property Support Services have made suggestions for one of their clients - The Crown Estate no less - to encourage more wildlife on their roofs all year around by filling the spaces with nature-friendly flowers, bird boxes and bird bath/feeders. CCTV cameras can then relay all of this activity to reception areas and the like.

KERRY TAILFORD

kerry.tailford@pssgroup.net
07960 683611

R

ROSH ENGINEERING

VOC-Free Industrial Paint

Page 094

Rosh have developed an exceptional outdoor paint product that, under widespread use, can remove millions of kilos of VOC's from the atmosphere every year. The rapid-drying water based paint, ideal for pylons and substations, dries quicker, allowing faster return-to-work of the equipment and saving money as well as removing these destructive pollutants.

IAN DORMER

ian@rosh.co.uk

0191 414 1124

S

SABANCI HOLDING

Sabancı Volunteers Programme

Page 098

Social responsibility has been a part of Sabancı since its foundation 48 years ago. The Sabancı Volunteers Programme, the biggest program of its type in Turkey answered both expectation of employees and the society while extending the scope of their knowledge and experience. Sabancı has also been at the forefront of the gender equality movement globally, the amount of women employees is 38.5% and Guler Sabancı, chairman of Sabancı Holding and UN Global Compact Executive Board Member has signed the UN Women's Empowerment Principles declaration and submitted the statement to former Under-Secretary-General, Executive Director of UN Women and president of Chile, Michelle Bachalet.

IREM UNSAL

iunsal@sabanci.com

SHELL PHILIPPINES EXPLORATION B.V.

Empowering a Country and its People

Page 103

Shell Philippines Exploration B.V. (SPEX) "Social Performance" approach anchors on three principles: enhancing positive impact, mitigating negative impact, and creating social investments. Key achievements include improving energy access, boosting ecological balance, aggressively driving against the spread of malaria, and improving market access for farmers. It also actively supports the country's response to the coronavirus pandemic. Energy security and independence are of huge concern in the Philippines- and this project bridges the gap between ambition and reality of a clean energy source that empowers the nation and allows its people to thrive for the future.

HANNAH TAN

hannah@geisermalangnetwork.com

S

STC

ERP Project

Page 108

This project is an extension of STC ERP pilot, this pilot served 23 non-profit organizations with an ERP system to improve and enhance organizational efficiency. The estimated SROI on this pilot was 3:1 which is expected to apply on the project expansion through offering 9 more technical solutions for free in addition to the stc ERP system.

NUJUD ALQAHTANI

numalqahtani@stc.com.sa

SUPERIOR ESSEX COMMUNICATIONS

**Creating the Sustainable Cable That Connects
Us All**

Page 110

Superior Essex Communications is the leading manufacturer and supplier of communications cable in North America, since 1930 they have operated at the cutting edge of innovation. Their landfill waste diversion programme has had a tremendous impact for the company, reducing their environmental footprint by more than 8.9 million pounds of waste from reaching landfills each year, or a total of 63 million pounds since the process began. Their reel re-use and recycling programme has reduced consumption of new reels by 4 million pounds annually.

JUSTIN BARISICH

justin.barisich@spsx.com

W

WHITE ROSE SHOPPING CENTRE

UK's Most Sustainable Shopping Centre

Page 116

White Rose's main project is to become the greenest shopping centre in the UK. The Centre developed partnerships that could help implement the project effectively, delivering reports and showing continuous improvement within the centre. The waste streams are very carefully monitored by staff, all bins are colour coded and clearly labelled. Training documents, posters and sessions are given to the retail partners so that staff can follow a visual guide.

MATTHEW TUNE

matthew.tune@mitie.com

07843132893

ACCORD HEALTHCARE

IMPROVING ACCESS TO LIFE-CHANGING MEDICINE

INTRODUCTION

Accord Healthcare is one of the fastest-growing generics and biosimilar pharmaceutical companies in Europe, producing over 5 billion tablets each year for patients in need across the world.



"We are very grateful for these donations as they help us provide effective care for patients in their time of most need... (the donations are) a treasure for us"

Clinic Doctor, Guatemala - July 2019

Our mission to make it better by the provision of access to high-quality medicines for patients is not only our commercial purpose, but one that runs to our long-standing partnership with global organisation International Health Partners (www.ihpuk.org). A charity who ultimately helps people in hard-to-reach, vulnerable and disaster-hit communities to get better access to medicine by overseeing, coordinating and delivering strategic medical donations. Without the intervention of this charity, many of the people living in these communities would not be able to access lifesaving medications.

Harnessing expertise from both organisations, Accord's commitment to our partnership with International Health Partners (IHP) has enabled 2.2million urgently needed medical treatments to reach over 50 countries serving some of the poorest and most vulnerable communities in the world.

Today, even when the entire world is looking to the pharmaceutical industry for hope against the fight of COVID-19, with medicine shortages recorded, our own staff on lockdown, global economic uncertainty, wide-spread lockdowns and country importing and exporting highly impacted, we never lost sight of this commitment ensuring that we not only continued supply of these vital medicines but actually went above and beyond to increase our supply supporting IHP with over 60,000 treatments.

Understanding that whilst many other providers to International Health Partners were unable to mobilise supply, our efforts had to therefore increase to ensure that those communities that were impacted by the effects of world events and who were struggling themselves to deal with the spread of the virus, meant that we had to step up our contribution even greater, to ensure that the very people who depended on our partnership with IHP were not left behind.

IN DETAIL

Our mission to make it better not only applies the healthcare providers and patients we supply medicines with but the communities around us and that is a responsibility we take seriously. We have recently refocussed our CSR Objectives and Strategy along with our employees which can be categorised into three key pillars:

1. Improving access to life-changing medicines to patients across the globe
2. Reducing our environmental footprint and working in harmony with our local community
3. Ensuring that we create a fair inclusive workplace

Since 2015, at the heart of this collaboration with International Health Partners (IHP) is ensuring our dedication to providing practical support to IHP by

donating medicines with the primary aim being that people in vulnerable and disaster-hit communities can access life-saving medications.

Accord Healthcare is proud that we grow these donations year on year and are to date one of the largest supplier of medicines to IHP. Our corporate charitable partnership ultimately improves lives in communities that have very little access to medicine and we are proud of not just the difference we have made since 2015, but the ongoing commitment that we have shown since. Without our collaboration, this vital charity would not be able to take on the mantle of supplying basic healthcare to those that desperately need it.

Project Aim:

Improving access to life-changing medicines to patients across the globe

Accord Healthcare has a long-standing partnership with International Health Partners (IHP) (<https://www.ihpuk.org/>), which ultimately helps people in hard-to-reach, vulnerable and disaster-hit communities to get better access to medicine by overseeing, coordinating and delivering strategic medical donations.

As the world focuses on providing vital medicines for patients suffering with Covid-19, IHP and its partners are working harder than ever before to obtain and deliver medicines for countries and communities where healthcare provision is lacking.

Together with supporting disaster response and long-term healthcare programmes, IHP delivers Essential Health Packs (EHPs) - these are pre-packed kits, filled with a range of essential medicines, to support critical primary health care delivery in any setting.

In the last 18 months, Accord's long-standing partnership with International Health partners has enabled 2.2million urgently needed medical treatments to reach patients in over 50 countries, including some of the most requested products such as antibiotics, antifungals, antiparasitics and anti-inflammatories: amoxicillin, ciprofloxacin, bendroflumethiazide, furosemide, folic acid and paracetamol. These vital medicines can provide treatments to life or death situations for vulnerable communities and are the ones that are the most desperately needed across some of the world's most poorest places where people lack access to basic healthcare.

With over 400,000 essential medicine treatments for internally displaced peoples camps in South Sudan and over 26,600 courses of antibiotics in 2018 alone, to support the health of people living in rural communities and ensuring they do not die from easily treatable infections.

These EHP packs are sent to the World Health Organisation (WHO), Non-reach out to organisations who work with groups on the ground in impoverished and war-torn/hard-to-reach communities.

In 2019 you donated

202,873

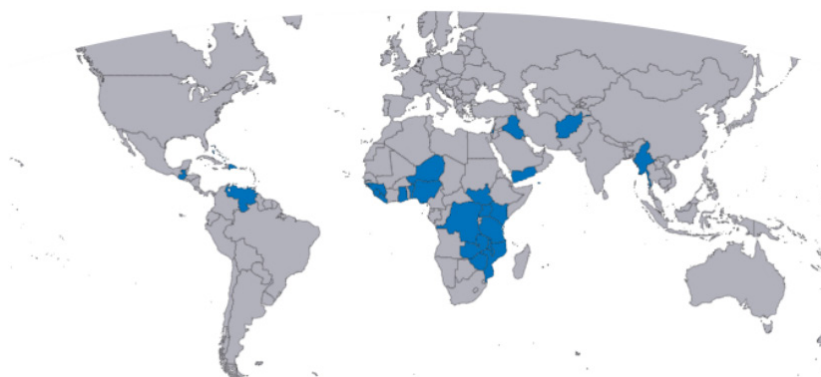
units

321,441

treatments

27

countries



Project Achievements:

To put these packs in perspective here are just three case studies in the last 18 months that Accord has supported:

Case Study 1: Bringing relief to people in Palestine

In March 2019, IHP sent a shipment of 49,127 treatments to Palestine with the support of Accord Healthcare. This enabled the provision of antibiotics, antifungals, antiparasitics and anti-inflammatories (such as bendroflumethiazide, furosemide, miconazole, prednisolone, piroxicam, amoxicillin, and water purification tablets) to medical care facilities across the Gaza Strip, supported by our in-country partner Anera. One recipient was The Society for the Physically Handicapped, which sees 3,500 patients each month, and helps to rehabilitate up to 600 patients each year.

The work we do takes on real meaning from the very people who we help:

Naela, 51. "I have been suffering from tendonitis in my wrist and fingers since 2016," she told us. Each day, she cleans her house, cooks for her family, makes bread and cares for her four children, tasks

that become nearly impossible with tendonitis, despite Naela taking "a lot of painkillers" without seeing improvement. "Every morning when my nine-year-old daughter asks me to comb her hair, I feel sad I can't help her," she added. Surgery is costly and results not guaranteed, but medications such as piroxicam can reduce pain and stiffness from arthritis. The market rate for this medicine is £23, putting it out of Naela's reach. Thanks to the funding and donation from Accord, Naela started taking piroxicam, eased her pain, and began to get her life back. "I have been able to start resuming my normal activities," she told us.

Case Study 2: Supporting Dreams

Our donations to IHP make a real difference to people such as Chisulo Alex, aged eight, who lives in Malawi. His grandmother Eva brought him to the health clinic with a high fever, vomiting and conjunctivitis. Clinic staff treated him with our medicines and he stayed in the clinic for two nights until his temperature fell. Chisulo was eager to go home and get back to school - he wants to be either a doctor or a famous footballer.

Case Study 3: Supporting in Disasters

In March 2019, Cyclone Idai, with maximum sustained winds of 130 mph, created several landfalls near Beira City in Sofala Province, central Mozambique. This devastating storm left around 1.85 million people in need of assistance in Mozambique. It wiped out roads, bridges and other critical infrastructure in its path, while high winds damaged or destroyed countless homes and buildings, including health centres and hospitals. Through our NGO partner International Medical Corps, which sent out a team within the week to assess impacts and provide assistance, we were able to donate much-



needed medicines including antibiotics, painkillers. Other medicines and treatments including hydrocortisone, miconazole, metformin, cetirizine were also sent, along with multivitamins and water purification tablets. One recipient was a woman named Ines, an elderly grandmother who lives near Estaquinha. In response to flooding, she gathered her five grandchildren and ran to reach a safe place on higher ground, eventually climbing a mango tree with the children. She removed most of her clothes and tied the children to the tree to keep them alive, in case they slept and fell. As the waters receded, she headed for the Estaquinha health centre, where helpers treated her and the children for skin infections, diarrhoea and injuries from being tied.

It isn't just about giving medication.

Our work with the International Health Partnership is one that goes beyond giving donations of medicines, it touches our employees who actively contribute to giving back and supporting IHP. As we stated, we recently refocussed our CSR Objectives and Strategy and knew that to make it work, to truly make it better we needed the support and commitment of our people. Our employees support our partnership with IHP across our 35 EMENA wide offices, which includes 32 CSR champions representing their office and site. Working together, our employees put IHP at the centre of the CSR charitable aim and have supported to increase more donations from our EMENA network including the Nordics and our manufacturing site in Fawdon.

Last Christmas the CSR champions made a collaborative decision to forgo Christmas cards for Accord instead donating the money towards IHP, helping them deliver approximately an additional 8,000 treatments in 2020. We are also supporting individuals to take on donating for IHP with one team member raising funds by drawing pet portraits by other schemes that we are investigating such as CSR champions donating personal use PPE masks to IHP.

Going forward

In the last 18 months, we have not only donated millions of medical treatments, but have also continued our commitment to make good our promise of delivering high-quality medicines to the people who desperately need them, even at a time when Accord is itself fighting almighty challenges to supply much-needed medicine for European patients fighting Covid-19 and other diseases.

We do not waiver from this commitment to make it better for some of the most vulnerable people in the world and we will continue to engage our staff with this vital charity. This year, despite COVID challenges, we are committed to doing even more with a companywide initiative to celebrate the 15th year anniversary of IHP where we aim to raise up to £10K was raised; this means we could provide up to 30,000 treatments for patients across the IHP network.

Added to this we are also highlighting this vital charity's work via industry-leading platforms such as Medicines for Europe and other high profile opportunities via our CEO who is a passionate ambassador of this charity and whose purposes matches our own.

"Accord is a greatly valued supporter of IHP. Through generous and long term donations of needed and high-quality product, Accord has enabled IHP to reach vulnerable and disaster-hit communities in over 50 countries. We appreciate the commitment of Accord staff who ensure that they go the extra mile on our behalf. From colleagues in manufacturing through to the Executive Team, Accord's commitment to IHP's vision and mission is evident.

We regard Accord as a leader in partnership development and are pleased that they use their growing platform to raise the profile of issues such as access to medicines, with their peers across the world." Adele Paterson, CEO, International Health Partners.

We Make It Better

ACWA POWER MAROC GATEWAY TO THE SAHARA

BRIEF SYNOPSIS

From its graceful wind farms, jutting out of the forested hills towering over the strait of Gibraltar to the internationally renowned power plants (NOOR I, II, III, IV) shimmering in the picturesque desert landscape of Ouarzazate, “Gateway to the Sahara”, ACWA Power Maroc has not only famously reduced the carbon footprint in Morocco but has, through its impactful CSR strategy, changed the daily lives of its projects’ neighboring communities in very significant ways.

Starting in 2013, and fully supported by the company’s management, the CSR committee has been able to design, implement, and continuously evaluate and relaunch dozens of initiatives and projects in favor of local communities, achieving extremely positive results. This was mainly due to the remarkable involvement, trust, and resourcefulness of the women and men of these communities.

We are therefore proud of our CSR strategy and achievements for two main reasons:

First, our approach is multi-faceted and overarching, involving about 70 multi-year, social, educational, cultural and environmental projects impacting several villages in the rural commune of Ghassate, located about 40 kilometers north of Ouarzazate. We believe that one or two projects would have been honorable contenders for the Award; nonetheless, we would like to stress the interconnectedness and all-encompassing nature of our numerous initiatives.

Second, we truly believe that the ways the CSR budget has been put to service these initiatives are remarkably efficient. Running at 32.681.686 MAD (about \$3.2 million), the budget may not sound spectacular, viewed internationally; yet, through

judicious oversight and the involvement of the communities and other stakeholders, we were able to extend the resources as far as possible to serve communities already known for their frugal and efficient ancestral management techniques. The value, monetary and otherwise, emanating from our budget management techniques goes beyond the initial investment, as is demonstrated in the extended summary.

OVERALL SUMMARY

The statistics related to ACWA Power Maroc’s CSR strategy implementation and community commitment on the ground are eloquent, verified, and compelling enough to comfort us in our effort to vie for this award. For this summary, we will proceed by presenting:

- A. A fictionalized, though highly representative, family story meant to showcase the extent of our efforts as they were implemented within their social, cultural, and economic contexts; in other words, through this story, we aim to put a human face over a complex web of figures/initiatives;
 - B. A brief account of the statistics and other data describing the projects which underline our community involvement, including their range, impact, and sustainability.
- A. The Story of Assou Family, Transformed by ACWA Power Maroc’s CSR Strategy & Approach**

The Assou family lives in Tasselmente village in the Territorial Commune of Ghassate. It is composed of the father, Brahim, 48 years-old; his wife, Ittou, 42, their daughter, Fatima, 19; their two sons, Ahmed and Rehou, aged 9 and 13; and the paternal grandmother, Ouicha, 65 years-old.

Brahim, the father and provider, is a farmer like any you would find in this region. Since the death of his father, he has been eking out a living by tending to about thirty palm trees and fewer almond trees. The few sheep that would graze close to the lean patches of vegetables were his pride and an insurance if he needed quick cash for an emergency (a death or a wedding in the family, etc.). Brahim's daily routine would only be broken by the call to prayer from the village mosque.

His wife, Ittou, remembers the time when she was the proud owner of over thirty sheep and goats, but water and grazing pastures shortages reduced the herd to only five sheep. Now, she does an assortment of chores, like gathering wood, cooking for the family and fetching water from a distant well. She rarely leaves the village to visit the city; when she does, it is usually for a medical emergency involving one of her three children.

The grandmother's chief specialty was baking bread in the outdoor earth oven, and cleaning after the sheep leave the house. She also churns the milk in a goat skin and saves the butter in an earthen pot to grow rancid—a prized local delicacy.

Fatima, the eldest daughter, left school only a few years after she enrolled at the age of eight. The school was too far and walking every day to it, sometimes in the dark, was not safe for a girl of her age. She quit and started to help her mother with cooking and making bread, not actually hating trekking for hours to bring drinking water to the household. She was also good with the needle, repairing and stitching the family's limited assortment of garments.

Now she regrets not going to school and learning new things, like her cousin and best-friend Latifa, who by chance lived closer to the only middle school in Ghassate. This explains why she keeps exhorting her two younger brothers to never quit school. Ahmed and Rehou both go to school, and seem to enjoy the long walk with the village boys, fired up by the prospect of going later to a high school in the shimmering city of Ouarzazate, about fifty kilometers away.

Like everyone else in the village, they heard of and discussed the exaggerated details of this huge project that would extract electricity from the sun, and would provide employment for everyone and

CSR ACHIEVEMENTS (2013 – 2018)



4300 Days
Worked



26 Millions MAD
invested



3 Dedicated
resources



59 Projects
deployed



50 Partners
involved



13 Out of 17
SDGs covered



Strategical
outcomes

Sustainable development approach

3 development axes:

- Economic (4 sectors)
- Social (5 sectors)
- Environmental (one sector)

Ecosystem Involvement

29 of the **50** projects have been co-financed with at least one direct partner

Sustainable Vision

69% of the budget was dedicated to long term impact (**18 M MAD**)

Human Focused Development

Reach:

- **3200** families
- **8000** patients
- **9900** children
- **1100** local farmers
- **470** youth
- **27** NGOs
- **300** economic actors

Large Territorial Coverage

- **67%** of the budget was dedicated to Ghassate
- **23%** dedicated to Ouarzazate

the electricity to all the villages of the commune. Not all the dreams of the sons and the father came true when the solar panels filled the desert around them and the four-wheel-drive cars became more numerous than donkeys.

But some did, when the Assou family was approached by local representatives and experts of the sun-power company who were eager to listen and ask questions about the family's most pressing needs. These experts even assessed the situation of the villages in order to identify other needs. The family was really happy to learn that the "sun project owners" are committed to helping the local populations, and that's over many years, as a gesture of thank you for allowing their people and projects to settle amongst them.

Brahim was surprised to hear that these people are willing to help him and the farmers to clean their palm trees and pollinate their small almond groves, while even getting paid for it. As if by magic, production yields started to dramatically increase and Brahim began bringing back home more money after each harvest season.

Better still for him, the newly built and improved roads by this company convinced him that his crops would fetch better prices if taken to markets further away from the village.

Fetching water was the most time-consuming chore for Fatima and her mom, Ittou. Now that this company has built a water source a few meters away from their home, they were both left with enough time on their hands to chat with neighbors and even learn new things. Ittou decided to join a literacy class that is run by the company only ten-minute's walk from her house. She was comforted and inspired by the presence of other mothers like her from adjoining villages attending the class as well.

Because Fatima loved stitching, she decided to join a handicraft women cooperative, where, she has heard, girls and women would earn money and even keep it for themselves. She had to attend

a handicraft training first. A few months after she joined, she was asked to take part in a class on first aid, organized by the same people from the company. She soon felt valued and empowered.

Ahmed and Rehou will walk no more for hours to reach their school. Their brand-new yellow bus would whisk them there quickly enough to have plenty of time to play a game of football in a field freshly constructed by the company. Both brothers have become good players and therefore will make the team that will play against other teams from neighboring villages in the football tournament organized by the company annually. They also hope to be together for every year's spring and summer camps, spent carefree on the beautiful beaches of coastal cities far away to the north.

The grandmother was happy to hear that this company, which has been doing so much for everyone in the family, has something for her too. She signed herself up for a few sheep that she would receive and hopefully take good care of. She hopes to regenerate the herd that she remembers her family taking out to the fields daily before the successive years of drought.

Even the mosque got a make-over with solar-panel generated lighting and pumped water for ablutions. Not too far away, an ambulance is usually seen stationed outside the rural health dispensary -- formidable assurance for every woman in the village that her pregnancy would be safeguarded if she needs to reach a hospital. For their more elaborate medical needs, the village inhabitants get to benefit from the twice yearly medical caravans, where even minor surgeries are carried out.

The only question on the mind of some villagers is whether these positive actions will last. But the question is soon dismissed, as the farmers look at their cleaned and manicured date palms which announce even better crops. They look at the spouting water source next to the mosque, now lit by solar panels, and feel reassured. Even the call to prayers is now louder and clearer after a gifted

loudspeaker has just been perched on the repainted minaret.

While the villagers initially doubted whether the company people and their commitment will stay beyond the first year, now they cannot hide their appreciative surprise that it has been seven years now and many more announced.

B. A Brief Account of our CSR Community Commitment

The targeted area is the Territorial Commune of Ghassate, outside the city of Ouarzazate, part of the administrative region of Drâa-Tafilalet, in Morocco. At the time of the 2014 census, the commune had a total population of 8448 people, composed of 1297 households.

From 2013 to 2019, important resources and efforts have been deployed by our CSR committee for the purpose of aiding in the development and betterment of the lives of the inhabitants of the rural villages, or Douars (see map of the area highlighting sites of projects and individual action plans).

From aiding with the development of infrastructure, supporting agricultural reform and best practices to helping with girls' and boys' education and sundry other highimpact social programmes, our CSR strategy has a proven record of community commitment based on efficient and creative management of resources as well as a strong and sustained relationship with the people, other stakeholders, and partners.

Specifically, our company has over this period invested a little over 32 Million MAD (approximately \$3.2 Million) in 70 projects whose varied outcomes meet at least 13 out of the 17 Sustainable Development Goals (UN's 2030 SDGs). We have been able to reach and impact an aggregate of 3200 families, 9900 children, 8000 patients, 1100 local farmers, 470 young people, 27 NGOs, and 300 economic actors. Our strategy was designed to incorporate the three pillars of sustainable development; namely, economic, social, and environmental resilience.

All our initiatives were environmentally conscious and sound, making every effort to contribute and support sustainable exploitation of the region's natural resources.

From the beginning, we focused on improving the overall living conditions of the people, injecting resources judiciously and leveraging the population's economic development potentials. Our priority and main focus is improving access to basic social services per national and international standards. We therefore supported (and continue to support) employability, crafts development and valorization, and the strengthening of entrepreneurship, with special attention being paid to the agricultural development of Ghassate.

Believing in the primordial role of education from pre-school to university, and in an effort to uplift the populations' lot, we laser-focused on the observable deficiencies of the educational system in Ghassate, with regard in particular to matters of



Education and Youth: School Transportation, Summer Camps & Olympic Weeks



Capacity Building Initiatives: Handicraft & Ironwork



access to school, health and sports activity, and pre-school education and infrastructure. Below are some numbers, covering varied sectors, emanating from our 2019 independently-conducted impact and sustainability study.

In the area of agricultural development, ACWA Power Maroc supported various projects aiming at regenerating the palm groves and almond plantations, two essential mainstays of the local economy. Thus, for the palm tree sector, 26.000 palm tufts were cleaned and pollinated, engendering in the process about 8000 working days, increasing yields by an average of 6 Kg/tree to more than 30 Kg/tree. Similarly, for the almond plantations, our actions focused on the treatment, trimming, and replantation of higher quality plants, leading production to increase from an average of 4 Kg/tree to more than 20 Kg/tree.

A sheep breeding program targeting 280 households, involved the distribution of 600 Dman sheep, compound feed and mineral supplements and resulted in substantive gains to the beneficiaries. To support local entrepreneurship and reinforce sustainability, 8 agricultural cooperatives were created, involving 260 active members. A project to support the installation of an almond crushing and packaging unit is ongoing, with our company providing the necessary equipment and the training to operate and manage growth.

Actions in support of education, youth and culture are our greatest pride as they involve all youth, eliminate hurdles to girls' education, and prepare

the population to reach out and better integrate with regional and national economies. These range from creating pre-school classes, helping with school transportation, the construction of two soccer fields, the organization of dozens of sports and cultural events, to actions that support personal growth like extracurricular cultural activities and the spring and summer camps, enabling school children to discover other parts of the country, especially sea-front cities.

In areas of health, infrastructure, and general capacity building, our initiatives are too numerous to list them all here (see attachments). They involve, for the health sector, fully upgrading the medical center of Ghassate, organizing mobile medical caravans, and procuring an adapted medical vehicle, considering the difficult access to health services for the locals living in remote and secluded areas. To improve access and physical mobility of the population, 6 Km of access roads connecting 4 villages to the main national road N23 were built.

Moreover, two village mosques (one in Agoudim Izerki, the other in Taferghouste) have been rehabilitated; as well as, for irrigation and drinking-water purposes, 2 water sources and 6 wells have been developed, serving 150 households each, with flows ranging from 8 liters/second to 20 liters/second.

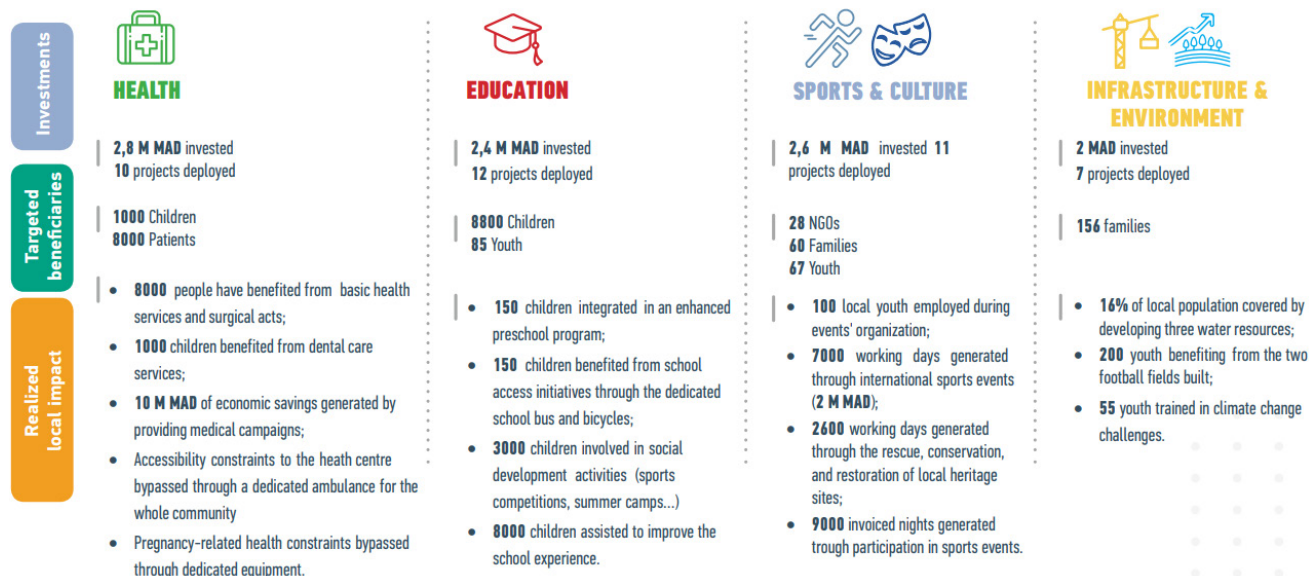
In terms of capacity building and job preparation for parts of the population, manual training programs, involving welding, metalwork, local handicraft, have

been organized. A great example of our commitment to women empowerment is the handicraft training that was organized for the benefit of a group of women, with whom we have collaborated to establish the first female handicraft cooperative, named "Nour Shams".

Our support of the initiative encompasses both the provision of equipment and, for sustainability purposes, a small push in the form of annual orders from the cooperative (like school aprons, wool knitted articles, beach towels...)

More importantly perhaps for the future of the cooperative, is the ongoing project of elaborating a collection of artistic designs, in collaboration with established Moroccan artists, to enhance the appeal of the cooperative's products both nationally and internationally

SOCIAL AND ENVIRONMENTAL DEVELOPMENT





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BLUEWATER SHOPPING CENTRE

OUR HOLISTIC APPROACH

SUMMARY

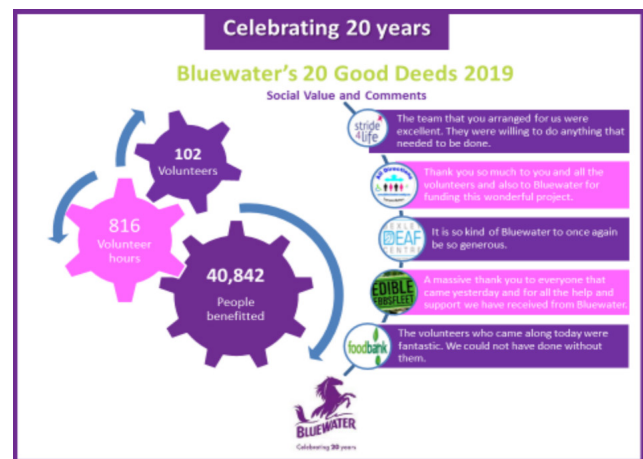
Since Bluewater opened in March 1999, it has set the benchmark for the ultimate shopping and leisure experience whilst demonstrating on-going commitment to Corporate Social Responsibility. Our holistic approach to CSR includes robust community partnerships, an inclusive sustainability program and charitable giving.

The recent highlight of our CSR programme is our 20 Good Deeds project, introduced to support 20 local community initiatives to celebrate Bluewater's 20th Birthday, however we struggled to pick a top 20 so we ended up supporting 27 cause! This also complimented a wider series of community initiatives all designed to not only support local organisations, but to ensure that Bluewater remains a positive influence within the wider community.

For sustainability, our latest campaign supported an enterprise competition with local schools which encouraged design, marketing, and team skills. This was a highlight in the last year's work, which included Bluewater being awarded a silver Green Apple award for Sustainable Water Management. These workstreams ensure Bluewater continues to not only support but enhance our local community, whilst understanding our contribution to global causes.

Given the scope of our 3-pronged approach to CSR there have been several benefits, a lot of which will be highlighted in the main submission but to summarise, some of the more impactful benefits include: -

- 2019 & 2020 total fundraising - £255,694.03 and in-kind donations - £632,896.00.
- 20 Good Deeds supported 27 causes and provided 102 volunteers, 816 volunteer hours and 40,842 people benefitted!



Despite the enormous impact of the Covid-19 pandemic, Bluewater has continued to support many charities and good causes, ensuring that the links with our local community remain strong and inherent to our ethos.

MAIN SUBMISSION

Introduction

Since Bluewater opened on March 16 1999, it has set the benchmark for the ultimate shopping and leisure experience whilst demonstrating on-going commitment to Corporate Social Responsibility. Located in Kent our overall site of 240 acres is surrounded by a 50-acre landscape of lakes, parkland and trees making it the perfect place for the whole family to enjoy. Bluewater has over 300 stores, over 50 bars, restaurants and cafes along with 13,000 free car parking spaces, attracting millions of visitors per annum. Landsec, the largest commercial property company in the UK, manages Bluewater.

CSR

Through our holistic approach to CSR, by linking community, sustainability and charitable giving, Bluewater demonstrates how working in partnership

enables us to not only support but enhance our local community. Landsec has a unique partnership with its Facilities provider Incentive FM, to exceed the expectations of the local community and our guests. The collaboration endeavours to meet corporate targets, whilst supporting local needs such as employability, community relationships and charitable giving. Active engagement with our community ensures needs are sourced, prioritised and supported accordingly.

Innovation and commitment

Bluewater strives to be a good neighbour and support the local community; this innovative partnership approach is key to Bluewater's success. We undertake and support many events, initiatives and issues to interact with the community and understand how we can work together for the benefit of all. Innovation for our partnerships are created by actively seeking opinions and being both reactive and proactive in our approach. We continually work to meet current pressing needs whether that is support for a local charity who has lost its meeting space to more global issues such as how we supported the local areas needs during Covid-19 through charitable giving, professional advice or public safety messaging.

We have a commitment to our Stakeholders to meet current needs and growing ongoing partnerships with key groups, to ensure their future success.



Bluewater has formed long lasting community relationships and ensures an inclusive 3-pronged approach to CSR.

Community

Bluewater strives to be a good neighbour and support the local community; this partnership approach is key to Bluewater's success. We undertake and support many events, initiatives and issues to interact with the community and understand how we can work together for the benefit of all.



To mark the 20th anniversary of Bluewater's opening, in March 1999, we delivered community initiative called '20 Good Deeds'. This initiative planned to support 20 local projects with either a monetary contribution for their cause, volunteer time from our Bluewater employees and partners, or both. Bluewater pledged to give something back to people from our local community; many of whom visit us as their local Shopping Centre and are integral to our ongoing success. Projects ranged from paying for a 30-week lip reading course, to large landscaping projects requiring huge quantities of materials and many hours of manual work.

The completion of the projects, many of which were multifaceted, would not have been possible without the commitment from our volunteers. Their valued contribution meant that we were able to devote time

and resource to each project to ensure the best possible outcome. Where possible, we matched the skill set of our volunteers with the demands of each individual task to ensure that the projects managed effectively. Due to this forward planning, many were completed ahead of schedule. Our aim was to finalise all projects within one year, but we were able to exceed expectations by completing all projects within a six-month time frame. With careful planning, all projects were completed significantly under budget. The remaining money has been pledged to provide ongoing support for many of the projects we helped over the coming months, to enhance their good work and to build lasting impactful relationships.

Not only have we been able to complete the pledged projects in a timely manner, but we feel we have exceeded expectation for all the charities involved. Without exception, all good causes that we worked with stated how much this enterprise has enhanced the lives of all those involved and we firmly believe that a lasting legacy has been created. From the original applications, we deduced that the completion of all projects impacted and benefitted over 40,000 people from the local community and beyond.

In addition to the 20 Good Deeds, Bluewater has several partnerships with a variety of organisations.

These partnerships receive regular support and demonstrate how inclusive our CSR offering is: -

- Sponsorship of Dartford Festival and Stone Fete to help our local councils and communities host amazing, free, family friendly events.
- We fundraise for World Cancer Day in February and Stand up To Cancer in October.
- We support Scotty's Little Soldiers, dedicated to supporting children & young people who have experienced the death of a parent who served in the British Armed Forces.
- Action For Children Christmas Jumper Day.
- A permanent collection point for The Hygiene Bank which aims to end hygiene poverty.
- Dartford Valley Rugby Club – donation of kitchen equipment and furniture and on-going sponsorship of rugby kit,
- Our Christmas gift-wrap service which offers work experience for long-term unemployed.
- The Learning Shop is a unique partnership between Bluewater, North Kent College and the Department for Work and Pensions. Established in 1999 and focusing on employability within the local community, The Learning Shop delivers a wide range of services; including professional training, development and recruitment for Bluewater and our community.
- The Community Forum was started before construction began, to share views and concerns with our neighbours. Since opening, the forums have continued with bi-monthly meetings held at Bluewater with representatives from Residents Associations and local groups including the Racial Equality Council, Council for Voluntary Service and the Police.
- Bluewater Chaplaincy provides confidential care for the wellbeing of all staff and guests and is led by the Lead Chaplain, a team of volunteers and an associate Imam in our dedicated 'Place of Quiet'.
- Since 2016 Bluewater has had an interactive 'Safer Home' store, complete with modern technology to help prevent and report crime. Launched by Kent Police in partnership with Bluewater, the store recreates a home living environment and is staffed by members of Kent Police.
- Bluewater supports Autism awareness on an on-going basis. We mark Autism Hour week in October by reducing lighting and turning off music between 4-6pm every day of that week rather than just on Tuesdays (which we observe throughout the rest of the year.)

- In November we support Purple Tuesday, which puts emphasis on the purple pound, the spending power of disabled people and their families. We work closely with organisations supporting people with autism in the workplace and have successfully employed and offered on-going support to several people through these agencies, this was recognised by winning the Valuing Disability Keiba award in 2019. Bluewater was also named the first Shopping Centre in the UK to achieve Level 3 Disability Confident Leader status from the Department of Work and Pensions.
- Bluewater introduced the Hidden Disability Sunflower Lanyards for use by guests on 31st October 2019.
- On-going staff well-being initiatives including marking World Mental Health Day, Wellness Week, and availability of over 25 trained Mental Health First Aiders.

Sustainability

Sustainability is an integral part of Bluewater's culture. Making a difference in the community, improving health and safety standards, and reducing environmental impacts are central to our business strategy.

In 2019, in a bid to cut single-use plastic consumption, we launched a new initiative, "Refill Me", which allows guests to fill up their water bottle for free at any Bluewater retailer displaying a Refill Me sticker in its window, with zero obligation to make a purchase from the retailer. We currently have more than 30 Bluewater retailers participating in the scheme.

Bluewater ran a campaign in the beginning of 2020 called Made in Bluewater. 'Made in' involved 3 local schools sending a group of year 10 pupils to Bluewater. The students received marketing, sales, branding and sustainability training from Bluewater's staff. The pupils were then set a challenge to design

a logo that represents Bluewater to be engraved on a reusable drinking bottle. They then had to come back to Bluewater and present their design, supporting social media campaign and sales pitch.

The winning school had their logo printed on Chilli's bottles produced and they then will sell them on site and at school to raise money for their chosen charity. This campaign was excellent in demonstrating the way we can combine sustainability, skills-based volunteering and employability to deliver tangible community and sustainability outputs.

To increase environmental awareness among guests we also refreshed our nature trail by collaborating with the Hungry Caterpillar, installing new environmental information boards and a wooden hungry caterpillar and a spider climbing frame.

These initiatives form part of a wider scheme of environmental work that includes energy efficiency, renewable energy generation, water management, biodiversity net gain etc. all designed to minimise Bluewater's adverse impact on the environment.



Charitable giving

In addition to the above projects, Bluewater has a commitment to philanthropy, ensuring we support our local community whilst remaining mindful of our potential impact.

Bluewater supports The Poppy Appeal each year by providing space in the mall for The Poppy Shop and for volunteers to sell paper poppies and merchandise. In 2019, a huge £104,579.59 was raised.

In 2020 we raised an incredible £103,849 despite the Pandemic limiting the fundraising time available due to retail having to close and site numbers being drastically restricted.

The Giving Tree at Bluewater has been running since 2013. In 2019, our guests donated over 18,000 Christmas presents to 75 different charities that were distributed to disadvantaged children across Kent. In 2020 4,311 presents were donated and £8,440.50 pledged via 'Tap to Donate', this was achieved in a reduced time frame due to lockdown and during a period of guest number restrictions to maintain the required social distancing. Covid-19 didn't stop us!

Social and Economic Benefits

Given the scope of our 3-pronged approach to CSR there have been several benefits, a lot of which has been already highlighted. To summarise, some of the more impactful benefits include: -

- 2019 & 2020 total fundraising - £255,694.03 and in-kind donations - £632,896.00.
- 20 Good Deeds supported 27 causes and provided 102 volunteers, 816 volunteer hours and 40,842 people benefitted!

To ensure we always acknowledge and work on delivering tangible outputs the CSR work is reporting in our monthly KPI's, Quarterly dashboards, Quarterly Sustainability Board meetings and Annual review. Landsec also informs stakeholders via their annual performance report.



The future

Due to the impact of Covid-19 we had to be resourceful and inventive in our CSR delivery, whilst remaining committed to maintaining and strengthening our community relationships. We will strive to deliver a high level of on-going engagement during Covid-19 and beyond and seek to exceed expectation. We are mindful of the devastating effect the Pandemic has had on charity support and good causes and we will endeavour to do all we can to support our collaborative partners in the future.

We truly believe the approach that we have adopted could be a blueprint for other businesses as we have seen the models we have initiated being used by Landsec and Incentive FM to deliver wider CSR programs on a local and national level.

BIOCAD

100 DAYS FOR A DREAM

AIM

“100 Days for a Dream” is the first Russian corporate volunteer project in the field of palliative care.

BIOCAD is the largest biotechnological company in Russia that develops and manufactures medicines for the treatment of cancer, autoimmune, and infectious diseases. Within the framework of the 100 Days for a Dream project, the Company demonstrated the importance of giving employees the opportunity to participate in charity events and do good deeds themselves.

The main idea of this volunteer project was that by refusing to hold a corporate New Year’s event, the Company’s employees could save money and fulfill the dreams of seriously and terminally ill children. Exactly 100 days before the New Year, employees turned into wizards and fulfilled the cherished desires of children who were wards of charitable

foundations. Among the desires were a guitar concert, a walk around Saint Petersburg, a soap bubble show, a trip to Formula 1 racing, and a visit to Disneyland.

Thanks to the project, Company employees were able to help children and learned to provide volunteer care and interact with patients receiving palliative care. Project participants became more informed about the activities of their Company and joined a team of internal ambassadors to launch a volunteer movement and promote corporate values within the Company.

The project involved 410 employees from all divisions of the Company: R&D (30%), BackOffice (27%), Manufacturing (23%), IT (20%). During the project, employees realized 115 wishes. They traveled over 380,000 km, visited 56 regions of the Russian Federation, and delivered more than 100 kg of gifts. During the project, employees received



more than 150 letters of thanks from families and children whose dreams came true. Volunteers were bold and determined; they went to distant villages and cities, getting to know families and children, doing good deeds and trying to do the most important thing for palliative patients—to make each dream come true!

IN DETAIL

Every year, at BIOCAD, we conduct a survey of employee engagement. Thus, according to the results of the 2018 survey, the company's priority growth area was the development of CSR. So, we decided to create a special volunteer program "100 days for a dream". We organized many activities to implement the project:

1. Weekly vlog about the realization of children's wishes. The presenters are the employees themselves. Content: arrival, first meeting and acquaintance, gift-giving, time spent together, interviews;
2. Creating a powerful information flow about the project using all corporate communication channels: news feed on the internal portal, newsletters, chat bot, TV panels and interactive stands for employees at production sites who do not have an access to desktop computers. Branded walls in the meeting rooms and mirrors, as well as all cups in the office;
3. Landing page not only with wishes, but also with children's photo and history of a dream;
4. Special badges in the employee's personal profile on the internal portal. After taking part in the project, a volunteer receives a badge "I am a volunteer". This is not only a way to encourage, but also an opportunity to engage others;



5. Educational and psychological training. More than a half of participants didn't know anything about palliative care: how to communicate with seriously ill children and their parents, how not to harm them, and how to prepare yourself for the meeting.

Implementation plan:

I August — September 2019: Planning and announcing

1. Developing concept and visual identity.
2. Branding of premises, desktops and portal
3. Producing souvenirs (branded goods for participants, stickers, covers, hoodies for everyone)
4. Layout and launching website with a countdown timer
5. Interactive stands on the production sites with access to the website
6. A week before launch — promo campaign. News (portal, chatbot), VP's video message (portal, newsletter, daily broadcasting on TV panels)

II September, 18 — December 2019: Dreams are coming true

1. 100 days, 61 cities, 10 kg of gifts, >380,000 km covered to make children's dreams come true.
2. A team of 3-5 volunteers went to fulfill the wish of the little dreamer, others sent additional gifts or signed branded holiday cards
3. Communication: TV panels (project news, photos). Weekly news and vlog releases (chatbot, portal). Weekly newsletter about new wishes. >80% of all dreams were booked within 4 hours
4. 3 open educational meetings. Topic covered: palliative care, rules of communication with children and families
5. >50 volunteers' training before meeting the family. Participants: volunteers, representatives of foundations, psychologist
6. 2 partners joined the project and paid for one trip and several gifts

III December, 26 2019: Presenting results on the internal event

1. Presenting NY's issue of the corporate magazine project as a cover story
2. Results, statistics and reviews published on the site
3. President of the company congratulated everyone on the upcoming New year and summed up the results of the project. No one could hold back tears during the watching of the final video with the best project moments.

Also, during the project we came across many challenges, such as:

1. Short notice — 1 month from idea to launch
2. Employees' lack of knowledge about communicating with palliative patients. Solution — educational meetings, psychological trainings and support from other volunteers

Summary

According to the results of a survey of employee engagement, the Fulfillment of Social Obligations item

↑ by 5%

In the comments, the staff spoke particularly positively about the 100 Days for a Dream project.



3. The limit of those who can personally congratulate the kid. Form a team of volunteers, others could send a gift or a letter
4. There are no special chairs and beds in Russia — it's necessary to make a special documentation packages or organize delivery from abroad. Any kid's journey requires medical equipment and support, as well as mountain of paperwork.
5. We did the impossible: got a sold-out ticket to the Formula 1 special zone for disabled people. The event started a week after the launch.

In spite of all these challenges we were able to achieve a great result. "100 days for a dream" is the first corporate volunteering project in Russia in the field of palliative care, which simultaneously brought together more than 400 employees, 115 children and their parents.

An important achievement for us is that even after six months, employees continue to discuss the project and their personal experience. For instance, at the quarterly event in honor of awarding the best employees, 13 out of 15 nominees awarded as the best employees in Q4 2019 were project volunteers. At the special awarding ceremony, they talked about their achievements, the importance and value of the project, and the transformative personal experience it gave each of them.

As BIOCAD develops drugs for the treatment of spinal muscular atrophy, the project gave to employees an opportunity to learn more about it, because it's the most common kid's diseases in this project. These children are often deprived of the opportunity to actively communicate with the outside world, so gifts that were given by BIOCAD employees, literally became the only way for them to interact with other people.

What we've reached:

- 800 applications were submitted for participation in the project (KPI 600 applications), 410 employees became volunteers (KPI 300 people)
- 60% of participants took part in a volunteer project for the first time and most of them never interacted with palliative patients
- Employees of all departments took part in the project: R&D-30%, Back-office-27%, Production-23%, IT-20%
- 93% of employees viewed the project's vlog for the entire time (80% KPI)
- 91% — the opening rate of newsletters about the project within 30 minutes, while the average opening rate is 73% within a week
- > 80% of requests were booked within 4 hours after the newsletters
- 54 publications mentioning the project in federal and regional online media
- 72,000 views of the project's vlog in social networks
- 2 business partners joined the project by participating in the financing of several wishes.

As part of this project, the Company managed to draw attention to the importance and necessity of supporting palliative patients, as well as the role of corporate volunteering among employees. And company succeeded!

CARDINAL

SERVING THE COMMUNITY

INTRODUCTION

Cardinal continually supports its local community through fund raising, donations, sponsorship, raising awareness and knowledge sharing.

The business has an amazing ethos and culture of wanting to give back through proactive and pragmatic actions such as career advice, opening its doors to students, supporting the local community and giving generously to support great causes.



Holy Family School during their site tour of Cardinal HQ

IN DETAIL

Cardinal is part of Bradford Manufacturing week (previous years and this year) and has actively engaged with a number of different schools (including SEN schools) to promote careers in manufacturing & construction. This has also led to a relationship with a particular SEN school, Oastlers School in Bradford, that we have worked with to enter the Considerate Constructors Big Build Scheme 2019, coming runner up.

We have also sponsored the school as they cycle coast to coast to raise money for new computers. Site tours of Cardinal's HQ have been completed for various schools, academies & colleges (Airedale

academy, Elliot Hudson College, Oastlers, Dixons Academy and Holy Family to name a few) to showcase the various less well known opportunities available within the construction industry. Work experience sessions have been completed at Cardinal, year on year, to enable students to gain real life experience of working at a company.

These experiences have taken place within the various different areas of the business including office, warehouse, project management, estimating and onsite. Cardinal have taken part in a series of mock interviews with students at various schools to prepare them for this essential part of finding work. Cardinal Managers, directors and employees have shown Bradford College design students around our facility on numerous occasions to show them what we do whilst advising them how to get into the industry, specifically design.

Cardinal presented at the Give Construction A Try Event at Wakefield College to advise the next generation of the various careers available in construction by getting young students engaged through the use of Virtual Reality and also explaining the roles available to them.

A further presentation was completed at the Go Construct event in Wakefield to offer specialist advice to teaching & careers advisors to enable them to correctly promote the different careers available in the construction industry. Several of the Cardinal team have provided details so that they could be featured on the Go Construct website explaining their own personal journeys to assist others in their career decisions.

Cardinal actively complete a wide and varied range of charity work which includes;

- Several cupcake days where monies have been raised for the Alzheimers society
- A memorial walk charity event to raise money for the family of a
- several fund raising events for Cancer Support Yorkshire
- a charity head shave to raise money for a local hospice
- a charity event to raise money for guide dogs
- have donated toys to Bradford Toy Library for Christmas
- a Christmas jumper day with all funds raised going to Little Heroes which is a charity that aims to support children & families suffering from childhood cancer
- Melanie Slinger, Office Manager at Cardinal, continually sells sweets at the Cardinal HO with all the funds raised being donated to the Dogs Trust.
- Cardinal has, year on year, supported Sport Relief through various fund raising events.
- Easter eggs which were donated to a local charity so that distributed them to underprivileged, local children.
- Cardinal are proud to have sponsored the Junior World Cup at Shay Stadium.
- Cardinal sponsor Bradford City, Huddersfield Town FC and are part of the Huddersfield 100.
- Cardinal are actively engaged with Bradford Community and West Yorkshire Police.

Cardinal took part in the Bradford Dragon Boat race (again) to raise money for Bradford Hospital and have also signed up to take part again in 2020.

Sonia Jamieson, Cardinal's HSQE Manager, and Michael Brearey, Cardinal's Construction Director,



Leeds Pride event 2019

are Construction ambassadors who present to local educational establishments to promote construction as a career. Michael has also set a plan in place that there will be a further two members of the Cardinal team trained as ambassadors in 2020.

Cardinal's Construction Director is the Vice Chair of the Leeds Hub of the CIOB, actively creating & promoting local CPD events to assist others with their careers and has completed various talks at Bradford College, Wakefield College, Bradford University and Leeds Beckett University on Construction related subjects to spread knowledge of the construction industry and to promote it as a viable career choice.

Two members of the Cardinal team have signed up to complete the Inca Trail in 2020 to raise awareness and money for Mens Mental Health.

Michael Brearey has arranged an event to raise awareness of Mental Health Issues within the Construction industry which included guest speakers, a panel of experts and advice on how to manage & spot the signs which was attended by industry professionals. Cardinal took part in the Leeds Pride event to raise awareness and promote fairness & inclusion in the industry and three (3) Cardinal staff have completed their Fairness, Inclusion and Respect (FIR) training to become FIR Ambassadors.



Oliver completing his week of work experience on the various sites and also in the office.

Cardinal have a brilliant training and mentoring structure in place which currently has 16 apprentices and invests heavily in training & upskilling its staff. Two members of the management team have recently completed an NVQ Level 6 & Level 7, respectively, in Management.



Charity head shave

Two further members of the Cardinal team have been signed up to complete degrees funded by the company. The further training of twelve (12) members of office staff and the mentoring of four (4) further staff through to becoming Chartered Construction Managers with the CIOB. Cardinal are proud that our recently completed apprentice (Joe Vickers) has been employed full time and we have reinvested in him with an IOSH course and also a degree course.

Cardinal has donated a brand new seating areas to St Luke's CE Primary School to allow the children somewhere to allow them to increase their reading skills.

The Cardinal team took part in a collection of old / unwanted bicycles to give to a local shop which repairs them and then donates them to less advantaged people so they can get around easier.

Cardinal took part in a 'have a go day' with Trinity College which allowed the students to have a hands on experience of working onsite which was then followed by a talk by the Construction Director on his career path and the office based opportunities that there are in the construction industry.

Cardinal actively seeks to employ apprentices & trades people across various job roles and trades to provide investment in our local area and maximise our labour resource potential. We also procure from the local supply chain businesses for various aspects of our projects ranging from sandwich shops to local materials suppliers and subcontractors, which provides reinvestment in the local areas around the building sites.



CARDINAL

CREATING BUILT ENVIRONMENTS

OFFSITE SOLUTION SPECIALISTS

+44 (0) 1274 200900

FERNHILL HOUSE, BATTYE STREET, BRADFORD, BD4 8AG

www.cardinal.ltd.uk



CHARGEBACKS911

PAID FOR GRADES

INTRODUCTION

Paid for Grades is a unique corporate citizenship program with the goal of fostering a generation of students imbued with the skills and confidence they need to reach their potential. This will set them on a path towards professional and personal success throughout their lives.

In partnership with Pinellas County schools and the Pinellas Education Foundation, Chargebacks911 works to identify the students in our county most in need of intervention and provides them the tools and motivation to succeed. By offering a \$500 prize to each student who successfully raises their grades and reading comprehension, we see a drastic improvement in many of the participants. They are also taught life skills, such as establishing a growth mindset, that serves them both in their education and personal development.

Since 2013, the program has evolved from originally offering ‘scholarships’ after finding that the students who needed the extra support most were deterred by that term. Paid for Grades continues to grow and evolve with a vision to recruit more corporate and education partners to expand the program throughout Tampa Bay and ultimately the state of Florida.

IN DETAIL

Paid for Grades is a nonprofit program founded by Chargebacks911’s co-founder and COO, Monica Eaton-

Cardone, and is financed entirely by the company. Eaton-Cardone was inspired when she hired several local students for entry-level positions, such as data entry, at the company’s Tampa Bay headquarters. However, she found many of these students lacked confidence, as well as key fundamental skills that were vital to performing their roles.

“It became evident that this is a problem growing by leaps and bounds, right in our own back yard,” Eaton-Cardone explained. In response, she set out to create a program that could help at-risk students excel academically, boosting the confidence of students who needed it the most in the process.

Today, Paid for Grades is backed by the Pinellas Education Foundation and offers a semester-long program at participating high schools in Pinellas

How It Works

- 1 School Administration**
 - Identify students whose reading ability is below grade level using Pinellas County testing tools
- 2 Paid for Grades**
 - Confirm students’ eligibility for the Paid for Grades program
- 3 School Administration**
 - Identify mentors
 - Schedule time for students and mentors to work together
- 4 Student**
 - Work with mentor until reading level improvement is achieved
 - Complete Paid for Grades online workshops
 - Ensure GPA is in the target range (see Program Criteria section below)
 - Maintain seven (7) or fewer unexcused absences
- 5 School Administration / Mentor**
 - Retest students’ reading level using Pinellas County testing tools to determine improvement
- 6 Paid for Grades**
 - Evaluate students’ transcripts to confirm GPA meets requirements
 - Confirm the student did not exceed seven (7) unexcused absences
 - Assess reading scores to ensure improvement of at least one grade level
 - Distribute awards for demonstrated improvement

County. Program organizers work with teachers and administrators to identify and enroll students who are performing below grade level. Teachers and administrators evaluate prospective participants based on students' academic performance, as well as their scores on the Florida Standards Assessment (FSA) English Language Arts (ELA). This is an annual, standardized performance evaluation conducted throughout the state. Students are considered eligible for Paid for Grades if their performance is deemed to be below grade level benchmarks. Administrators then contact prospective candidates and arrange for eligible students to complete a participation form if they're interested in taking part in the program.

Once a student is entered into the program, they are partnered with a school-approved mentor. The mentor and the student meet regularly and work together over the course of the semester to improve the student's grades and raise the student's performance on the FSA ELA assessment by at least one grade level. The program continues throughout the semester, meaning the student and mentor continue to work together through the end of the program year. In many cases, students may actually improve their abilities by the equivalent of two or more grade levels before the end of the semester.

While academic performance is important on its own, students are also taught life skills that will help them find success in their academic career and beyond. As such, students must complete a series of online training lessons focused on topics such as budgeting, job interview performance, and stress management. Through the various components of the program, our goal for each student is multifaceted:

- Boost their grades
- Improve their reading comprehension
- Foster a more confident, purpose-driven outlook
- Gain valuable skills that will serve them beyond the classroom

Students who complete the Paid for Grades program materials and maintain satisfactory attendance will receive a \$500 cash award at the end of the semester. For each successful student, their mentor will receive \$400, and their school will receive \$100 Microsoft gift card to invest in technology for ongoing learning.

In 2019-2020, Chargebacks911 contributed more than \$100,000 to student literacy in Pinellas County through our program. Thanks to the teachers and schools working with Paid for Grades, we exceeded our student participation goal and more than doubled the previous year's student participation; The 2018-2019 program awarded 40 successful students while the 2019-2020 program awarded 108 successful students.

Additionally, the average GPA of the students in the program grew by 34%. Their reading comprehension grew by an overall average of 226% and reading proficiency grew by an overall average of 182% based on the testing provided at the beginning and end of the program. Each student also completed the following life skills courses provided by Chargebacks911:

1. 8 Proven Ways to Boost Your Self Confidence
2. 8 Habits of Successful Students
3. Study Less / Study Smart
4. How to Relieve Stress
5. Growth Mindset: What It Is, How It Works, Why It Matters
6. Job Interview Tips for Teens

Another significant result is the attendance record of the students, in 2019-2020 Paid for Grades students only missed an average of 2.2 days of school for the entire program year.

Paid for Grades is first and foremost focused on the impact made on the individual students we support. For those students, the program has been proven to have a positive impact on their grades, reading

Program Mission

A Partnership Dedicated to Success | Paid for Grades is a program that aims to build a stronger and more sustainable community through improved literacy. School administrators, mentors, and Paid for Grades team up to provide high school students struggling with reading with the resources needed to succeed. We have made it our mission to achieve the best outcome possible—for the students, mentors, and the community as a whole. Thank you for your willingness to be a part of this great effort!

and comprehension, school attendance and teach them new life skills. Our vision is for Paid for Grades students to take the lessons learned throughout the program and apply them to their life beyond school. We want them to strive for more and ultimately pay their talents forward in the communities where they live and work.

The 2020-2021 program is positioned to set new records as over 300 students are active in this year's Paid for Grades class. To continue the exponential growth, Chargebacks911 is proactively seeking community partners to help sponsor new students and schools.

Our goal is to scale the program throughout the Tampa Bay area then the state of Florida. Together with the help of committed and passionate partners, we will further our mission to set students in our community on a path toward lifelong success and incentivize them to achieve more than they imagined possible.

Testimonials from students in the 2019-2020 program:

"I am so thankful to be part of the Paid for Grades program. I've learned a lot throughout this process especially how to maintain good grades while playing sports. This program encouraged me to ask my teachers questions about classwork and homework assignments. Normally, I would have tried to figure it out on my own or not do it at all. My favorite aspect of this program is that I was able to bond with my mentor. She made me feel very comfortable with asking questions and no question was stupid. Thank

you, Ms. Green. The tips for job interviews and the eight habits of a successful students will play a role in my new way of thinking moving forward. I would recommend this program to all my friends. Thank you for the opportunity. I love my school!"

"I like how you get rewarded for accomplishments. I learned what to do at a job interview that you show up 10-15 min early to show that you are on time. My favorite aspect of this program that it gave me a goal during the school year. Yes, I would recommend Paid for Grades for my friend because it gives them a goal to accomplish."

"I learned that you shouldn't be afraid to take on challenges, be confident, be proud of what you've done, make sure to have a good mental state of mind, and be professional during events relating to work. I have a visual image of the realization of becoming the person you want to be. So, this was really helpful. I'm glad to be in the paid-for grades program."

"Something I learned while being a part of the Paid for Grades program is that it isn't hard to stay in track if you set your mind to do it. Honestly, my favorite aspect of the program is knowing the prize I will receive after accomplishing my goal of keeping good grades. I would 100% recommend Paid for Grades to my friends, especially if they need more motivation to stay on track."

COLAS UK PROJECTS COMMUNITY INITIATIVES

INTRODUCTION

What?

We have delivered a series of impactful and measurable community initiatives – including the provision of:

- 100 weeks of pre-employment support to local homeless and refugee candidates.
- 88 local jobs, including 5 for homeless candidates.
- 179 hours of volunteering, and £25,041 of donations or in-kind contributions.

Why?

We are committed to delivering CSR across all projects and made quantifiable commitments as part of our framework bid. During mobilisation, we consulted our client, and local stakeholders to understand their priorities. We were able to build upon the core elements of our approach (local employment, community engagement, schools initiatives) with tailored initiatives aligned to local demographics/drivers.

Cost?

£90,690 across all measures.

Achievements?

£7.56M of positive local impacts, per the TOMs framework.

Who benefited?

Our employment initiatives have helped some of the most marginalised groups secure opportunities, whilst our school's engagement has benefited local

pupils, and our COVID19 initiatives have supported the socially vulnerable.

Longer-term benefits?

The CSCS training afforded to local unemployed people will provide candidates with a long-term foothold in employment, while our betterment of community/school/environmental spaces represents a positive legacy.

Innovations?

We have developed a collaborative Steering Group model to keep ourselves accountable to community / 3rd sector stakeholders, and introduced TOMs reporting to quantify our activities. We have also used digital delivery methods (e.g. virtual schools sessions) to ensure continuity during COVID19.

Can other organisations/communities' benefit?

The Council had previously experienced issues with contractors failing to fulfil their commitments and/or report them adequately. Our collaborative Steering Group model and use of a recognised reporting framework provides strong lessons for public/private sector partnerships looking to ensure delivery targets are fulfilled.

Learning?

We are adopting the management and reporting processes utilised on this framework as the model standard for our business and are working to replicate these techniques across our projects.

IN DETAIL

CSR benefit – does the entry identify clear CSR benefit?



Our award submission is based upon our CSR activities across the Manchester Highways Infrastructure Framework. We have delivered 5 highways improvement schemes to date, with a cumulative value of £14.6M. Our Regional CSR Lead has overseen a varied, impactful programme of community activities, which have included:

Social:

- Providing 100 weeks of pre-employment support to local homeless candidates, including CV writing workshops, and help in preparing benefits applications.
- Co-ordinating 179 hours of volunteering, and £25,041 of donations or contributions.
- Working with schools, colleges and universities to advocate for STEM careers.

Economic:

- Delivering 100 weeks of apprenticeships, to help tackle the regional skills shortage.
- Creating or sustaining 88 jobs for candidates from the Greater Manchester (GM) region, several of whom were from homeless or refugee backgrounds.
- Spending £6M with businesses in GM, to help maximise the “local multiplier effect”.

Environmental:

- Donating pallets, white goods, furniture and equipment from our de-mobilised sites to local charities, to reduce waste-to-landfill.
- Creating cycle storage areas to encourage sustainable transport modes.
- Volunteering personnel to help plant 70 trees in Manchester city centre.

We have delivered most of these initiatives “over and above” the contractual commitments included within our framework bid; demonstrating a real commitment to positively impacting local communities.

Degree of originality/innovation – new or novel solutions to problems?

We have introduced several innovations to tackle our client’s priority issues:

- Scheme activation: Manchester CC had previously experienced challenges in getting residents to utilise newly created cycling infrastructure in deprived areas, principally because of broader social issues -such as a lack of equipment, and skills/awareness. After delivering the Chorlton Road 1b scheme, we constructed a community cycle shelter, and worked with local charities to provide bicycles and proficiency training.
- Digital engagement: The onset of COVID19 in early 2020 threatened to undermine the

delivery of our CSR commitments, which were largely dependent on face-to-face engagement. We agreed to deliver schools engagement sessions and careers events digitally, ensuring continuity without creating transmission risks. We are also currently in the process of digitising our work experience provision, in collaboration with leading consultancy Springpod. This will enable us to deliver digital work experience placements in a structured, high-quality manner - which minimises disruption caused by COVID19.

- TOMs reporting: Framework contractors are required to report their CSR activities in a transparent, structured manner. To support this imperative, we introduced the National Themes, Outcomes & Measures (TOMs) framework. The TOMs are the one of the most credible and widely used reporting tools on the UK market, so they were ideal to satisfy our client's requirements on this framework. The TOMs enable us to provide high quality, externally validated CSR data to the Council; demonstrating that we have fulfilled or exceeded our tendered commitments.

- Fusion Housing.
- St Wilfred's and St. Philip's schools.
- Spark and Springpod (careers advocacy partners).

These partnerships enabled us to understand local priorities and demographics, so that we could develop the tailored, impactful initiatives identified above. Our monthly Steering Group meetings provide an opportunity to discuss performance, and to develop new proposals aligned to emerging local priorities. Stakeholder feedback has been

Update

- Social Value Internal Launch, comms plan (Nearing completion)
- Social Value inclusion - Corporate e-Induction (Complete)
- KB and Connex Pages developed, FAQ guide and Training materials (Content adding)
- Submission for SVP and CECA awards (Complete)
- Social Value Policy (approved and published)
- Appoint new SV Manager (complete)
- Appoint new SV Lead South (in progress)
- SLEV E Delivery target (set at £15m 2021)
- SVP maturity index complete, development process in place



consistently excellent, with our Public Liaison Officer (PLO) Michelle recently winning praise from Mustard Tree's team: "Her consistency, her kindness [and] willingness to help our participants and viewers has been brilliant."

Commitment of the entrants - involvement of relevant stakeholders and employees have the staff demonstrated their commitment?

Stakeholders: The early partnerships our team developed with local charities and stakeholders have been integral to our success. We have built strong relationships with:

- Mustard Tree and The Booth Centre (local, anti-poverty/homelessness charities).
- Manchester South Central Foodbank.

Workforce: Our team have demonstrated huge enthusiasm for Colas' CSR strategy, and have played an integral role in delivery. Our personnel have used their company-allocated volunteering hours to support schools-based sessions, careers events, pre-employment initiatives, and deliveries to individuals who were otherwise been isolated by COVID19. Several our personnel have also volunteered for Colas Mental Health First Aid (MHFA) training programme, enabling them to become "Mental Health Champions" within our teams.

Social benefit - have communities or areas benefited?

We have delivered major social benefits by recruiting and training local people, with a focus on those from “hard to reach” demographics. As identified above, we have created or sustained roles for 88 candidates from the local region. Many of these individuals struggled to find employment independently because of language barriers, and a lack of access to IT equipment.

During mobilisation, we consulted our client, charities and stakeholders at length to understand priorities and drivers. Supporting marginalised groups was identified as a fundamental pillar of the Council’s skills/employment strategy, so we worked closely with local charities to engage candidates from homeless, refugee and NEET backgrounds. We provided pre-employment support (CV writing, application development, and CSCS training) to help remove barriers to entry to more than 60 unemployed local people. We were subsequently able to create 5 roles for homeless candidates.

Our initiatives have received a wealth of positive feedback from beneficiaries and stakeholders. One of the high-priority local individuals recruited to our Princess Road scheme recently commented: ‘I wanted to work to look after my family and earn money for the documents we needed to stay in the UK, the babies needed passports that I couldn’t afford so when I got the job, I was over the moon. The team have helped me to study CSCS and get the test paid for so I can get a better job, and they helped me get a new job when the Princess Road project ended. There is nothing I can’t ask; they are all angels.’

Economic benefit - have reductions or savings been achieved?

We have delivered economic benefits on this scheme by helping local people into employment (see above) and maximising the proportion of project spend retained in the local economy. We have spent

more than £4.8M with SMEs from GM, and over £1.2 with large enterprises from this region. This £6M+ represents a significant re-investment into the regional economy, which supports our “local procurement” policy.

We have also generated savings for community partners, by providing resources and volunteering time for local community partners free of charge (FOC). Cumulatively, we have delivered more than £25,000 of donations and in-kind contributions across the framework. Notable initiatives have included:

- Donating 6 tonnes of wood chippings from felled trees to community allotments
- Removing an asbestos-contaminated out-building from a local primary
- Creating additional road-markings outside a local school

We have also worked closely with the Council and local charities to mitigate the impacts of COVID19 on the vulnerable. We have volunteered our staff’s time to work as delivery drivers; collecting food and medical supplies from the Council’s depot and bringing them to shielding residents who were unable to leave home.

Evidence of measurable impact/benefits (environmental, social and financial) - are the theories supported by measurable improvements?

The figures identified at the start of our submission have been externally validated as accurate by the Social Value Portal.

The National TOMs framework we use to record/report CSR works through a series of “proxy values”, which quantify the local benefits of different CSR activities. Our team capture the volume/scope of activities delivered, and multiply them by the relevant proxy values, to identify the benefit delivered. We upload this data (along with supporting evidence

such photographs, testimonials, work experience diaries etc.) to the portal on a quarterly basis. The Social Value Portal's team scrutinise the data and evidence to ensure the reporting is wholly transparent and accurate, before producing project reports.

Using the TOMs proxy values, we have delivered £7.56M of cumulative benefit across the framework to date.



Replicability - can others adopt the procedures to their own benefit?

Our methodology is based upon proven principles of CSR planning/delivery, as opposed to business-specific processes or resources. Our core principles (understanding local needs, working with stakeholders, and remaining accountable), are not specific to our sector, and do not require specialist technologies or resources for their implementation. Our methodology can be adapted by businesses both within and beyond our sector, and we are happy to share learning and best practice through industry forums.

Our Manchester team are currently working with internal stakeholders to apply the processes and

lessons from this framework to other projects/programmes across our business. We are also working with several of our supply chain partners to develop their CSR provision, and are looking to share best practice with other contractors through collaborative industry forums – such as CIHT events.

Component of continual improvement and sustainable approach?

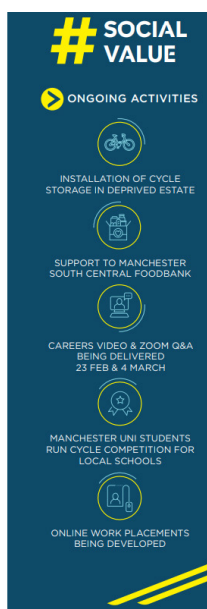
We drive continuous improvement through a CSR “Steering Group”, which brings our team together with the Council, local charitable partners, and MPs on a monthly basis. By meeting regularly to plan initiatives, convey progress, and secure feedback, we are able to identify opportunities for improvement, and keep our “finger on the pulse” of local needs.

This agility proved particularly valuable during the early, “hard lockdown” stages of COVID19. When the pandemic struck, we agreed to re-allocate our planned time and resources.

We postponed schools’ visits and work experience opportunities, in favour of carrying out food/medical drops to vulnerable residents, on the Council's behalf. This ensured there was no reduction in the net CSR benefit delivered to local communities. As the lockdown has eased and schools have re-opened, we have re-adjusted our provision to include for the school's sessions within our original framework offer.

Demonstrable programme for promotion and dissemination of the work?

Our in-house CSR and Marketing teams work closely together to promote our community activities in Manchester. To ensure internal awareness, we post case studies on our intranet page and Yammer,



to celebrate our team's achievements. To ensure external awareness, we share infographics and photos on our website, and social media pages (Twitter, LinkedIn):

- <https://twitter.com/ColasLtd/status/1337345995018031111>
- <https://twitter.com/ColasLtd/status/1336646496134029312>
- <https://twitter.com/ColasLtd/status/1367894894837121025>

In addition, we regularly apply for industry awards, and our framework team recently secured the North West Civil Engineering Contractor's Association's (CECA's) "Social Value", and "Young Professional of the Year" awards for 2021. Our CSR roadmap for 2021 includes a further tranche of communications celebrating our team's achievements, and we are also planning to launch a dedicated CSR sub-page on our corporate website. This will include photos, videos, testimonials and TOMs data from the framework.

Monitoring/reporting?

Our Regional CSR Lead retains overall responsibility for framework performance and management and meets regularly with the client's team to convey progress. As detailed above, we use the Social Value Portal's TOMs framework to capture/report our activities, which satisfies the Council's requirement for CSR data/evidence. SVP's team rigorously scrutinise the data and evidence provided for accuracy, before producing quarterly and annual project reports. This provides our client and stakeholders with confidence that we are accurately recording/reporting our activities, and the benefits they have delivered.

Accountability/transparency?

On previous frameworks, Manchester CC had experienced long-standing historical problems with contractors failing to uphold the commitments made at bid stage, and/or failing to capture and report their activities adequately. By establishing our Steering

Group model and implementing TOMs reporting, we demonstrated a high level of transparency and accountability from the outset. Monthly Steering Group meetings provide an opportunity for our

client and stakeholders to review our activities, which ensures that we remain fully accountable for the delivery of our commitments. We are also currently in the process of collating TOMs data from

the various framework schemes, so that we can publicise our performance on our website and social media channels.

Future expansion of the scheme - how do you intend to move forward?



Our framework team are currently progressing several initiatives to improve our CSR provision, these include:

- Finalising and rolling out our "digital work experience" provision.
- Working with local universities to facilitate careers events, graduate "year out" placements, and other initiatives. For example, we are currently working with students from the University of Manchester (UoM) to deliver cycling awareness competitions in schools.
- Extracting learning and best practice from the project, so that we can utilise a similarly structured approach our schemes.

EKER SUT URUNLERI-EKER DAIRY PRODUCT EQUAL OPPORTUNITIES

INTRODUCTION

It is estimated that there are approximately 950,000 adults with autism in Turkey. Only 28 of them are in business life. Employers 'and families' prejudices, not knowing how to recruitment are the reasons that reduce the employment of individuals with autism. Autistic individuals who are included in the business life face the risk of being dismissed after a while because they cannot be given the support they need.

As the Eker family, we have implemented a job coach supported employment program that can guide the entire business world with the support of Tohum Autism Foundation in order to bring individuals with autism who cannot find a place in business life to the society and to eliminate their families future concerns.

"Autism in Workforce" project is the first and only sustainable project made for the employment of individuals with autism in Turkey. As Eker, we work together with non-governmental organizations and advocate for government agencies to promote the employment of individuals with autism. This project allows individuals with autism to socialize with the respect they deserve by supporting both their workplace and their own development. Individuals with autism who are included in the business life gain their economic freedom and take a step towards living independently.

It is applicable in different sectors with the job coach supported employment model we have created. We believe to ensure that it becomes a model that can guide all institutions in both the public and private sectors and to become widespread in a sustainable format.



The fact that this corporate social responsibility project, which we have realized as a pioneer in our country, is awarded in the international arena will both motivate us and mobilize other companies for the employment of individuals with autism.

IN DETAIL

Autism is not a disease, but a difference. Individuals with autism make a difference with decent education. Autism is the most common neurologic disorder of today's time. While the prevalence of autism in newborn children was 1 out of 10,000 in 1970 and today this ratio is 1 in 54. In accordance with this data, it is anticipated that around 1,380,000 individuals with autism have been living in our country. Approximately 430,000 of this population is consisting of children and youths. The number of individuals with autism between the ages of 15 and 64 competent for employment is more than 950,000. Therefore, when the family members are also included within this figure, there are approximately 5,550,000 individuals in our country that are affected by autism. The annual cost of the state for each individual with autism reaches 100,000 euros. However, if employment is provided, this cost decreases to 35,000 Euros. Employment of individuals with autism provides economic comfort for both the state and the employed person with autism.

As Eker family, acting as taking the initiative and pioneering for the purpose of elimination of concerns and anxiety of families regarding the future and reintegration of the individuals with autism to the society, we have accomplished an exemplary employment project with the supports of Tohum Autism Foundation: Autism in Workforce.

The main objective of the project is to demonstrate and reveal the fact that the adults with autism can actually work in a factory environment, but of course by receiving assistance from job coaches. At the same time, not only working at the factory. Naturally, the underlying vantage point of this project is that:

Individuals with autism are in desperate straits especially after their parents, mothers and fathers grow old. If they are unable to work, and if they do not have a regular income, they become desperate for state assistance. This is definitely something causing suffering for the parents in particular. "What will my child do after I die? Is he/she able to look after himself/herself?" The project was actually born out of this concern and anxiety.

Our project has 3 main objectives. Our first goal is in-house. Our program, which started with the employment of 2 individuals with autism in the first place, is now continuing with 8 individuals with autism and 3 job coaches. Our goal is to employ a total of 12 individuals with autism to participate in business life. We are planning to realize a life home where they can not only participate in business life, but also continue their lives with life coaches after work. In this living house, they will develop their social life skills by fulfilling their responsibilities such as cooking, going shopping, daily routine cleaning and self-care.

Our second goal is to work with the public to get government support to support the spread of this model. We strive to create incentive programs that will ensure that the costs of job coaches are covered by the government. In this context, as Eker, we maintain our contacts with the relevant ministries and members of parliament, together with Tohum Autism Foundation.

Our last and most important goal is to make the business model we have created applicable to all institutions in both the public and private sectors and to spread it throughout the country.

We are taking firm steps forward to realize our first goal. We employ 8 staff with autism, 3 job coaches and 1 supervisor. Our supervisors and job coaches evaluate personnel with autism and make the necessary sensory and visual arrangements in their workplaces. Work coaches, who act as a bridge between staff with autism and employers and workers, support individuals with autism in both



their job skills and social life skills. From dressing up and taking off work clothes, greeting friends, behavior control, to the use of the cafeteria and other common areas, job coaches support our staff with autism with the applied behavioral analysis method. An orientation period of 2 months and an adaptation period of 8-10 months are planned for each personnel with autism. Our aim is for our staff to work independently, requiring minimal support.

The development and working speed data of our personnel are collected every week and annual reporting is made. We organized workshops to teach more than 600 personnel working in our factory and hundreds of personnel working across the country about autism awareness and how to approach individuals with autism. Individuals with autism are sensitive to loud noises, bright lights, high / low temperatures, crowds, and dislike sudden changes. For this reason, protective glasses, headphones, thermal jacket and structured working environments are arranged according to the characteristics of the individual. 5 of our staff work together with non-autistic colleagues in the packaging area, 2 staff as sorting staff in the auxiliary material warehouse, and 1 staff as data entry staff. With the integration practices we have made, all of our employees have

embraced our personnel with autism, which has led to an increase in their corporate belonging. Independent of job coaches, our staff with autism can develop social relationships with other workers and participate in various social activities.

An expert appointed by Tohum Autism Foundation comes to our factory every month to provide consultancy. Before the pandemic process, our staff who worked half a day and went to courses such as horse riding, sports, swimming, painting and music started to work full time with the pandemic process. During the quarantine and closure processes, our personnel were trained online and home skills such as food preparation, personal care and cleaning were provided. A mobile application “individuals with autism in the workforce” has been developed for our autistic personnel to use at work and at home. Individuals with autism or other pervasive developmental disorders who are recruited into the workforce are aimed to work independently with the features of the timer, timer and charts in the application. Individuals with autism and other pervasive developmental disorders can manage time with the timer, self-control and motivation with the timer, and learn more easily with the help of visual / auditory stimuli by dividing the work to be done in

small steps with the timetable section. To review the application: <https://bit.ly/2Rom8IC>

iOS: <https://apple.co/3nMPwVh>

In our workplace, we apply the job coach supported employment model in 3 different ways. In the 1st model, one-to-one support is provided to the personnel. On-the-job and off-the-job coaching support is provided to our employees with autism who need a high level of support. In our 2nd model, our personnel who need medium level support are supported only in cases in need of assistance, and they are supported to work independently. Our personnel who need a slight level of support work independently and are followed up by only online meetings and 1 meeting every 2 weeks.

In order to achieve our second goal, a report of “What to do to popularize the employment of individuals with autism” was created with the Tohum Autism Foundation and shared with the MPs and bureaucrats in the TBMM Autism, Down syndrome and other common developmental disorders commission. We went to Ankara about the project we carried out, explained it to the relevant attorneys and invited it to our factory for examination. We asked for support by explaining that the employment of individuals with autism will increase if the state meets the costs of the job coaching. Our contacts with the relevant ministries are continuing.

For our 3rd goal, we have explained our project to business professionals in various congresses since 2019. We established cooperation by applying to the “Support Technologies Grant Support” program provided by İŞKUR for the employment of disabled people. Again, with İŞKUR and our partners in 4 different countries, we started the Erasmus project to increase the employment of individuals with autism. We carried out visual communication activities aimed at increasing the awareness of autism and the employment of individuals with autism on the packaging of our products. We were frequently featured in the media and worked to increase visibility. On April 2, Autism Awareness

Day, together with İŞKUR, we organized a webinar for business professionals to raise awareness in the business world and to support them in employment. With our project, we have been in the press 497 times in the last 17 months. We invited non-governmental organizations and the business world to our factory and asked for support in spreading the model we created.

To examine our project in more detail, you can watch our promotional video from the link: <https://www.youtube.com/watch?v=Gv8P2kQICBY>

ELLISKNIGHT INTERNATIONAL RECRUITMENT

ELLISKNIGHT

INTRODUCTION

EllisKnight International are a Berkshire based recruitment agency, supporting exciting local and national

organisations with their talent acquisition strategy and providing our candidates with a hand to hold throughout their career. As a company we pride ourselves on our ability to help others and place tremendous emphasis on environmental sustainability, community support, charitable fundraising and providing our talented team with an environment to flourish within.

Our CSR policy has developed through continual analysis and close engagement with our team, valuing their feedback and implementing exciting initiatives. These include:

- Creating exciting charitable fundraising events to support both local and national causes
- Sponsorship of local sports teams and educational projects
- Becoming a proud signatory to the Armed Forces Covenant and being well placed as recruitment leaders to support our Armed Forces Community with exciting new job opportunities
- Committing to national recycling initiatives
- Significantly reducing our carbon footprint
- Providing a premium free recruitment service offering to all UK registered charities
- Providing our team with the opportunity to volunteer for local charitable projects whilst on full pay
- Supporting charitable giving through every work-related placement made

- Creating free work placements for our partnership graduates with trusted clients to grow their confidence and their skillsets
- Actively promoting local start-up businesses with free social media support
- Providing free online skills tests to all candidates to support their career journey
- Supporting our staff's well-being with flexible working, free healthy breakfasts and a range of perks

IN DETAIL

1.0 CSR Environment - Energy:

Following the purchase of our offices in 2019, we installed double glazed windows for the entire building as an energy saving measure. According to <https://www.myglazing.com/ggf-energy-savingscalculator/>, based on an office space of our size, this saves approximately 1.3 tonnes in CO2 emissions and 0.3 tonnes in carbon usage annually.

As the office is now a warmer environment during the colder months, it has greatly reduced our need to heat the office, whilst better airflow through improved window openings has greatly reduced our need to utilise a previously installed air conditioning unit. We also implemented a policy to replace all lighting within the office to either LED or Energy Saving Bulbs. This project was taken on as an energy-efficient option to help us further reduce our carbon footprint and costs to the business. Our end of year accounts reflect a £740 saving on energy related bills compared to the previous year even though our team has continued to grow.

Our team are also encouraged to turn off lights and all electrical items when not in use.

1.2 CSR Environment – Natural resources:

With regards to sustainable resource use, as a company we have always engaged with fair trade suppliers for beverages and food items for our daily healthy breakfast cart for the team. We have one shower on site that has been fitted with a slow flow regulator to support water saving measures and plans are in place to install a water meter so that we may further protect our environment through monitoring our water conservation. Taps within the office also have a sign above them to encourage staff members and visitors to ensure they are turned off properly when not in use.

1.3 CSR Environment - Travel:

As a flexible business that embraces new technology to support environmental sustainability, we use a range of online tools (Google Hangouts, Zoom, Skype, Hintro, Hinterview and Facetime) to meet our candidates and introduce our business to new clients. This greatly reduces the time we are required to spend on the road. We have also very recently put in place a contract with <https://www.cyclescheme.co.uk/> allowing our team to save money on a new bike and spread the cost through our salary sacrifice scheme.

As well as the increased health benefits that this will bring, it has been estimated through the scheme that our interested team members will save 718 kg of CO2 emissions annually, the equivalent of 34 trees. All our staff are now encouraged to work from home one day a week. The environmental benefit, based

on the total round trip that our team would take from home to the office on any given day, means that we are saving a further 1496 kg of CO2 emissions annually, the equivalent of 71 trees.

1.4 CSR Environment - Environmental supply chain management:

EllisKnight International are striving to become leaders in environmental sustainability and we firmly believe as a group that a successful future for our business and the clients we serve depends on the sustainability of the environment, communities and economies in which we operate.

We use eco-friendly cleaning products throughout the building and local tradespeople to support our local business community and reduce CO2 emissions through reduced travel. Our company has always returned all printer cartridges to our supplier to be recycled and we have greatly reduced our use of paper within the office by purchasing a state of the art online tracking system for all work completed by our team. Approximately 90% of our office stationery is second hand, received from a larger corporate organisation that no longer had a requirement for it, thus reducing unnecessary wastage.

1.5 CSR Environment - Waste:

As an organisation we are committed to try and recycle as much waste as possible and have a large mixed recycling bin to the front of our office. We request and encourage all staff, visitors and contractors to also recycle when on site. A recycling bin is also based within our staff kitchen as well as at the end of each bank of desks to encourage

There is now a greater call for businesses to give back and at EllisKnight International we are proud to provide holistic support to all seventeen SDGs through our four CSR and sustainability pillars – we are fully committed to lead with compassion and to put our people and our planet before profit.



our team to recycle items throughout the day. As part of our continued commitment to improving the environment, we are promoting recycling of even the 'nonrecyclable' items. EllisKnight International now work in close partnership with TerraCycle and are already a public drop-off point for two of their recycling programmes - <https://www.terracycle.com/en-GB/brigades/ferrerorocher-uk> and <https://www.terracycle.com/en-GB/brigades/ellacycle>.

We are extremely proactive in our approach and have several applications pending to act as a public drop-off for further TerraCycle programmes as they are required in our area. Whilst continuing to support the environment through this partnership, financial support is generated from the non-recyclable material we collect. 100% of these proceeds are donated to our chosen charity SSAFA, the Armed Forces Charity. We also have a close partnership with a family run upcycling business called Biddy's Barn who utilise unwanted items from the office and our business park, upcycle accordingly and make a donation from sold products to Me2 Club, a Berkshire based charity who enable children with additional needs to attend mainstream activities.

2. CSR Workplace

At EllisKnight International we pride ourselves on providing a brilliant family orientated environment within the office guided by a senior leadership team who offer constant care, a strong support network and exciting opportunities for all our staff. We have totally refurbished our office to create a lovely space for our team to enjoy and work in, including new kitchen facilities and games room (complete with foosball, table tennis and pool table), as well as a suitable desk arrangement to accommodate as much office cricket as possible.

We host monthly international cuisine days where the team bring in a tasty dish true to that particular country whilst funded social activities take place quarterly. All our staff receive an early finish on a Friday afternoon to get home to their families and enjoy the start of their weekend. Understanding that

our team are at different life stages with differing needs is crucial and we offer them flexibility in their working arrangements in order for them to be as fulfilled as possible. Flexible working hours are in place to support everything and anything from school runs to gym classes whilst all staff enjoy their birthday as an additional days' worth of paid leave. An interest free loan is available to every team member annually to support with those surprise expenditures that we can't always factor for in life and staff discounts are available on technical products and new bikes through our partnerships with techscheme.co.uk and cyclescheme.co.uk

Our team are actively encouraged to volunteer and support charitable causes – EllisKnight International offers two volunteering days on full pay to every staff member to support local community projects. We have invested in an International Charity Awareness Calendar to ensure we take every opportunity to support fantastic causes through office based fundraising initiatives and social media campaigns and our team meet weekly to plan for any upcoming campaigns we can support with.

Our brand new boardroom acts as our EK Centre of Excellence, allowing the team to receive ongoing systems training and development. Regular appraisals allow us to provide ongoing support for every employee and allow for any additional training requirement to be arranged. We are also excited that the Centre of Excellence will play host to our local Rotary Club with a Fundraising Breakfast Initiative on the last Friday of every month. We are avid supporters of Health and Mental Well-Being, providing free nutritious breakfast items and snacks for our team every day and hosting regular endurance events with our clients to fundraise for excellent local causes and support strong team bonding. Very importantly, our Centre of Excellence acts as a quiet space for our team should they need to step away from a busy working environment and make a call to a loved one. We also fund a confidential mental health helpline service for our staff should they need any additional support outside of work.

As proud signatories of the Armed Forces Covenant, we would provide full support and paid leave to any member of our team called into Reservist action. As a recruitment agency, our pledge towards the Armed Forces Community naturally extends to supporting ex-military personnel and their spouses with employment opportunities both locally and nationally - <https://www.ellisknight.com/ex-military-division>

As a company we pride ourselves on our ability to deliver a superb service to our candidates and clients. Businesses are offered a range of innovative pricing solutions to support any budget without a compromise on quality whilst our experienced Customer Care Team provide constant support for our candidates throughout the first six months of their new role.

EllisKnight International is committed to equality, diversity and opposition to all forms of workplace discrimination and regularly monitor the effectiveness of our policy - <https://www.ellisknight.com/diversity-policy>. Applications received to join our team or the teams of our clients are treated equally regardless of sex, age, sexual orientation, marital status, race, religion, religious beliefs, colour, nationality, creed, ethnic or national origin, gender reassignment or disability. As a company we are fully compliant with the requirements of Data Protection Legislation and support our clients to ensure they are as well - <https://www.ellisknight.com/privacy-policy>

3. CSR Community

EllisKnight International are exceptionally committed to supporting our community both locally and beyond and have been able to support and fund a number of exciting partnerships and initiatives. As a family orientated business, we have always been passionate about supporting our next generation and have sponsored Lydiard Millicent Junior Football Club for the last two seasons.

Our financial commitment meant that we were able to purchase brand new home and away kits for the squad through a local supplier as well as funding free teas and coffees for parents and supporters of both teams during home games. It's been repaid through a fantastic Regional Cup win and successful promotion to Division 2.

As corporate sponsors and organisers of the Silchester Primary School Adventure Challenge, we have also raised £5,689 that has been put towards the purchase of a large climbing frame for the children and further improvements to the school playground. We have a very close connection with Rotary International and two of the company directors are newly active members of Pangbourne Rotary Club.

As members of the Community Fundraising Team, they will be heavily tasked in engaging with local businesses and fundraising for local, national and international community projects. The EllisKnight



Directors also volunteer their time to act as a regular compere for local community events including

Basingstoke's Place To Be Proud Of Awards, the Reading Santa Fun Run, the Naomi House Bubble Rush Fun Run, the Me2 Community Quiz Night and Sichester's Got Talent, helping to fundraise thousands of pounds annually for excellent causes

In response to the Coronavirus outbreak we created a brand new initiative called E-KICC (EllisKnight International Charity Charter) to support every UK registered charity with a totally free recruitment service offering. We have joined in partnership with RNLI, Guide Dogs For The Blind, Blue Cross For Vets and Frimley Health Charity amongst others to enable them to continue to recruit staff with full agency support but without paying a penny for the service.

Part of the E-KICC directive has also been to supply furloughed staff members of any registered charity with access to over 200 online assessments to ensure their skills can be maintained whilst away from the office. EllisKnight International pay the full monthly costs of the assessment programme so that charity staff members receive unlimited access to the online courses free of charge – <https://www.ellisknight.com/ek-charity-charter>

We have just very recently formed a corporate partnership with <https://www.toilettwinning.org> who help bring clean water and safe sanitation to the world's poorest people by linking a work place toilet with a latrine in a developing country. For every candidate placement we now make, we will sponsor a toilet twinning on behalf of the client. For this they receive a framed certificate of the newly twinned latrine and GPS coordinates to place next to the client's staff toilet.

We have developed a fantastic voluntary partnership with Oxford Media & Business School, working closely with their recent graduates and organising work placement opportunities for them with our



clients free of charge. This helps to develop the graduate's confidence by working on their first assignments with exciting organisations we know and trust to support them. We also have plans in place to create an EllisKnight International 'Start Up Shout Out' campaign where we provide a voice for local start up businesses on social media to help promote their work for free.

Each month we will focus on a new business, producing a video introduction with the business owner, introducing their operation to our social media followers and advertising events where they will be exhibiting throughout the month. Their company profile and online links will then be placed on a dedicated page on our EllisKnight website to pledge our continued support.

4. CSR Philanthropic

At EllisKnight International we pride ourselves as passionate fundraisers placing charity at the heart of all we do. We have had the pleasure of organising a host of successful fundraising events in partnership with our clients and our local community to support a number of outstanding charities.

The EK family are also regularly encouraged to take on their own fundraising challenges with company support and sponsorship. In 2015 and 2016 we received Corporate Charity Awards for our fundraising support of Naomi House and Jacksplace based on a 32 hour world record team rowathon we hosted in Reading and a Super Hero Family Fun Day organised by the EK Team at Wasing Park.

Through a range of innovative charity challenges and initiatives, over £40,000 has now been raised to date. Highlight events have included the following:

- Two Super Hero Family Fun Days at Wasing Park and Beale Park raising £5,210 in funds for Naomi House and Jackplace, BIBS and Daisy's Dream. As part of the two events we organised a 1km Super Hero Dash, 5km and 10km running events, market stalls, family games, fully licensed bar and costumed entertainers.
- A seven marathons in seven day challenge where EK Director's Paul and Dave dressed as Vikings whilst carrying a Viking ship for 183 miles across the week, raising £2,112 for Daisy's Dream and Naomi House.
- An indoor Everest Stair Climb where EK Director Dave carried one of his children up 3,707 flights of stairs (the equivalent to the summit height of Mount Everest, raising £2,260 for Naomi House.
- A four time world record breaking static rowing event at the Madjeski Stadium, Reading, involving over twenty clients across a 36 hour period, raising £2,964 for Cancer Research UK.
- A two time world record breaking static rowing event at Festival Place, Basingstoke, raising £2,483 for Help For Heroes, Breast Cancer Now and The Ark Charity
- Two Adventure Challenge events (consisting of a two mile obstacle filled course for primary school children) and a 30 hour rowing marathon, raising £5,689 for Silchester Primary School PTA.
- A world record attempt to run the fastest marathon in a five man Viking ship in Bournemouth, raising £1,183 for Worldwide Cancer Research.
- A world record attempt to run the fastest marathon in a one man Viking ship costume, raising £630 for Breast Cancer Now.
- EK hosted coffee mornings raising £373 for Macmillan Cancer Support.
- A ten hour static bikeathon at Royal Berks Hospital raising £2,256 for the Royal Berks Charity, BIBS and The Stork Fund.

EOS SECURITY LIMITED

BETTER TOMORROW

INTRODUCTION

'Better Tomorrow' is EOS Security Limited. It started with a mindset that security was actually about protecting people and business. To do so however, we thought bigger than just a security service or system, we wanted a single solution to benefit everyone. Our environment and the protection of it is the driving force behind our services. EOS is unique as it is the only UK security company to concentrate, create, provide and manage security solutions based on and around the environment, people and the planet. At EOS we create, deliver and maintain security systems and services, consulting and intelligence based solutions which wrap around our core values of ethical standards, social responsibility, sustainability and the positive impact we can have on our environment.

To achieve this we needed to not only concentrate on getting business but to make sure we continually heightened awareness about the positive impact we could all have on our environment, concentrating on a client base that shared our values, such as the environment, agriculture, renewable energy, communities and people. Planting trees in clients names, using recycled uniform, electronic reporting systems are a few of the steps we take to achieve this.

Marketing was completed in house and each release didn't just concentrate on EOS, but the positive impact we could have together on tomorrow. We selected LinkedIn and Facebook as our medium and on average released a message every single day to get the message out. This resulted in a company, only 8 months old, getting over 700 connections on



our company LinkedIn page and all doing so as they saw and believed in the message.

Feedback has been excellent, the message understood and believed, shared and liked.

We have planted, to date, over 150 trees and shown that we can protect not only our clients but by working together and proactively creating partnerships we can help protect the environment for everyone. We understand that we cannot change the world, but we can change ours, the one that we live in, each day. By continuing in this stance, we are heightening awareness for all, almost every single day by releasing information, news, and tips for all to use, even if you don't want to do business with us. We can't think of a better way to help towards making tomorrow, better than today.

IN DETAIL

I have always had the personal motto of 'make a difference' and dedicated my life towards helping others, through the Royal Navy, Royal Navy Police, Civilian Police and into the security sector. It has driven me and I have been lucky enough to have helped people. Some 18 months ago, I was made redundant after my company was acquired and

found myself a little lost, wanting to find another company that shared my values. Long story cut short, I couldn't find it as everyone seemed intent on profit over service.

I spoke with my long time friend and mentor and he asked me what I was looking for and I explained to him my dream, to find a security company that cared enough to be different, to put the sole purpose of protecting people above all else. He told me it didn't exist, and I should do this myself, which I laughed off. Two weeks later, he died suddenly whilst gardening.

It's her world too.



We were now in the midst of our first covid lockdown and my conversation with him came to the forefront of my thoughts. I had a little bit of savings, £1,000, and decided to use this to create EOS, a company that took my motto and the motto 'Better Tomorrow' and joined them. EOS is named after the Greek Goddess of the Dawn, said to have risen each morning to open the gates of heaven and let the sun shine down on the world.

I knew EOS was never going to be big but I knew it could make a difference. I knew that if I created a message of genuine caring about protecting business, people and the environment, all wrapped into one I could make a small difference towards tomorrow, but if I was lucky enough to have others join me in this quest, together our ripples would

make a bigger difference.

Our website, company pages and marketing campaign has been dedicated to not only our security services but the wider message of a better tomorrow for all, with messages and support towards great campaigns and actions by others towards the environment, health, mental health and simply caring about people.

EOS is small and yet we have managed to take a belief and made it our company, shared and promoted our message consistently and gained business whom to date have all seen savings but with heightened site integrity and security.

More so, they have seen and bought into the vision, shared and promoted it themselves. We believe that doing the right thing, making tomorrow better and giving to all is more important than being profitable. The day will come when we leave this world, but by working together now we can ensure that tomorrow is just that little bit better than today, for all.

There is no one else doing this within our industry. We spend more time on heightening awareness of the environment, health and general wellbeing than promoting our services. We accept that we are only taking small steps, but each step is one more than the one before and all lead in the same direction, tomorrow.

Partnership is important to us, our campaign (project) is working.

To give an example, one client we have takes our newsletters which concentrate on spreading the word and share them with all staff. When we attend their locations, the staff stop and speak to us and tell us they think what we are doing is great.

"Life doesn't count for much unless you're willing to do your small part to leave your children – all of our children – a better world."

-Barack Obama-

www.eos-security.co.uk



Another company had a vote with their staff to select the types of trees we planted? Talk about sharing the message.

In just eight months we have planted over 150 trees and at the very least, that alone helps the environment for the next 100 years. Talk about a better tomorrow. So how do we continue? Easy, we take tomorrow the same as today, another small step, perhaps another customer who joins us and message, impact and awareness continues.

When we started EOS the first organisation we joined wasn't the Security Industry Authority or the National Security Inspectorate it was the Green Organisation, for this is what mattered most. Our values are what make us different.

EOS is a Bronze member of the Green Organisation and although we want to be Gold, truth is we couldn't afford it. But colour or grade doesn't matter to us, belonging and promoting the message does.

We like being different, we like the path we are on. We have no idea where it will lead but we already know it will make a difference to everyone, for the better.

This for us is one thing we now know about tomorrow. And for us, that is enough.

GALLIFORD TRY INFRASTRUCTURE

LORDSHIP LANE PHASE 1&2

INTRODUCTION

The Lordship Lane Phase 1&2 project was undertaken by Galliford Try Infrastructure on behalf of Stoke City Council who financed the project valued at £100k. The project was procured through the Stoke City Council Minor Works Framework.

The works involved the site clearance and improved construction of an existing footpath/bridleway route between Leek Road and Victoria Road. The scheme

mitigation measures were developed to limit the impact of our construction works, particularly on the Great Crested newts which were identified as being present.

Lordship lane is a footpath of a hard-standing rock/stone and small sections of macadam

ACHIEVEMENTS

This scheme has seen the much-needed transformation of an existing footpath/bridleway. We believe this project, delivered by our talented technical and operational teams, is an outstanding asset and we were delighted to present it to Stoke City Council and to those who will use it for many years to come.

On completion of the scheme the Lordship Lane footway/Bridleway verges were reinstated with topsoil as well as re-landscaping and seeding. The use of Nu-Flex has provided a hard-wearing long life solution, suitable to all non-motorised users.



was delivered in two Phases – Phase 1 comprised of a 525m length between Victoria Road and a footpath link into the St Peters Academy School site. Phase 2 comprised of a 250m length of footpath between the footpath link into St. Peters Academy and Leek Road to the west. The constructed path width is approximately 2.5m, however the area was cleared to approx. 6.5m wide along the route of the path to provide working space and reinstated on completion

The area has been identified as important local habitats for protected reptile species. Thus,

The asset manager and end-users alike will benefit from the following improvements

- Well drained surface due to porosity of the material
- Resistance to slipping due to the type of materials used
- Significant reduction in the effects of ice and snow

- Surface is excellent for horse riders and cyclists
- Environmental benefits- Over 800 recycled tyres have been used to deliver 2000m2 of this innovative surfacing material

IN DETAIL

Environmental Best Practice

Best practice included constructing ecological fencing around the proposed working areas, along with trapping and relocating Great Crested Newts found within the proposed working areas prior to construction works commencing.

Site works are a foot path renovation/improvement scheme. The foot path is over grown and is in requirement of a minor vegetation clearance. This will be a trimming of overhanging branches and hedges/brambles that encroach onto the current footpath. The existing foot path will be created from soil scrape and concrete edgings set in with a stone infill, then nu-phalt surfacing as a top finished surface.

This Pedestrian route will be closed during the works being carried out. There are 2 cross paths that lead onto Lordship lane and these will be closed to pedestrians also, with Heras style panels fixed secure in place.

Materials to be brought to site as required and minimal storage of materials and waste required on site.

Ecology & Protected Species Mitigation and Enhancements

Reptiles

Surveys recorded small numbers of Great Crested Newts and birds principally Wood Pigeons present within the margins and hedgerows along the footpath/bridleway boundary.

Adjacent properties to the south included a retail depot, secondary school site and working quarry. Adjacent properties to the north consisted of Halls of residence owned by Staffordshire University. Ecological grassland was also present. Between the quarry and the proposed footpath improvement scheme Great Crested Newt populations were managed with newt fencing around the areas. Separate Method Statements were made for newts so they were not to be affected by the works.



A specific Method Statement was written and included instruction to all operatives to carryout daily Inspection wildlife awareness checks at each section of work to ensure no newts had entered the work zone overnight and hidden under kerb edges or similar locations

Birds

The footpath/bridleway construction had minimum impact on the surrounding area and retains most of existing foraging and nesting opportunities for birds. Although it was necessary to remove some hedgerows and scrub to facilitate access and infrastructure. The provision of new landscape planting such as seeding will offset any losses and provide additional opportunities for a range of bird species.

We ensured that clearance of any nesting vegetation

was undertaken outside the bird nesting season to avoid any potential offence or disturbance.

Bridleway/Footpath construction

We were tasked with creating a much-needed improved footpath/bridleway and multiuser trail that is suitable for all user groups within the local community including cyclists, pedestrians and horse riders.

The foot path was over grown and required minor vegetation clearance. This was trimming of overhanging branches and hedges/brambles that encroached onto the current footpath. The existing foot path was created from soil scrape and concrete edgings set in with a stone infill, then nu-phalt surfacing as a top finished surface.



The traditional response is to use either crushed, compacted stone or bitmac, but both can be problematic in terms of maintenance and suitability for different user groups. Equestrian users particularly object to bitmac.

Thus, we decided to use Granulated SBR (Styrene Butadiene Rubber)

Our approved supplier nu-phalt with their product 'nu-flex' proved to be the most thoroughly tested, developed and cost-effective solution.

'nu-flex' is an innovative surfacing material, blending recycled rubber with aggregate and a polyurethane binder. It is dynamically different from traditional bound materials and offers significant benefits including;

- Resistance to rutting, defects and hazards
- Durability, flexibility and grip
- Environmentally friendly
- Very low maintenance

It is cold-laid by hand and provides a smooth, easy-to-use surface with plenty of grip. Due to the rubber content, it has an amount of give in it (loved by local running clubs), and is also porous which means no puddles, very little spray when cycling in the wet and no sheet ice.

The de-vegetation and tree canopy clearance were carried out in advance of the footpath construction works.

THE INCREDIBLE HUSK INTERNATIONAL GROUP

INCREDIBLE HUSK

AIM

The Incredible Husk International Group (IHIG) was formed to develop new and innovative biodegradable material to replace harmful plastic and bio-plastic material.

We take the waste from crops, currently dumped, burnt, or buried and turn them into new biodegradable commercial materials, which can be used to produce a huge variety of products. At the end of products' useful life, they can be used as fertiliser (see IHIG Circle of life cycle)

Plastic is destroying flora and fauna on land and in water with almost 9 million tons of it entering our oceans each year – ultimately, if we do not protect our planet and its ecosystem, much of the life on our planet will not survive.

IN DETAIL

Currently, less than 9% of plastic gets recycled, much of the rest pollutes the environment or, sits in landfills where it can take up to 500 years to



decompose whilst leaching releasing harmful toxic PAH chemicals into the atmosphere, poisoning the ecosystem and contributing to the many cancers that are killing humans and animals.

The difficulties and expense of repurposing waste plastic make it uncompetitive because producing new plastic is so cheap

There is another way – The Incredible Husk International Group was formed to deliver innovative new biodegradable material solutions and replace this harmful plastic and bioplastics and reduce climate change.

IHIG Partnerships - Designs - Develops and Delivers

IHIG's experience and expertise in waste materials and our developing partnerships and collaboration with material sector specialists and environmental groups mean that we are building on our sector expertise, becoming the subject matter expert and 'go-to' group on what can be done with waste materials around the world.



What are the limitations of what can be produced? This new material has the flexibility, properties and tolerances to be used across a huge range of markets and products.

Now, here's the clever bit when the product reaches the end of its useful life? Just break it up and use it as fertiliser– it really does increase crop yields!

IHIG Biodegradable Materials Recipes and Product Testing

All biodegradable Materials Recipes and Products have been tested and are compliant with the following requirements listed below:



Project Achievements:

- Obtained a world IP
- Developed a new 100% biodegradable husk compressed material recipe
- Developed a new 100% biodegradable husk injection moulding material recipe.
- Developed a new mixed recycled plastic and biodegradable husk material recipe

Key benefits

- Natural material
- Offset CO2 by upcycling wasted husk material to avoid burning
- Low energy consumption compared with plastic and metal
- Low water consumption compared with plastic and metal
- Only natural substance washed into the drainage system
- Anti-bacterial - does not grow mould the alignment of the material molecules does-not trap water.
- Biodegradable – naturally composts.
- Becomes a fertilizer at the end of product life to give to farmers to grow new crops.

IHIG ECO Material Comparison Chart

Material	Zero Carbon	Natural Waste	Natural Biodegradable	Recyclable	Renewable Source	Compostable	End of Life Fertiliser	Contain PAH's
IHIG ECO	YES	YES	YES	YES	YES	YES	YES	NO
PLA - Bio Plastic	NO	NO	YES	YES	YES	YES	NO	NO
PET - Bio Plastic	NO	NO	NO	YES	NO	NO	NO	YES
Plastic	NO	NO	NO	YES	NO	NO	NO	YES
Wood	NO	NO	YES	YES	YES	NO	NO	NO
Paper	NO	NO	YES	YES	YES	YES	NO	NO
Cardboard	NO	NO	YES	YES	YES	YES	NO	NO
Metal	NO	NO	NO	YES	NO	NO	NO	NO
Glass	NO	NO	NO	YES	NO	NO	NO	NO

INTERNATIONAL BANK OF AZERBAIJAN AN E-COMMERCE INFRASTRUCTURE

INTRODUCTION

The International Bank of Azerbaijan is the largest financial institution both in the Republic of Azerbaijan and the Caucasus region. By developing its e-commerce infrastructure and introduction of innovative card products and worldwide services and privileges to the Bank's customers, the IBA tries to promote the expansion of non-cash payments in Azerbaijan.

The bank, which main stakeholder is the government of Azerbaijan, has a diversified branch network across the country, which consists of 37 branches and 39 sub-branches. The Bank has also the largest corporate segment in the banking sector of the country, serving the biggest enterprises in oil & gas, transportation, manufacturing, trade, services, telecommunications and etc.

In 2017 the Bank has undergone the largest restructuring process in the modern history of Azerbaijan. Notwithstanding the financial difficulties the Bank faced during the last years and financial recovery process, the International Bank of Azerbaijan held numerous CSR initiatives.

The Bank's main goals are to increase financial literacy among population and impact on social welfare. The Bank holds ongoing projects that include expand introduction of FinTech in Azerbaijan, support of the social activity of young people, encourage financial literacy of wide audience through local FM channels, tighten relations within local journalist society, promote investigations of Azerbaijan's history, provide effective, productive and equal learning environment by converting traditional books in Azerbaijani language to audio-books.

IN DETAIL

IBA Tech Academy is an educational initiative of International Bank of Azerbaijan based on the methodology developed by center for training of IT professionals «DAN IT education». The education program is based on the Israeli method for training IT-personnel – Telem. IBA Tech Academy is established within the framework of the "International Bank of Azerbaijan"'s corporate social responsibility strategy.

Our students



Front-end developers



Event for ABB Tech Academy

IBA Tech Academy's mission is to develop the Azerbaijani IT market in accordance with technology of the future to achieve technological breakthroughs through cultivating new generation of professionals.

There is no tuition fee for participation in the program. The Academy is open for everyone who wants to try out programming. It is a great opportunity even for applicants who have never coded before to build a successful future career as a programmer.

Currently, Azerbaijani IT sector is seeing a rapid growth. Seize the moment exploring the world of tech to be the first to pave the way to a highly-paid and promising profession of the future. The Academy provides immersive bootcamp programs covering main areas of coding. Applicants thriving to develop necessary competencies for programming to build their future career in IT industry can be enrolled to the program through successfully completing 4 stages of selection process.

The first admission to the academy began on September 9, 2019. We received over 7,000 applications, of which 112 were selected and

received the opportunity to study. The graduates who showed the highest results received the opportunity to get a job at the International Bank of Azerbaijan. Thus, the Bank provided jobs for over 50 graduates of the Academy. Due to the high interest among the country's youth in studying at the Academy, the second enroll was announced on December 30, 2019. As soon as the selection process had ended, 114 students were enrolled to the Academy. They are currently continuing their studies. The third enroll has also been announced on January 24, 2020 and now the selection process continues.

After completion of immersive bootcamp program the participants will:

1. obtain a new profession in 3 months during intensive studies
2. get a full stack of skills in one of areas
3. be able to create an attractive portfolio and a CV for potential employers
4. tune self-presentation and project showcase skills



Honor certificate

Students who complete the course with high results receive a certificate of distinction.



Standard certificate

Students who complete the course receive a standard certificate

5. gain self-confidence and improve soft-skills
6. learn about international experience, well-known companies cases, receive practical advice for their future career
7. have a chance to get a job from IBA (for top performers)

Courses provided at IBA Tech Academy:

• **Cyber Security & Sysadmin**

The course program is designed on the base of real-life examples to learn how to administer OS Windows and Linux to counter the attack threads in the most efficient and timely manner. After 250 hours, students will completely master the basics of network management and, together with our career managers, each student will be trained for interviews. Also, course participants will have an option to pass for Microsoft, CISCO Certification at the end of the course.

• **Data Analytics**

The program modules cover important topics sequentially, ranging from server databases and maintenance to concepts of data warehouses and basic reporting tools. The Data Analytics course is integrated into the modern world of Data Analysis and fully prepares the student for market challenges in the next 5 years. Upon successful completion of the program, the student will receive all the necessary tools to enter the world of Information Technology as a specialist in Business Analytics being able to process large amounts of data and present the results to business representatives.

• **Frontend**

Program consists of 5 modules, during which students attend workshops, including BackEnd basics on using NodeJS, Mobile App, Business Intelligence. Students will be taught to undertake the difficult tasks both individually and in groups. All graduates will get a chance to present their acquired skills by means of projects showcase. Students will gain experience and self-presentation skills.

• **Backend**

The program includes the “Algorithms” module, which is taught only in specialized universities. As a result, our graduates will obtain programming languages, frameworks and their derivatives such as Spring and Hibernate, gain knowledge of databases and will be able to create full-fledged server systems and projects.

• **Mobile App Development**

The Mobile App Development course is designed specifically for those who not only want to learn how to work with technology, but also be a specialist in an intensively growing field. The course students will deal with the react-stack, learn how to create mobile applications for iOS and Android. We recommend the course to those who want to get an experience as a react-native developer and start building their impressive portfolio of real-life examples of work.

For more information about IBA Tech Academy:
<https://ibatech.az/en/>

LEARNING POOL

E-LEARNING

INTRODUCTION

Learning Pool (LP) believes better informed people power the most effective businesses. We take a fresh approach to partnering with customers. One that makes a real difference, with a 98% customer recommendation rate.

Learning Pool is a full-service e-learning provider, offering award-winning service (alongside pioneering technology and creative custom content solutions) to 5.1million learners, speaking 42 languages, in 30 countries – with 96% customer retention for the last ten years. Launched in 2006, we’ve grown from five staff, servicing the UK public sector, to an e-learning industry leader, with 260 people in eight offices (UK and US).

Our unflinching objective is to deliver first-class customer service and satisfaction; our collaborative, relationship-based approach produces outstanding long-term results and satisfaction.

Ambitions centre around providing stellar care to our 1000+ global clients, driving continuous innovation through our product set, and nurturing our team.

Over the last few years, we’ve designed, implemented, and embedded an ambitious employee engagement, support and CSR strategy, championed from the top-down and bottom-up.

We’ve developed, delivered, measured, and continue to expand our suite of offerings, providing a plethora of services and programmes supporting our business, our people, and our communities.

Highlights include:

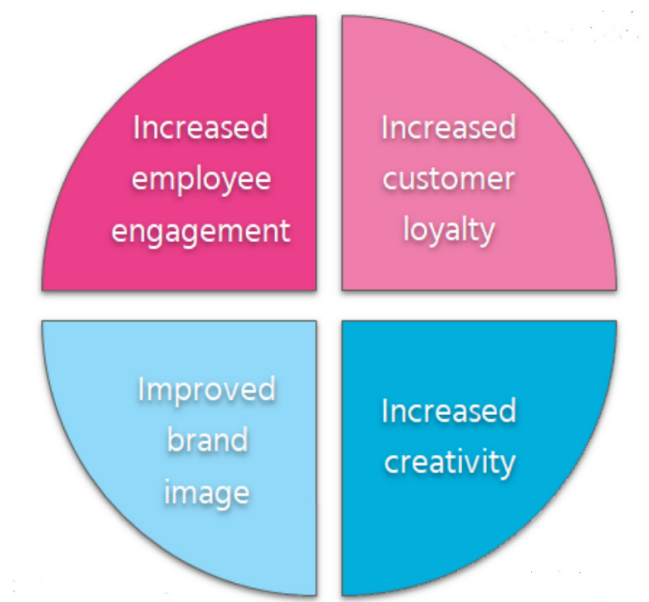
Continual charitable and community support and engagement.

Five-year strategic CSR plan.

Embedded employee wellbeing.

Our programmes are supporting business goals, while also delivering exceptional employee support and corporate social responsibility.

Most importantly, our employees are empowered and engaged. Our latest employee engagement survey (November-2020) reveals a staggering 90% of employees agree: “Learning Pool has a strong social conscience” and “Learning Pool is run on strong values and principles”.



IN DETAIL

At Learning Pool, we’re passionate about our people, and serious about our responsibility to make the world a better place. But we know higher participation rates in CSR programmes come from having a broad employee engagement strategy, rather than just a CSR strategy. It’s the inclusive focus on the employee first, and their relationship

with the company. It's not just communicating about the CSR efforts, but creating comprehensive initiatives that drive employee activation, learning, and participation – so that's what we've set out to do; drive employee engagement and wellbeing to deliver our CSR strategy and in turn deliver £1million in equivalent value to our communities over the next five years.

Core Values

Our three core values shape how we do business, and who we are as a company – these are echoed from top down and bottom up. They're also the reason 98% of our customers recommend us.

Our senior team's (SMT) guidance has a direct impact on our culture, and their commitment is inextricably linked to our success.

This year has been tricky; the obvious pandemic enforced changes, plus we acquired two new businesses (UK and US). The SMT have navigated us through these trials with confidence, an always-open virtual door policy, and close working relationships with all staff. This approach helps us all to work together and strive for our ambitious targets.

Our values ensure we continually grow as a business and culture. We've grown as a great place to work because of our values:

We've got your back: Looking after customers and each other beyond a contract or time of day. For staff, this means no one earns below living wage, and we support family-friendly hours, including flexible working to support all staff.

Let's build to grow: Leading by example, the SMT consistently drives the business forward with

new ideas and great initiatives, saving both time and money.

Do the right thing: Everyone, including the SMT, are fully committed to CSR activities and charity work.

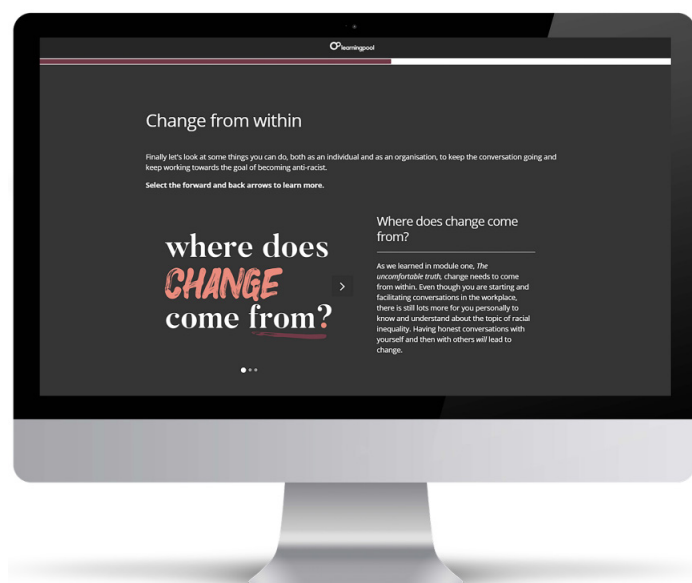
Research and understanding

The foundation of our plan and subsequent actions were based on the following research:

Engaged employees gain motivation and pride in their work, building a strong employer brand and allowing us to recruit, grow, and retain the best people. Companies with highly engaged employees saw 21% better business profitability. (Clearview)

56% of people said: "a brand being known for its social value" was a top purchasing driver. And 53% said: "a brand with community commitment" was a leading purchasing driver. (Nielsen)

CSR initiatives encourage employees to try new things and stay engaged at work. Through social involvement, employees come up with new ideas about products and processes, and they innovate new problem-solving solutions. (Employee Benefits)



Focus areas

The engagement and wellbeing of our employees underpins our CSR and business goals. To give everyone clear direction and focus, we devised our five-year CSR strategy.

Our strategic focus areas are to:

Engage, support, and inspire our I team to retain and evolve our culture of contribution.

Use our unique capabilities to support good causes.

Improve Learning Pool's CSR profile among peers, customers, and the wider industry.

Regularly review our charity selection to maximise our overall contribution, and balance individual interest areas with those of the company.

To achieve these aims, we continue to:

Embed CSR in day-to-day operations.

Broaden involvement in CSR across the team.

Improve our profile as a pathfinder in CSR.

Find new and innovative ways of contributing (not just financially).

Improve measurement and impact.

Focus on young people to create a pipeline of future talent.

Build a partnership model with customers around issues we believe in.

To balance our charitable focus, we've adopted a three-tier approach as follows:

Tier one – strategic CSR partner

A long-term relationship with a global or national good cause meaningful to our team and the business. This is the primary focus of our CSR efforts and will be decided annually, but may run to several years of relationships.

Tier two – charities of choice

A selection of charities close to our hearts. These consist of those that have a direct impact on one or more of the team that we want to support as only we can through the provision of financial support, volunteering, our services, or our products. These will be under continuous review at monthly meetings.

Tier three – CSR awareness

An annual internal and external calendar of events and programmes, in line with our beliefs and values. These could be financial, sharing knowledge and experiences, plus learning internally and externally.

Our vision

Every year, our dedicated CSR team works together to improve society by putting our wide product and solution range to good use in partnership with many different organisations. We take the same approach to our CSR objectives as we take in working with our 1000+ customers around the world, creating a respected, open, and transparent relationship everyone trusts to do the right thing.

Through donating countless hours to the community, and consistent fundraising efforts, we embrace our chance to help others, and use our resources and skills to impact education, the environment, and a wealth of charities.

During the pandemic, we've worked with mental health and wellbeing charities to spread wellbeing and mindfulness support, especially with the added pressures of the season and how dark days and bad light can affect wellbeing. Our blogs and support shared information on contact for Samaritans, Mind, and The Wellbeing Foundation.

Raising awareness for important issues is high on our list of priorities. We've made some of our topical modules available completely free forever.

Each year, we ask the Learning Pool team to vote for charities to support. During the last year our chosen good causes have been:

AWARE NI – depression charity for Northern Ireland.

Rainbows Hospice – East Midlands' only hospice dedicated to long-term and terminal care for children and their families.

My Name's Doddie – a foundation raising funds to aid research into motor neurone disease.

Despite restrictions to our normal volunteering and face-to-face charity activity, we still donated £62,945 to our chosen charities in 2020.

Our employees give their time and efforts to multiple activities and causes. In the last year, alongside our three chosen charities above, we've also supported:

BITC's Time to Read programme – supporting primary school children with a year's partnership, focusing on the development of literacy and numeracy skills to help build confidence and self-esteem.

Girls in ICT – leading virtual taster sessions with girls in information and communications technology.

Bigger picture

At Learning Pool, we're committed to behaving ethically, focusing on our local communities, and strongly on continuous development of environmental initiatives to reduce our carbon footprint.

As an online business, we already empower our customers to help create a more sustainable world by using our technology. We

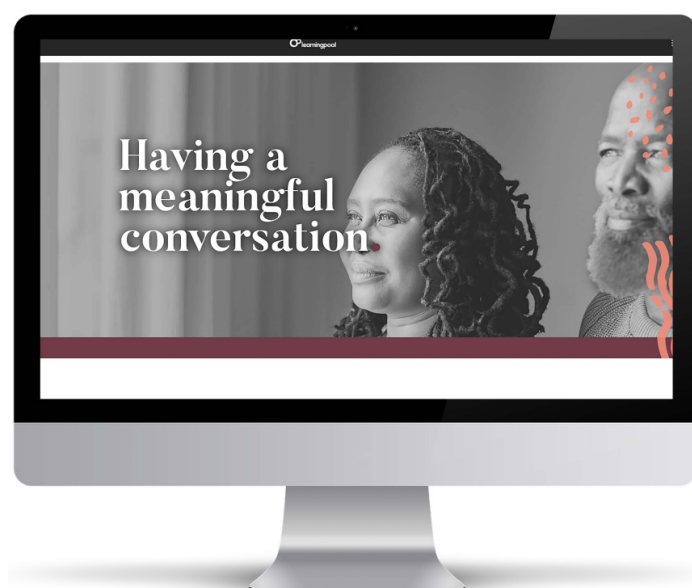
take a proactive approach to being a responsible business, and we know we have a responsibility to the environment beyond legal and regulatory requirements.

We do this by:

- Being committed to reducing our environmental impact and improving our environmental performance as an integral part of our business strategy and operating methods, with regular review points.
- Encouraging customers, suppliers, and other stakeholders to do the same.
- Continually improving and monitoring environmental performance, and improving and reducing environmental impacts.
- Incorporating environmental factors into all our business decisions.
- Increasing awareness of this initiative throughout the team, with regular communication and company initiatives.

Bravery and conviction

We're not afraid to initiate and encourage difficult conversations. In response to the tragic events in



America that saw the murder of George Floyd and the rise of Black Lives Matter, we created some very delicate yet thought-provoking content – for use both internally as a business, but also offered free of charge to our clients.

Working with subject experts, we created both discussion tools and training covering topics to encourage listening and reflection, ultimately making a difference. These modules were:

The Uncomfortable Truth.

The Uncomfortable Conversation.

Free modules, forever

Raising awareness for important issues is high on our list of priorities. We've made some of our topical modules available completely free on our website – forever. These are accessible to all, not just clients, so individuals and organisations can access important information as and when they need it.

The modules cover:

Climate change.

Modern slavery.

Stress awareness.

Mental health awareness.

Suicide prevention awareness.

In the last year, we've created free content for COVID-19 support, including working from home guides, introduction to mindfulness, and dealing with stress as an example.

Empowering employees and their wellbeing

Our employees are at the heart of everything we do. Their wellbeing is key for our continued business success, and our ongoing CSR support.

We've recently introduced a new wellbeing channel in our internal site, 'Google Currents', and

encouraged the team to join and add inspirational quotes, pictures, and any tips or techniques to help each other manage through this latest period of lockdown.

Learning Pool also has a new 'Sports and Social Club', which has been introduced in the last year to a fantastic response from the team. Activities that kept us invigorated during lockdown include a company-wide virtual escape room, current Super Bowl competition, cook-along experience with a chef, and the Haka Experience – a one-hour workshop teaching the haka.

Most recently, we're in the middle of a virtual fitness challenge, 'From Derry to Denver'. Almost half our global team have signed up to our Fitness Club on Strava, with an aim to run, swim, cycle, or walk our way virtually across the globe.

Supporting employees globally during COVID-19

The safety of our people and their families is of primary importance to us, even more so during the pandemic.

- We supported our employees by taking the following steps to ensure all our people and their families were able to work safely and effectively during the pandemic:
- All staff were sent home before the official Government advice and lockdowns.
- All travel was cancelled to help protect our people and their families.
- Regular updates and communication were given from the CEO and SMT to all teams, including vlogs and blogs, offering reassurance and support throughout the year.
- "Home Office" funds were set up to allow everyone to access money for desks, chairs, etc.
- Controlled access was provided to offices to take any equipment needed.

- COVID-safe officers were instilled to manage offices, manage a timetable for staff who needed to be in, and provide masks, hand sanitiser, etc.
- An additional 'Learning Pool Bank Holiday' day off was given so everyone had an extra day to take time out.
- Our flexible working policy was introduced.
- A 'do your best' message was promoted from the SMT – no pressure to be 'always on'.
- There were no pay reductions, furlough, etc. – no matter how little they were able to do.
- There was a family approach, supporting all staff in need – we even arranged online food shops for three team members who were really struggling.
- Christmas hampers were provided for everyone in place of a get-together to raise morale.
- Kids Christmas cards and gifts were sent out.
- A vaccination day off was announced.
- We ran a number of internal 'how are you doing' surveys. From these, 42 people put their hand up to say they were not coping well, therefore we appointed 'HR Sponsors' to work closely with each of them to have regular check-ins and support.

Making a difference

At Learning Pool, we care about our staff, the communities, and our environment, continually striving to make a positive contribution through CSR activity. Through being brave, and engaging internally and externally, we'll return £1million in equivalent value to our communities over the next five years.

MEDIA SMART

SMART PHONE AWARENESS FOR CHILDREN

INTRODUCTION

It's not new news that UK children are spending an increasing amount of time watching and interacting with screens, exposed to more advertising messages than ever before, often unseen by guardians. Amongst kids as young as 8 to 11, a third already own a smartphone, half use them to go online and half are allowed to take their phone to bed with them. For 12 to 15 year olds, those numbers reach as high as 83%. What fewer people know about is the work by the advertising industry, underway since 2002, through the not-for-profit Media Smart, to help young people aged 7 to 16 to navigate this ever more complex world of advertising. The Media Smart programme provides free teaching resources and parent & guardian guides on subjects like social media, digital advertising, body image and influencer marketing which are delivered in the classroom, assembly, youth club or at home.

Since 2014, Media Smart has grown its supporter base by over 50%, enabling the not-for-profit to create new educational resources including the Boys' Biggest Conversation Campaign & a ground-breaking Influencer Marketing Campaign. Over that time, Media Smart resources have been downloaded across the UK over 63,000 times, directly reaching an estimated half a million plus young people. Ultimately, Media Smart is about building media and

digital literacy in young people, resulting in greater emotional resilience and wellbeing.

Positive Media Smart momentum means there are an unprecedented three new educational resources planned for 2020 covering healthy eating, piracy and data protection, as well as the roll out of the Boys' Biggest Conversation into film format in cinemas this spring.

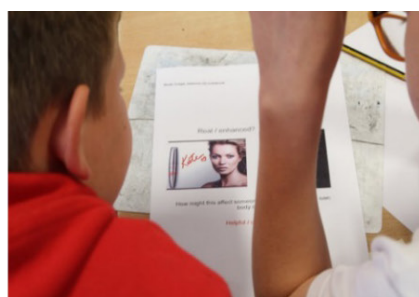
IN DETAIL

Background & Programme Resources:

"As parents, our children are more savvy with technology, it is good to have resources/materials to reference to when busting myths with them. Otherwise they think they know it all." (feedback from Hunadi on the Media Smart Facebook Page in 2018).

Media Smart works with its 31 advertising industry partners and a panel of experts (see appendix 'Supporters & Panel' for full details) to focus resources on areas of greatest need in media literacy and to craft the most powerful and meaningful content.

Media Smart now has six different modules available for teachers to use which are targeted and tailored specifically to either primary or secondary school



31 Media Smart Industry Supporters



MediaSmart
Education from the Advertising Industry

ages. For primary schools, three resources cover an introduction to advertising, digital advertising & body image. For secondary schools, resources cover the topics of body image & advertising, social media and, as of 2019, influencer marketing. Materials are also available for parents on the topics of body image, digital advertising and social media. See Appendix labelled 'Resources in Action' for photos of the resources in use in school classrooms.

Media Smart's Body Image & Advertising resources for Primary and Secondary schools have both been PSHE accredited. "Our Quality Mark is awarded to resources that meet our ten principles of effective PSHE education. Resources are rigorously assessed by one of our subject leads and if successful recommended to our community of PSHE education professionals." (PSHE website)

Following the 2016 Credos Research 'Picture of Health' highlighting the pressure on boys in secondary school to look good, Media Smart developed the Boys' Biggest Conversation Campaign, encouraging young men to talk about body image and the effect it has on their mental well-being. This is one of the most downloaded

Media Smart resources. The Boys' Biggest Conversation Campaign aims to encourage young men, across the UK, to talk about body image and the effect it can have on mental well-being. The campaign was co-developed with First News and kick-started an on-going partnership with the title which is read by 2.2 million young people and subscribed to by over half of UK schools. The 15-minute film features youth psychologist Emma Kenny and TV doctor and youth specialist Dr Ranj. "This is such an important message and I think it should be on TV adverts every day all day. It was hard for me 25 years ago and we didn't have half as much 'perfect body image' everywhere as we have in our society right now..." (feedback from Zuzana on the Media Smart Facebook Page in 2018).

The continuing rapid growth of influencer marketing led Media Smart to focus its 2019 resources on this integrated and nuanced element of advertising. By 2022 brands are forecast to invest up to \$15bn in influencer marketing. Credos research highlighted this need with 74% of parents saying industry has a critical role to play in helping educate young people about influencer marketing. This new 2019 educational campaign is aimed at helping young



people understand the commercial link between social influencers and the brands they may be promoting. It is the first of its kind to tackle this area of marketing. Messaging is delivered by a well-known and diverse mix of youth influencers who volunteered their time to create short educational videos (to give you a flavour, a two minute video can be viewed on Youtube at https://youtu.be/O_DvOrd-zCI). Also see appendix for the First News article covering the launch of this new campaign.

Reach & Scale:

Over the past five years, Media Smart resources have been downloaded across the UK over 63,000 times, directly reaching over half a million young people (estimate calculated by EdComs – an education expert organisation, partner to Media Smart). Downloads for the second half of 2019 were up by 27% on previous periods. On average 325 people visit the Media Smart website every day, looking for educational resources, and look at an average of three web pages per visit.

With limited budgets, in-kind industry support has been critical to give the programme scale and

reach. Media Smart has been awarded \$10,000 monthly in-kind advertising from the Google Ad Grants programme for non-profits, which have been seen by over 1.1million people with over 110,000 of these going on to Media Smart's website. Similarly, \$10,000 annual in-kind advertising from Facebook has helped reach 640,000 people and led to over 21,000 views of the website.

Parents feedback that social media is their preferred channel to hear from Media Smart. In two years, Facebook followers have grown from 500 to 50,000 and website referrals have increased by 180%. Media Smart also now has over 3,000 Twitter followers and an engagement rate which has increased by over 100%.

Media Smart has built cross-party political support engaging MPs and MSPs to act as ambassadors for the programme. Media Smart runs regular events and exhibitions in Westminster and Holyrood. In 2019 the team held a screening event at Portcullis House of its boys' body image film and a roundtable event is scheduled at Westminster on influencer marketing in May 2020.

Results & Impact:

In 2018, Media Smart conducted research with 60 teachers and 30 parents from its registered teacher & parent user base.

Teacher feedback demonstrated how the resources are positively impacting young people's media and digital literacy skills:

- 84% feel they are better equipped to teach about advertising and the media
- 81% feel more confident that their students are better at interpreting advertising and the media
- 90% feel that they help them to deliver the curriculum and wellbeing topics

1 in 4 teachers reported they use the Media Smart resources at least once a month and 1 in 2 teachers said they use them at least twice a year.

Parents felt similarly confident in the positive impact of the resources on their children. 97% of parents surveyed said they felt 'better equipped to help children to interpret and understand adverts' and 91% said they felt 'more confident that their children had a better understanding of advertising and the media'.

9 in 10 parents & teachers reported that they would recommend Media Smart resources to others.

"At Calder High School we run Learning for Life Days (L4L Days) to deliver our PSHE curriculum and have used the Body Image lesson with Year 10 students - both boys and girls. The resources were excellent and we were able to adapt them slightly to suit our 60 minute lesson. All 181 students found the lesson very interesting and thought provoking with the video clip promoting much discussion. Teachers were able to pick up the lesson with minimal preparation and deliver effectively and in an interesting manner. An excellent resource which we are demonstrating at the eHNA (electronic Health Needs Assessment) Conference in early July to Secondary Schools in Calderdale." Jan Healey

Scalability:

Media Smart started out with five industry supporters in 2002, growing to 20 by 2014 and has grown by a further 50% since then to now stand at 31 industry supporters. It is central to Media Smart's success that it continues to drive this virtuous circle of delivering social impact with young people to prove its benefit to then on-board more industry partners and further fuel its reach and resources.

2020 will see the continued promotion of current Media Smart resources and campaigns. Specifically, through in-kind advertising from supporters Pearl & Dean, the Boys' Biggest Conversation film has been adapted to an advert, and will be shown in cinemas around the country, for the first time, this spring.

Media Smart is already busy implementing ambitious plans for 2020 campaigns to continue its mission to ensure that every child in the UK can confidently navigate the media they consume:

- In partnership with ITV, in 2020, Media Smart will be taking the industry backed 'Eat Them To Defeat Them' campaign into secondary schools with an original approach to engagement, asking pupils to respond to a creative brief for the campaign. This aims to deliver positive impact around healthy eating and encourage young people to pursue creative careers.
- With support from the European Interactive Digital Advertising Alliance (EDAA), Media Smart will launch an animated film-based resource focusing on data protection and privacy, aligned to PSHE & Computing curriculums, piloting first in the UK in October, with a subsequent European roll-out.
- Working with The Industry Trust, Sky, the Motion Picture Association & Intellectual Property Office, Media Smart will launch new 2020 resources focusing on Intellectual Property and why piracy matters in July, aligned to the PSHE & Media curriculums and designed to be played out on partner channels.

NORTHUMBRIA HEALTHCARE NHS FOUNDATION TRUST REHABILITATION

INTRODUCTION

It is known that across the world 430 million people require rehabilitation to address their 'disabling' hearing loss.

In the UK this equates to 1.2 million people.

Healthcare services are vitally important in delivering care to people with hearing loss in terms of treatment and provision of aids to improve hearing ability.

At Northumbria HealthCare, the NHS trust covers a large area of 500 square miles in the north of England and serves a population of 500,000 people. In 2019 the trust took a bold step forward to improve communications with patients who have hearing loss by appointing a dedicated D/deaf Awareness project officer to make staff aware of the challenges faced by patients accessing healthcare services.

As the coronavirus pandemic began this became even more urgent as face masks were routinely worn by healthcare staff making it impossible for people with hearing loss to lip read.

A member of existing trust staff, Margaret Robertson, was appointed to share with staff her lived-experience as a mum of twins (one who is hearing, and one who is deaf) to raise awareness of the many ways in which communication with patients could be improved.

Once the training programme began it proved to be very popular. More than 1000 staff have received training so far.

This new role has undoubtedly raised the profile of hearing loss and what it entails in its many

forms. It has captured the attention and support of the trust's staff, who are now asking for more detailed training courses so they can give the best experience possible to their patients. This has led to so many other improvements to the way that the trust, welcomes, supports and communicates with our patients who have hearing loss. We hope this approach will be adopted more widely across healthcare providers to ensure equality of access and service for the D/deaf community.



IN DETAIL

It is thought that by 2050 over 700 million people – or one in every ten people – in the world will have disabling hearing loss. This means that potentially one in six patients arriving at hospitals and clinics

across the world will have difficulty in obtaining the information they need about their health because the facilities are not there to help them.

It is worrying to think of the many vulnerable people who are unable to understand what their doctor is saying in order to make decisions about their treatment and care. And yet across the world, this becomes a daily challenge for people with hearing loss.

In the UK, Northumbria Healthcare NHS Foundation Trust always aims to provide the best possible healthcare services for its patients and often looks to innovative ways to address health inequalities. The healthcare trust covers an area of 500 square miles and a population of 500,000 people, many of whom have hearing loss. In order to continuously improve the service on offer to these patients, the trust developed a D/deaf awareness programme which paved the way for staff to learn valuable skills to communicate with people living with hearing loss.

The trust's core values encourage our staff to show compassion, empathy and respect to enable patients to be included in every discussion made about their healthcare. This often causes a lot of challenges for patients with hearing loss, especially if they have not been able to consent to treatment because they could not easily access the information that they needed to make the decision.

Whilst healthcare staff are required to attain and maintain many national training standards, as set by national governing bodies, there is also an opportunity to be more proactive and develop a variety of programmes and initiatives that provide additional support and opportunities for staff development.

Over a period of one year, between 2018-19, more than 1000 staff attended specialist D/deaf awareness training courses to improve communication methods for staff who interact with patients who are profoundly Deaf or have a hearing loss.

It became clear very quickly that the staff were keen to learn about the challenges that D/deaf patients and staff face. They embraced the training and recommended the course to their colleagues. As senior staff became involved a number of requests were made to develop bespoke service -specific training courses so that staff could communicate important messages particular to their service area.

Initially classes were designed to explain the difference between patients that are 100% Deaf, Children of Deaf Adults (CODAS) whose first language is British Sign Language (BSL), D/deaf children who are born to hearing parents and patients with hearing loss. Their needs are very different. Staff learnt how to sign the alphabet and



their names and how to hold a conversation with a D/deaf patient.

As demand for the training grew, more than 45 bespoke sessions have subsequently been developed and delivered to a number of staff groups from both clinical and non-clinical roles, including Midwives and anaesthetists to receptionists and catering staff. The trust's junior doctor programme also includes this training.

During the pressures of the Covid pandemic, many staff took annual leave to be able to attend the training as they recognised how difficult the pandemic has been for everyone, especially our patients that are Deaf as they are unable to lip read because all healthcare professionals have worn masks over their mouths.

Feedback from the programme has shown that staff feel more confident about interacting with D/deaf patients because of the knowledge that they have obtained from the training. Most importantly, they have some insight into the challenges that their patients face and are therefore able to adapt their communication methods to support them. This means that both staff and patients have a better experience. Staff who have completed the training are provided with a badge depicting signing hands that can be worn with their uniform. Often members of staff who pass each other on the corridor and see the badges have a brief greeting in sign language as they pass each other. There has also been a lot of positive feedback from staff when they have been able to use their new knowledge and skills to assist a patient with hearing loss.

The trust's trainer, Margaret Robertson is herself the mother of twins, one who is deaf and one who is hearing. This provided her with the benefit of personal experience to bring to the training delivered to staff so that they could understand how hearing loss impacts on the whole family. She is also qualified as an instructor in British Sign Language and is able to teach key phrases of greeting to make patients feel more relaxed.

The programme has expanded to also provide support for staff who have hearing issues. Arrangements have been made for D/deaf awareness sessions with managers so that everyone understands the issues faced and everyone is able to ask questions in a safe space to reduce the chances of embarrassment for both hearing and D/deaf staff.

Special cards were produced for both staff and patients that they could show to others to make them aware that they had a hearing issue. One side of the card explains that the person is profoundly Deaf and needs an interpreter. The other side of the card explains that the person has a hearing loss.

Outside the organisation, the trust has been able to link with Jo Milne, a leading advocate who raises awareness of Usher Syndrome, which is the leading cause of deaf-blindness across the world. The trust provided support to promote Usher Awareness Day on 2nd March 2021 and is now working to develop a training video for healthcare professionals so that they can better understand the condition. It is hoped that the video can also be used as part of the medical undergraduate curriculum in the UK.

Since Margaret approached the trust to become an advocate for the D/deaf so many positive changes have been implemented to improve access to information and support. The D/deaf Awareness programme has become an integral part of the trust's training offer. Most importantly it is reaping many benefits for our D/deaf patients.



Northumbria Healthcare

NHS Foundation Trust

**Proud to support our communities in
Northumberland and North Tyneside,
in the north of England by:**

Using the arts to improve health and wellbeing

Expanding our volunteering programme to include
school children and corporate volunteers

Enabling our healthcare professionals to develop
important global health knowledge through our
Tanzania Partnership, whilst supporting health
service development in the north of Tanzania

www.northumbria.nhs.uk

Email: Brenda.longstaff@northumbria.nhs.uk

NOVATI & AZZURRI RECYCLING REVOLUTION

INTRODUCTION

Azzurri Restaurants Limited can be found at nearly 300 locations across the UK. They specialise in Italian cuisine and operate some of the UK's best-known brands including ASK Italian, Zizzi and Coco di Mama. The group employs nearly 6,000 people, serving over 15 million meals a year in its growing estate of nearly 300 restaurants. Some are located in shopping centres, but Azzurri has direct control for waste management and works with Novati at 194 restaurants.

In 2017 Azzurri was already recycling or recovering 98% of all waste they generated. However, their supplier was failing to provide further innovation to support Azzurri's aspiration of achieving "Zero Landfill". In April 2018 Azzurri took the decision to change

suppliers and to work with Novati with the express goal of achieving "Zero Landfill" as soon as possible.

Our project was designed to create a clear plan to review service specifications, site specific requirements and to propose and implement changes that would achieve the goal and to gain a greater understanding of the waste volumes being generated. Novati committed to audit all sites prior to mobilisation to identify improvement opportunities that would focus on optimising, rationalising & minimising the service specifications at each site.

A robust waste management strategy and out-of-the-box circular economy solutions led Azzurri and Novati to achieve a landfill diversion rate of 99.33%, exceeding the 99% national threshold for Zero Waste to Landfill. Azzurri is one of the leading casual

Sustainable dining at Azzurri

Since 2016 our sustainable dining strategy has set the course for our environmental, social and governance goals. Our approach to sustainability focuses on five key pillars: Our People, Our Customers, Our Suppliers, Environment and Planet and Our Community.

5 PILLARS

OUR PEOPLE

Categories

- Looking after our people
- Listening to our people
- Shaping careers
- Creating an inclusive workplace



OUR CUSTOMERS

Categories

- Safety during the COVID-19 outbreak
- Balancing our menus
- 'Peas Please' pledge for more veg



OUR SUPPLIERS

Categories

- Business Code of Conduct
- Working with our supply chain partners



ENVIRONMENT AND PLANET

Categories

- Reducing, repurposing and recycling waste
- Recycling food waste and redistributing surplus food
- Decarbonising our business
- Reducing emissions further and faster



OUR COMMUNITY

Categories

- Partnering with charities to positively impact our communities
- The Mental Health Foundation
- The future of sustainable dining at Azzurri



dining sector restaurant chains and is one of the first to achieve these fantastic statistics. Through their work with the Sustainable Restaurant Association Azzurri hopes to pave the way for other businesses to rethink their own waste management

Not only has Azzurri achieved “Zero Landfill”, they also recycle 80% of all waste they generate. Through the audit programme designed to optimise, rationalise and minimise service solutions they have also been able to remove more than 13,000 lifts per annum from their service schedule. This has created a significant financial benefit to Azzurri but also reduces the carbon footprint associated with sending vehicles to restaurants where collections weren’t necessary.

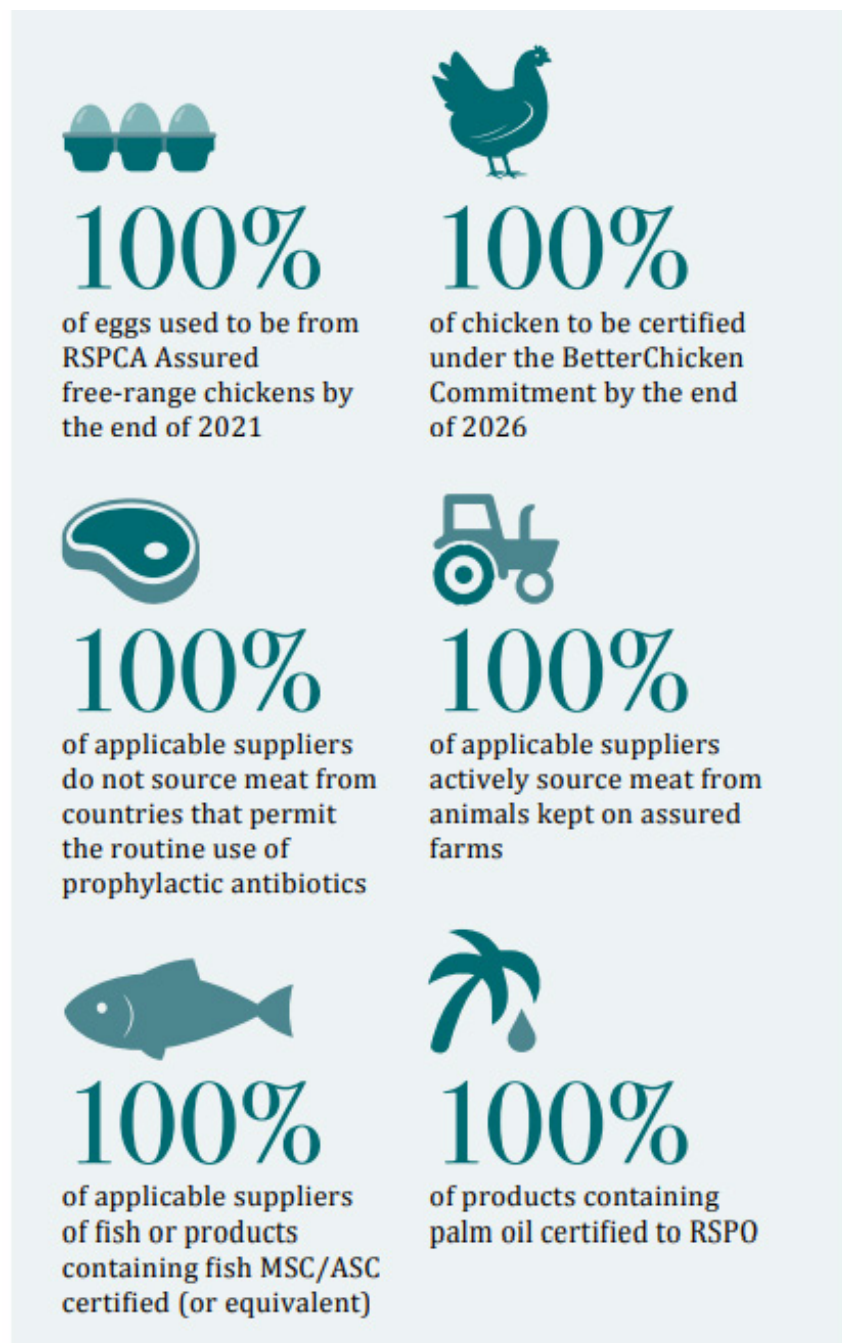
IN DETAIL

Novati & Azzurri’s yearlong project was designed to minimise collection frequencies and deliver a “Zero Landfill” solution. In order to maximise service efficiency and minimise landfill, Novati engaged with 64 service partners across Britain who have supported the vision to create a Recycling Revolution. All restaurants were audited in four weeks during the lead time to mobilisation. Audits focused upon:

- Minimising the cost per cubic meter by ensuring the most suitable containers are placed on site
- Rationalising services by ensuring half full bins are not being emptied

- Optimising container solutions to ensure all recyclable material is placed into the relevant containers

Novati engaged restaurant managers to provide a clear understanding of the financial and environmental impacts of change. Azzurri senior personnel were happy to be one of the first in the sector to achieve the desired environmental credentials.



This project was undertaken as Azzurri recognised that it had “lost control of costs” and focus on recycling and segregation hadn’t previously been a priority. It is well documented that the casual dining sector has faced significant challenges over the past few years and this project was designed to help reduce cost, mitigate against price increases and maximise Azzurri’s environmental credentials.

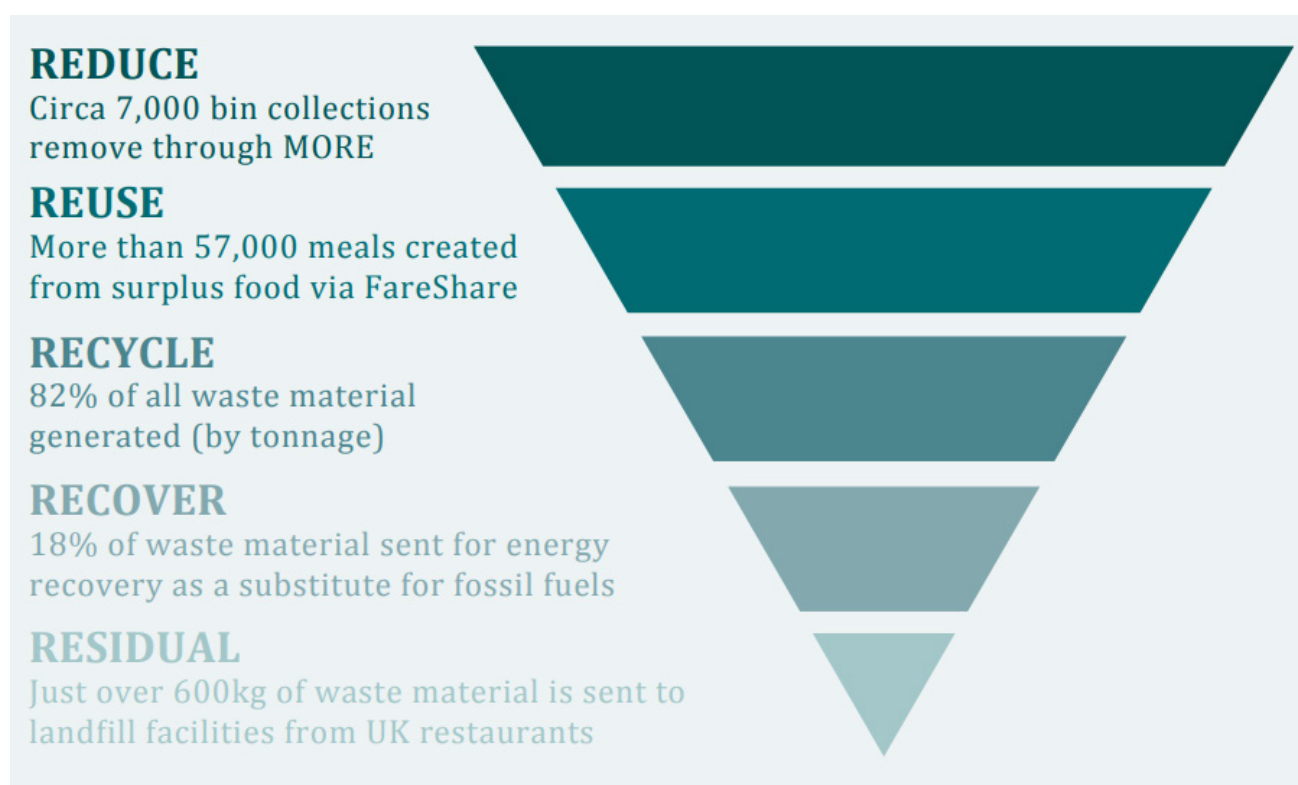
There have been no costs associated with delivering this project. The right solution included approximately 260,000 bins or sacks to be collected each year. This was a reduction of circa 13,000 lifts per year that auditing highlighted were unnecessary. The audit programme meant that Azzurri reduced its waste budget by approximately 7% by implementing the right solution. Educating employees about source segregation required all sites to have posters to make it obvious about the do’s and don’ts for each stream. All documentation was released in electronic format with the option for sites to print themselves at a marginal cost compared with the savings the project has delivered.

At the start of the partnership Novati guaranteed Azzurri £30,000 budget reduction within year 1 and a further £20,000 delivered in year 2. Novati were confident from the offset that the savings could be achieved. This commitment ensured that any marginal start-up costs were more than offset by the overall savings delivered.

In the last year Novati has handled circa 7,789 tonnes of Azzurri’s waste.

- General Waste Recovery 1,541 tonnes (19.8%)
- General Waste Landfill 52 tonnes (0.7%)
- Food 1,198 tonnes (15.4%)
- Glass 3,485 tonnes (44.7%)
- DMR & Cardboard 1,513 tonnes (19.4%)

194 restaurants, circa 4,000 employees, and the local economies of the 64 service partners collecting all materials across the UK felt the environmental and economic benefits associated with mobilising a zero landfill, recycling led solution.



Alongside the substantial savings delivered and the environmental credentials achieved, Azzurri has also reaped the long-term benefits associated with change. Cutting circa. 13,000 lifts p.a. from the schedule doesn't just save money now, it means Azzurri has permanently removed the cost from their budget as well as the associated price increases that would have been linked to the collections. All restaurants have waste segregation at the forefront of their agenda. Restaurant managers understand the environmental and financial benefits associated to optimising, rationalising and minimising their waste services.

The project in itself may not appear to be innovative on the surface. However, Novati's commitment to auditing, reducing and redefining service specifications and engaging service partners to achieve "Zero Landfill" and support the #RecyclingRevolution means that Azzurri is one of the first in the hospitality sector to achieve such outstanding credentials. Prezzo's 2017 annual report simply states that they were "increasing proportions of waste being segregated and recycled". The Restaurant Group website states a "recovery rate of 99%" but there is no reference to recycling levels. The Casual Dining Group website states they have a "goal to decrease landfill and significantly increase recycling and recovery rates".

This project has to be defined as innovative, otherwise all major hospitality sector businesses would be achieving the same results.

Azzurri knows the benefits that are offered by utilising the outsource model. This model taps into SME's where a lot of innovation goes unnoticed. SME's can't traditionally bid for national contracts, so their infrastructure remains largely untapped. The outsource model unlocked this infrastructure for Azzurri & local suppliers.

Best practice within Azzurri can be replicated across any business within the hospitality sector. Azzurri is proud to be a member of the Sustainable Restaurant Association and aren't protective about their

solutions. They openly share and debate issues and solutions at forums so that others can improve their environmental credentials.

We have been fully committed to achieving the ambitious goals set out at the start of the relationship. Keeping the workforce interested in waste is challenging but fundamental to minimising the impact Azzurri's operations have on the environment that we all live in.

Azzurri continues to look for solutions to improve recycling rates further and has goals to reduce and reuse more waste in the years to come. Identifying and implementing closed loop solutions is on the agenda.

Azzurri in partnership with Novati are looking to further their success by:

- Reducing general waste through improved segregation
- Forecasting glass bin requirements based on drinks sales, perfecting collection scheduling
- Driving social media campaigns to celebrate performance and encourage other companies in the industry to make the same commitments
- Continually improving the lowest performing sites by re-auditing and re-engaging.

PSS GROUP

TREE PLANTING

INTRODUCTION

Property Support Services better known as PSS are a family firm based in Ongar Essex that manage Soft Services for clients across the UK

They may not be in the same league as many of the large organisations but there is drive within our organisation and offers service excellence especially within Environmental and Sustainability challenges and we have an impressive customer base who recognise this commitment.

The Crown Estate have appointed PSS to manage their Regent Street portfolio, this comprises of 88 properties, both Commercial and Residential, and includes 18 Waste and Recycling hubs. PSS have been managing the estate now for ten years and over the last six years PSS have grown from strength to strength and have through the Covid Pandemic launched the PSS Quality Management System portal.

IN DETAIL

The QMS portal gives The Crown Estate and JLL a full overview updated daily on the services they provide whether it be the type of flowers being displayed in reception, or a single bait box in a riser cupboard or individual reporting on waste streams.

- Cleaning and Washroom Services
- Waste Management

- Gardening and Floristry
- Pest Control
- Hawking
- Window Cleaning Camera project
- Sustainability
- Environment

In addition, to these services PSS Support Services Manager Kerry Tailford within each of the services manages PSS Environmental and Sustainability support for PSS on the estate and within the attachments that we have provided you will see a drive that is second to none to reach the Crown

CHANGES TODAY LEAD TO A BETTER TOMORROW

We believe in acting responsibly & sustainably in our operations



Reducing the use of harsh chemicals

We work hard to ensure the chemicals or cleaning methods used are as environmentally-friendly as possible



Cutting down on plastic waste

Where we can, we look for products where we can close the loop on single-use plastics and where this is not possible, post production plastic products or compostable packaging would be utilised.



Reducing Paper and Card Usage

Through innovation and cloud-based technology, finding more sustainable options to printed communication methods.

Estate goals on 90% Recycling and Reuse across waste. To this end PSS have provided copies of the Waste Management Guidance Document to customers outlining the Crown and JLL vision, showcasing Nine Recycling streams available to each customer and outlining the journeys that recycling takes, as well as installing Weightrons to identify customers streams, and other useful information about starting Green Teams within an organisation

Within the paper waste element of PSS waste collections PSS are keen not only to save trees but equally to plant them and in 2016 launched Joy Wood where PSS plants trees the purpose to absorb carbon as part of the UK Climate change Plan Alongside this and working with E4, Woodland Trust and Shropshire Wildlife Trust we have helped stabilise the River Seven and increased Biodiversity. Five years on Joy Wood is thriving with wildlife and the latest count is 721 trees. PSS enters a new phase by now supporting the Queens Green Canopy Project and are setting aside another area nest to Joy Wood to plant 150 trees to mark the Queens Platinum celebration and recently received a letter from Prince Charles congratulating them on this initiative

PSS have launched our “Let’s Talk Leaflets “to stimulate conversations around key elements of Sustainability and Environmental challenges which have been extremely successful

The PSS quality management system initial

investment was from the cardboard recycling program that had been set up and today showcases every service on the estate and much more [Appendix 5] This will continue to be developed each year and currently PSS are reviewing Air Pollution, Chemical free cleaning, working with a sustainable estate in Finland to provide all our paper consumables on the estate. Cutting plastics by 50% in 2022 and continuing with our Fareshare charity support providing meals to those in need.

All of this is audited by E4 every year an environmental auditor that monitor PSS performance throughout the year and PSS currently hold this organisation Gold and Diamond Banner Award the highest-level achievable

Electric and hybrid vehicles are growing in popularity all around the world, both for their reduced carbon emissions and lower running costs when compared to petrol and diesel cars. PPS electric cars are fitted with a battery pack, connected to an electric motor, which can be recharged via the mains supply at our hubs. We will be attaching a tracker device on to our electric cars to track the vehicles across the street this will give us some indication of the mileage our electric vehicles are doing.

Regent Street and St James estate recycling awards is an award that recognises, rewards and celebrates organisation and individuals who actively deliver environmental best practice to significantly increase their recycling and improve efficient use of



Sustainable Equipment and Chemicals

Our commitment to sustainability is innate in our business, from our electric vans to our eco-friendly chemicals we are continually committed to doing our part for the environment.

resources, these entries include the following. As Covid hit the recycling awards was put on hold but we intend to start it back up in 2022.

- Best individual initiative
- Best company initiative
- Best newcomer
- Most engaged

Property Support provide commercial cleaning services to clients based within the UK. The company has a small fleet of company cars and vans. Carbon Footprint provides a simple six step annual journey to enhance your sustainability credentials whilst complying to best practice and differentiating your brand. has completed the first step of its annual carbon management journey. To become an exemplar in the market, Property Support should offset its emissions to become a carbon neutral organisation, which is also an internal company goal to reach within 2021. Carbon offsetting is the process of funding climate change solutions, by supporting various projects such as renewable energy developments, clean technologies or protecting existing forests from deforestation.

PSS's current Environmental Management System is accredited to ISO14001:2015. In line with the requirements of the standard a key target is:

- The protection of the environment, including the prevention of pollution. In order to achieve this, we annually undertake an assessment of our significant aspects which considers:
- All emissions to air, water and land from operations and activities.
- The production, storage and disposal of waste.
- The use of energy and natural resources.
- Noise and vibration.
- The supply, storage and handling of materials.
- Visual amenity and heritage factors.

- Impacts on the natural environment.
- The impacts of suppliers and contractors.

We already apply best practice in many of these elements, however, continuous improvement must be made each year in order to make a significant impact with the current focus being improvement on our carbon emissions.

Elimination: ISO14001:2015; Our pledge to Net Zero; Green Achiever

- Reduction: electric waste collection vehicles; training through toolbox talks/E-learning and roadshows; using local suppliers; storing consumables / equipment / chemicals within walking distance of the street; ethical supply chain; energy efficient lighting.
- Substitution: increasing hybrid / electric vehicles within our fleet annually; electric / LPG cleaning equipment on all current and future purchases; currently transitioning to E-On's Green Tariff; eco-friendlier consumables, equipment, chemicals, uniform etc.; paper-free sites
- Compensating: We are offsetting our carbon emissions by planting trees within Shropshire; supporting windfarms through investment with GUK; Supporting the Americas portfolio through investment - which includes reducing deforestation in Brazil, providing efficient cookstoves which cuts down on smoke that causes respiratory disease, payment and employment to local people, sustainable energy to Chile and more.

Since the last tender we've moved virtually completely away from RTU cleaning chemicals to super concentrated products. These products offered substantial savings in product weight, reductions in packaging and reduced delivery frequency. Due to the dosing cap fitted within the bottle it allowed for effective dosing control and made onboarding of new staff quick and efficient. When we brought these products to the street, they



were industry leading and in many respects still are. However sustainable and green products that were around weren't particularly cost effective, questionable credentials and generally offered a poor result in cleaning effectiveness. For us, first and foremost the products we use have to work and do the job they're designed to do. Since the beginning of the pandemic the countries attitudes towards cleaning products have heightened and we are all now acutely aware the impact these products may have on our health.

Across Regent Street estate every bag that comes from JLL customers is tied with a plastic cable tie which doesn't help our environment or our plastic saving credentials. At the plant each tag is then disposed of as general waste via incineration process creating even more pollution. The total amount of cable ties used on the Regent Street estate per year is over half a million, currently not only PSS use cable ties but many of JLL customer cleaning companies use them too. In an innovation when PSS supply the coloured bags i.e., Green for Mixed Recycling, Grey for General Waste, Blue for Glass, Brown for food we will be supplying a new sticker disc along with them and would ask any customer filling waste bags to place the new disc on the bag for identification. Every building is part of a recycling hub, and this will be shown on the disc. Since the project started, we have disposed

of 76747 bags, each one would have consisted of a plastic tag if the initiative hadn't been in place.

Every year an environmental auditors monitor PSS performance and PSS currently hold this organisation Gold and Diamond Banner Award which is the highest-level achievable.

With JLL's and the Crown approval we would like to add cameras to the roof top terraces to enhance the experience for the FM's. We are considering two different live feed cameras covering the roofs to observe butterflies, bees within the meadow areas of the gardens and we would like to eventually install cameras inside bird boxes to observe nesting birds, similar to the BBC2 Spring Watch programme which recently won a BAFTA for the best live events category, this shows that nature is at the forefront of people's minds, especially at the moment. All cameras in these areas would feed into our Quality Management System (QMS) where photos, videos and time lapse could be viewed by the Facilities Managers who look after these sites but also JLL staff who would, I believe really benefit. We believe this would be the first of its kind on Regent Street.

ROSH ENGINEERING

VOC-FREE INDUSTRIAL PAINT

INTRODUCTION

A unique industrial grade water based paint that can be used outdoors as it dries in under an hour down to 6 degC unlike any other paint on the market. It has zero VOCs and provides the same protection as traditional alkyd or white spirit based paints.

There are an estimated 1million power transformers in the UK. The largest will need 1000 litres of paint every 8 – 10 years. The smallest about 30 litres. The volumes required are enormous and the VOCs released from alkyd paints currently runs into millions of kilograms per year. Use of this unique paint brings this to zero.

IN DETAIL

Tens of thousands of gallons of paint are used in the UK every year. Metal work left outdoors suffers from the wonderful British weather and will corrode and rot away if not painted. But as the paint dries it releases Volatile Organic Compounds into the atmosphere. Products painted indoors can use water based paints saving the release of VOCs. But this paint needs temperatures over 20oC otherwise it will not dry. And if not dry, and it rains, all the paint washes off.

A huge amount of plant and equipment sits outdoors and needs to be painted every few years. Working with SK Formulations, Rosh Engineering have adapted a radical and new double bonded polymer water based paint for applications in the electricity supply industry. It dries at temperatures as low as 6oC in under an hour. This means that valuable plant and equipment are protected with ZERO damage to the atmosphere.

Electricity Industry Market Size

There are an estimated 1million power transformers in the UK. The largest will need 1000 litres of paint every 8 – 10 years. The smallest about 30 litres. The volumes required are enormous and the VOCs released from alkyd paints currently runs into millions of kilograms per year.

There are about 120,000 electricity pylons in the UK all needing regular painting like the transformers. The amount of VOCs released by this industry alone is enormous, but no environmentally friendly solution that could be effectively applied all year round like alkyd paints was available until now.

Low Temperature Drying

No other water-based paint, with zero Volatile Organic Compounds, dries at such a low temperature and so quickly. The ability to dry in less than 1 hour also means that even if a rain shower falls on the same day the paint will not wash off. It also means that outdoor painting all year round is possible in the UK without emitting VOCs into the atmosphere.

Previously the only other method polluted the atmosphere. Industry shutdowns, availability of skilled staff and operational efficiencies require painting works to take place all year round. Working with SK Formulations, Rosh Engineering's solution makes this possible for the first time.

Alkyd paints currently in use emit VOCs, and take longer to dry at low temperatures. The SK Formulations solution provides the same protection without having the damaging environmental effects.

Reduced Shutdown Times

The fast drying nature of the SK Formulations solution can also reduce the shutdown time required for high voltage electrical plant. This has the added advantage of reducing the risk of power outages to the electricity network – as switching a transformer out for painting reduces the number of transformers feeding the network. SK Formulations add robustness to network supply with the reduce shutdown requirements.

The electricity supply industry is leading the way in adopting the SK Formulations solution as they want to improve their environmental impact. Further they have substantial requirements for painting plant and equipment outdoors. The fast-drying properties also improve their business performance and efficiency. Any steelwork can use the SK Formulations products, from bridges to metal clad buildings to storage tanks. The fast drying properties mean that subsequent coats can be applied quicker than alkyd paints -- which require about 8 hours drying time before re-coating.

Cost Saving

Watching paint dry may be boring. But it is also expensive.

Applying additional coats quicker far out weighs the slightly higher cost of the paint. It also means shutdown times of plant and equipment can be reduced which means that production can resume and income generation begin quicker than traditional methods.

The same paint technology is also being developed for cold galvanising paints, electrical insulating paints and roof coatings. The opportunities for a VOC free painting world in cold and wet outdoor northerly climates is enormous. Although conservative attitudes need to

Efficient Applications Reducing Wastage

One SK Formulation product now replaces traditional 2 or 3 types. No need for a primer coat. SK paints apply to any clean and dry surface



that alkyd paints would adhere to. No need for a different undercoat or second coat such as an alkyd Micaceous Iron Oxide. The same SK Formulations paint as the first coat can be applied, for a second, third or fourth coat. The uniformity reduces wastage of part finished tins of paint. It can also be repainted without special preparation beyond being clean and dry. The fast drying nature improves efficiency, reduces equipment downtime and delivers what previous systems did but in less time. Less business interruption. Less cost. The fast drying nature means that workers applying the paint need to clean their brushes and spray equipment before a lunch break, but clean and well maintained equipment always works better with any product.

Results

The bulk of painting costs for electricity pylons or transformers is labour. It is a skilled operation. Paint material costs are about 10% of total project costs. The higher cost of the environmentally friendly SK paint is more than offset by the shorter time needed to complete painting due to the incredibly fast drying and overcoating time of the paint. Labour costs are invariably 80% of the total project cost so saving just 20% of time – or one day a week- on a project improves operational efficiency enormously.

For example £10,000 project cost has £8,000 labour costs. 20% saving = £1,600. If £1,000 for paint a 30% higher price will only be £300 more. Nett saving £1,300 or 13% of the total project cost. This does not account for the early return to production of the plant that has shutdown for painting.

Industry Leaders

The electricity industry has a clear goal to reduce environmental impact, and Northern Powergrid is the first to adopt the solution as standard after trialling the new paint. Comparisons on sites with matching pairs having one covered in alkyd paint and one with the new SK Formulation solution give a side by side example of the better environmental performance

at no loss in equipment protection. The patented product has impressed with its ease of application, environmental credentials and safety benefits the wider adoption is currently being assessed.

Other industries are not far behind. Warehouses to storage tanks, bridges to balustrades can all benefit. Additional applications are also available using the same technology. While the volumes are smaller, and environmental improvements not as marked, the direction of travel is still positive.

The conservative nature of industry needs to be tackled. When existing products do the job well why change? Too many want to wait 10 years to see if the SK Formulations paint last as long as alkyd paints, not believing accelerated laboratory trials. Ten years is too late. Environmental issues need tackling now.

Improved Health & Safety

The SK Formulations paint has reduced health and safety requirements. With no hazardous chemicals it is easier to store compared with Alkyd paints that are flammable. Airborne solvents are also eliminated in the new paint reducing risks to workers as well as the environment.

The electricity industry uses over 10 million litres of paint per year. If it fully adopts SK Formulations this will prevent the release of over 7.5million litres of solvent every year into the atmosphere. One industry, one process, one step at a time, one big difference: ZERO emissions.

Fast drying at low temperatures –
A unique environment friendly
industrial coating for outdoor
application all year round

CORRONIL - 0767 ANTI-CORROSION COATING

A water based paint that is suitable for application outdoors as it dries within an hour even in temperatures as low as 6°C. The single pack two coat system delivers a protective coating to replace traditional alkyd paints that pollute the environment with VOCs. For all applications, from industrial equipment to steel structures, it is now being adopted by the UK's Electricity Distribution Industry to coat power transformers all year round.

CORRONIL- 0767 is a patented, water based, sustainable technology product that extends the life of structures.

- ✓ Zero VOC
- ✓ Quick drying time even in temperatures as low as 6°C
- ✓ Single pack, Two coat system.

Adopting Greenovoc's CORRONIL- 0767 will help you meet your Carbon Zero targets by eliminating the VOCs released into the atmosphere during and after coating.



Green Coating
Technology



VOC Free



No Odour



No Fumes



Environment
Friendly



SABANCI HOLDING

SABANCI VOLUNTEERS PROGRAMME

INTRODUCTION

Social responsibility exists in Sabancı Holding's DNA since its foundation with the philanthropic works which has been run by Sabancı Foundation for 46 years. Also, for years, Sabancı Group employees have been in demand of working for the society's good. In 2015, in order to institutionalize these demands, accumulate all of them under a platform, create synergy among employees, and use the qualified workforce more effectively and efficiently for the act of common good of society, Sabancı Volunteers Programme which is the biggest corporate volunteering and social responsibility program in Turkey is put into action. In this way, this platform answered both expectation of employees and the society while extending the scope of our knowledge and experience.

Moreover, The Sabancı Holding, one of the top largest multi-business company, has been at the

forefront of the gender equality movement in the world. In the Holding, the rate of women employees is 38,5% among white collar workers which is above Turkey average rates. The rate women in managerial positions in the Holding are 15%. In 2015, 52% of women employees have been promoted.

In this context, Sabancı Holding has signed Women's Empowerment Principles and became the first Turkish signatory in 2011. Sabancı Holding has decided to sign the principles in order to support the cause of gender equality in the work place and trigger a positive change in the business world. Guler Sabancı, chairman of Sabancı Holding and UN Global Compact Executive Board Member has signed and submitted the statement to former Under-Secretary-General and Executive Director of UN Women and president of Chile Michelle Bachelet.



Online gender equality training for more than **10.000** Sabancı employees



IN DETAIL

Sabancı Volunteers, is a social responsibility programme covering the whole Sabancı Group. The programme covers the online trainings on gender equality to be delivered to all the employees of Sabancı Group and the social projects to be carried out through volunteer teams.

In the first stage, details of the programme was conveyed to nearly 500 team leaders comprising of Sabancı employees working all over Turkey. Multipurpose trainings covering civil society, working with volunteers and project cycle management were delivered to team leaders on 2015. The team leaders formed their own teams to put their projects into practice. “Sabancı Volunteers” worked on ‘woman issues’ for the first three years. Since the beginning of 2020, volunteers focused on “youth” issues.

For the first year, we have started with a target of 500 volunteers who will be active in the projects but the application process ended up around 1.000 applications. The Program’s second third year phase has started. The second application process also ended up around 1.000 applications. We have started volunteering trainings for the applicants in 4 cities.. Also we will be implementing a Volunteering Campaign among Turkey through social media campaigns in order to increase the volunteering among young people.

In terms of the communication objectives, firstly we aimed to create awareness of the programme and engage employees into it. In addition, strengthening employee loyalty and position them as the

advocates of the company while enhancing Sabancı brand image

In terms of rationale, programme is created because the Sabancı Group regards basing all corporate conduct on the awareness of social responsibility as an unchangeable core component of its management approach. Moreover, according to the researches percentage of volunteerism is too low in Turkey, so Sabancı Volunteers Programme aims to give the lead about both volunteerism in general and specifically employee volunteerism in Turkey.

In planning, Sabancı Group is fortunate to have one of the most socially conscious Sabancı Foundation with considerable, valuable experience and Sabancı University while determining the concept and content of the programme and online training. Moreover, an integrated communication plan, including internal and external aspects, was implemented for the programme. The launch of the programme has been done with a press conference with the presence of Chairman and attracted high media interest. Just right after the press conference, an internal message was sent to the employees.

After the kick-off, the program was highly welcomed and internalized by employees. This is partly because the initiative is highly encouraged by the top management and gave support at the highest level. Top management did not miss any opportunity to communicate with employees via internal messages since the launch of the programme. The Chairman has encouraged employees to participate in the volunteering program in person with motivational letters and videos. Similar letters and videos were

prepared for each- mile stone of the programme including the opening of applications, beginning of trainings, The World Volunteering Day, etc.

For the kick-off, the strategic positioning was “Sabancı extends its philanthropic experience” and “the largest corporate volunteering programme of Turkey has started”. Secondly, we have stated that we are trying to create solutions for the gender inequality problem of the society. We also underlined that our power comes from our employees. As the projects started we have given messages about the projects in order to show the progress to public and encourage other employees to join the programme. Internally, we also gave motivational messages that underlines the importance of each project and effect it creates.

Moreover, a corporate volunteering programme is not a new concept however Sabancı Volunteers Programme is innovative in the way that it is initiated to overcome the potential challenges like:

1. Insufficient application for volunteering
2. Lack of project development
3. Lack of interest to online trainings

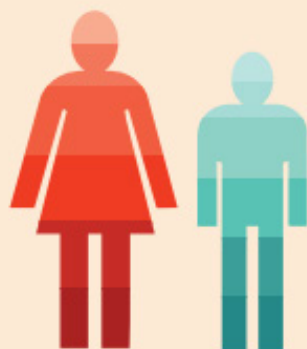
Due to internalized social responsibility culture of the company, we did not face these challenges. Multipurpose trainings covering civil society, volunteering and project cycle management were delivered to team leaders for the projects to be

proper and in line with Sabancı values. So that, before they start, they became more aware of volunteering and its dynamics.

In order to strengthen the theoretical background of our volunteer projects and enable the sustainability, we have initiated an gender equality online training in which 40.000 employees have benefited so far. In this training employees are trained on “Concepts and definitions”, “Education and Gender”, “Business and Gender”, “Violence Against Women”, and “Forced and Early Marriage” issues in Turkey and the world. Sabancı University Gender Forum worked for the programme while shaping the online trainings content on gender equality. Instead of a standard, written online training, video was selected as a tool. Celebrities were used in online training videos to grab more attention. Also viral videos were prepared to show the misconceptions about gender issue and increase awareness of the project.

Online platforms were created for the project including, web site and social media channels. Besides, internal online platforms and newsletter were another strong media to reach the target audience. Sabancı Volunteers Facebook page was created in order to share good examples and reveal stories behind the projects. Also, through daily updates in Twitter account and web site of the programme, public is aimed to be informed. Also World Women Day and World Voluntering Day are celebrated through social media campaigns. Press bulletins about the projects are sent to the national

350 active volunteers (57% female, 43% male)



45 projects in 12 Sabancı Group Companies in 11 cities.



media periodically and exclusive interviews are conducted since the beginning.

The program is implemented in two phases: Online learning (aims to increase awareness on gender equality to more than 60.000) consisted of 5 modules: "Concepts and definitions on gender inequality", "Education and Gender", "Business and Gender", "Violence against Women", and "Early Marriage". In 1 year, training has been delivered to more than 40.000 employees and 1200 scholars of Sabancı Foundation. Volunteer capacity building on-site trainings covering civil society, volunteering and project cycle management were delivered to team leaders for the projects to be proper and in line with Sabancı values. The details of the programme were conveyed to 500 team leaders with 8 volunteering trainings in 4 cities in Turkey: Ankara, İstanbul, İzmir and Adana, comprising of employees working in 40 different cities. Project teams consist of team leaders' colleagues, family members and suppliers of their company which increased the impact of volunteering in the society. 400 Sabancı Volunteers ran 45 women-centered projects in 11 Sabancı Group companies in 12 cities of Turkey between 2015-2019. These projects include trainings on financial literacy, giving support to cancer patients, women in shelter, economically disadvantaged women and young women in orphanage, providing job opportunities. Sabancı Volunteers have supported the lives of more than

2000 disadvantaged women so far. There are many projects in these projects that we carry out in various fields such as employment, education, personal development, psycho-social support, health.

The success of the programme has been evaluated regarding several criteria including number of applications, number of attendance in volunteering training, number of projects and their continuity. Besides, these numerical indicators, it is expected from volunteers to submit quarterly reports regarding the progress of their projects. The reports include details such as the problems faced and their solutions, feedbacks from stakeholders, fund raising and budget management details. Besides, a volunteering perception research has been conducted in the beginning of the programme in order to get the insights. For the online trainings, a survey is conducted after they complete it in order to analyze how the perception of gender equality has changed among employees. Being solution-oriented, diverse, inclusive and continuous, Sabancı Volunteers Program is a good example to inspire fellow professionals, leading to a more enlightened and extended perspective to take responsibility for the society.

The Program is beneficial in various aspects: First of all, Sabancı Volunteers Program provides an opportunity to employ the qualified workforce who are eager to contribute to the society but do not

know where to start or what to do individually more efficiently. It provides a baseline to bring willing people together and create a benefit. Secondly these projects are very effective to provide solutions wherever and whenever it is needed. This is because project teams among the Sabancı Volunteers are encouraged to develop local projects for the society they operate in. They can implement effective projects to solve a local issue, they know the problems and people, they can more easily partner with local authorities, suppliers, non-governmental organizations and involve local volunteers to implement local CSR projects. The program also provides benefits for personal development. Apart from creating team spirit and synergy, implementing a social project improves creativity, organization, planning, negotiation and problem solving skills. Such program also has a snowball effect; The successful projects inspire other teams to implement similar projects in their company or in their region, since all projects are in the projects pool and accessible by all volunteers. The fact that, project teams consists of team leaders' colleagues, family members, and suppliers of their company, increases the vastness of the volunteer army.

The outcomes of our program show us that the program inspires and motivates our employees to

reach their full potential. We see that our employees are passionate about making a difference in the lives of the people. Two volunteering surveys has been conducted in order to measure the employee satisfaction and it seems that employee satisfaction raised 40 % to 80 % in two years. Moreover, every year, we are gathering volunteers in order them to share experience, inspire among others and develop their projects in a better way through workshops. Every six months, we are measuring the impact of our volunteering teams through reports.

According to these reports, teams including 350 volunteers have supported 2000 disadvantaged women in two years. Sabancı Volunteers web site has been visited from 40 countries and we have reached nearly 23 million people via PR activities.

Sabancı Holding does not deliver any grant for Sabancı Volunteers projects but Sabancı volunteers are trained about fund raising activities in volunteer trainings. Each Sabancı volunteer is responsible for creating their budget for their social responsibility project. This empowered our volunteers on fund raising and budget management and increased their ability to communicate with the local stakeholders, their company and NGOs in their region in a more cost effective way.

**You Can't be
What You Didn't See**



SHELL PHILIPPINES EXPLORATION B.V. EMPOWERING A COUNTRY AND ITS PEOPLE

INTRODUCTION

Social Performance Approach: EMPOWERING A COUNTRY AND ITS PEOPLE

The US\$4.5 billion Malampaya deep water-gas-power project is the country's pride in energy security and independence — enabling the extraction of indigenous gas to fuel up to 30% of the country's electricity requirements.

From a dominantly foreign workforce at the start of the field's operations in 2001, Malampaya turned out to be a successful showcase of world-class Filipino talent and expertise in navigating highly complex energy infrastructure. By the second platform of the gas facility installed in 2015, operator-firm Shell Philippines Exploration B.V. (SPEX) could exuberantly vouch for its platform that is "powered by Filipinos, for the Filipinos."

Beyond these tangible benefits, SPEX is torchbearer of sustainable development for its host communities — particularly in the challenging terrains of Palawan. SPEX's "Social Performance" approach anchors on three principles: enhancing positive impact, mitigating negative impact, and creating social investments.

Committed to this framework, SPEX supports three social development foundations in the project's zone of impact. It includes the provinces of Palawan, Batangas and Mindoro: Pilipinas Shell Foundation Inc. (PSFI), Malampaya Foundation Inc. (MFI), and the Mindoro Biodiversity Conservation Foundation, Inc (MBCFI).

On a wider scale, SPEX pushed several initiatives — such as improving energy access, boosting ecological balance, aggressively driving against the spread of malaria, and improving market access

for farmers. It also actively supports the country's response to the coronavirus pandemic.

Energy security and independence are concerns of huge public interest in the Philippines- and the Malampaya project bridges the gap between a country's major ambition and the reality of clean energy source that it is now benefitting on.

More than delivering energy, Malampaya empowers the nation and allows its people to thrive for the future.

IN DETAIL

Shell's sustainable development wheel *Empowering a country and its people*

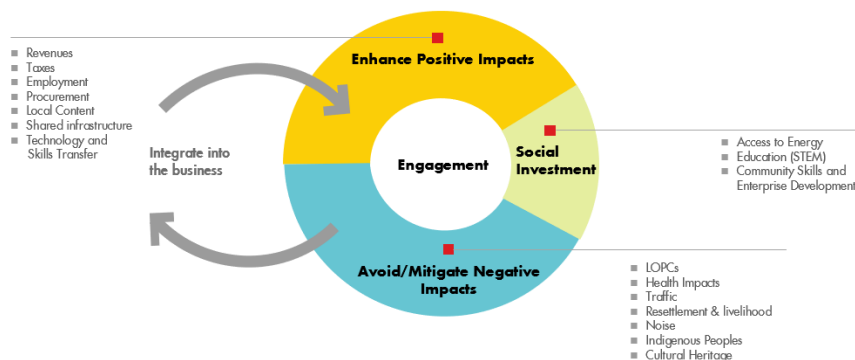
Shell Philippines Exploration B.V. (SPEX) marries reliable energy infrastructure, cleaner solutions for energy security, health and safety, and social investments in its operations and neighboring communities. The Malampaya field boosts the country's carbon footprints reduction strategy while fueling 3,200 megawatts of electricity demand. Since it is clean and indigenous fuel, the gas from Malampaya reduced the need for imported oil and contributed up to 50% reduction in carbon dioxide (CO₂) emissions, which also improved overall air quality for the country compared to utilizing coal facilities.

Beyond its technical achievements, SPEX developed a Social Performance framework to engender sustainable positive impact in its host communities. SPEX held continuing dialogues with community members to identify key societal challenges. For Palawan, the list included fighting the deadly Malaria, saving an endangered marine ecosystem, supporting indigenous and marginalized people, and providing reliable electricity to the large island

province. Because Palawan is the “last ecological frontier,” preserving its resources while pushing for its development is of utmost importance to the entire Philippines.

SPEX approached this challenge with its Social Performance wheel as the fulcrum, anchored by the following factors:

- Avoid / mitigate negative impacts of Malampaya’s operations
- Enhance positive impacts
- Deliver social investments
- Continued engagement with its broad range of stakeholders



For Palawan, SPEX partnered with two social development foundations: Pilipinas Shell Foundation Inc. (PSFI), Malampaya Foundation Inc. (MFI).

Through these foundations, SPEX helped ensure marine resources protection and preservation on technology deployment. It also generated employment opportunities and enhanced technical expertise for Filipino workers, ultimately raising quality of life among its host communities.

ENHANCING POSITIVE IMPACT

Malampaya is “proudly Filipino”

In the early 2000s, it was difficult to distinguish the SPEX Alabang office as based in the Philippines,

with majority of the teams comprised of foreign staff. “It was more like the offices in London or the Hague,” revealed Paul Gavino, External Relations Manager for Upstream of Shell Philippines.

A series of turning points happened in the Malampaya operations, the offshore platform which now supplies up to 30% of the country’s needs. Filipino engineers and head office support staff displayed expertise and zeal to learn, absorb, and perform the technical demands of operating a complex facility with deep water subsea levels.

In 2007, the first Filipino managing director Sebastian Quiñones took the helm of SPEX, and it soon became a key milestone for the “localization” or the ascendancy of the Filipinos to become the indispensable manpower of Malampaya.

“We can safely and confidently say that this is a platform harnessing local gas, powered by Filipinos for Filipinos,” Gavino enthused.

Even the pilot roles of offshore-rated helicopters carrying

Malampaya teams were transposed to Filipinos — a step that gained headway under the leadership of current SPEX Managing Director Don Paulino.

Job generation had been massive for roughly 3,500 direct and indirect workers, even attracting a good number of overseas Filipino workers (OFWs) back home to become part of the skilled local workers in the project.

Another major component of the project was the design and construction of its second offshore platform in 2015. This US \$750million investment entailed the installation of additional powerful compressors to address the depleting pressure from the Malampaya gas reservoir. Aside from the hundreds of Filipinos from Fluor Philippines who designed it, it enlisted the help of over 1,400

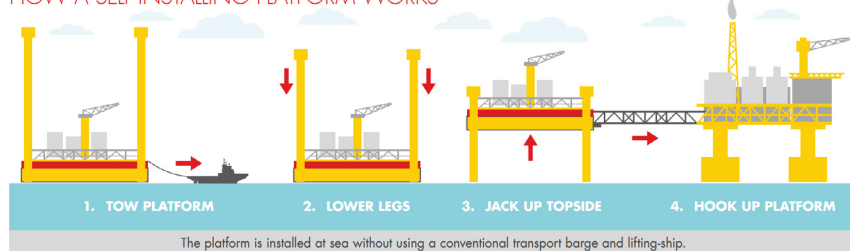
Filipinos to construct the second platform in the shipyard of Keppel Subic in Zambales, a province north of Manila.

“If you see an image of Malampaya offshore, the yellow platform is the second platform – and that’s totally made in the Philippines. Not only were the economics right, it completed the picture of the country being powered by Filipinos for Filipinos,” Gavino said.

MALAMPAYA PHASE 3 PROJECT

Deep-water gas-to-power, the Philippines

HOW A SELF-INSTALLING PLATFORM WORKS



Beyond achieving top-tier professional development for its own workforce, SPEX pays it forward by organizing a skills enhancement program, primarily for out-of-school youth and unemployed adults. The Bridging Employment through Skills Training (BEST) program, together with Malampaya Foundation Inc. (MFI), supports qualified beneficiaries with training for technical-industrial vocational skills — ranging from welding and pipe-fitting, to piping, insulation, and other construction skills. Values formation, character-building sessions and English proficiency coaching are also in the module so trainees could position themselves for their dream jobs.

After successful completion, the graduates receive additional guidance in landing employment opportunities through Industry Networking (I-Net), a scheme that links trainees to industries in need of skilled workers.

MITIGATING NEGATIVE IMPACT

Stewardship for health, safety, and the environment

The earlier phase of development of the gas field under Malampaya phase 1 exhibited SPEX’s paramount stewardship for the environment. It was manifested in their construction of its 504-kilometer pipeline, wherein Shell made the decision to have it re-routed to avoid disturbing Mindoro’s intricate biodiversity and ancestral grounds — even if it meant higher capital spending.

Similarly, MFI is spearheading community-based marine biodiversity conservation partnerships aimed at guarding the marine-protected areas (MPAs) by deputizing volunteer fishermen or “Bantay Dagat” to be sea rangers along the coasts of Malampaya’s host communities in Northern Palawan, Oriental

Mindoro, and Batangas City.

Through the years, Shell judiciously executed its Health, Safety, Security and Environment (HSSE) standard — not just to reduce the impact of its operations on the environment but to guarantee sterling safety records.

Shell’s “Goal Zero” entails “no harm and no leaks across all its operations,” and everyone in the company strives to achieve this goal all day and every day.

The “Goal Zero” strategy is all about caring for its people. It pivots on three areas of safety hazards that could engender highest risks in execution of their activities: **personal**, **process** and **transport safety**. Shell sets consistent and high safety standards across the company and expects its employees and contractors to comply with all the prescribed parameters – whether they’re on the field or at the office. It works hard to keep its staff, partner contractors, and everyone else safe.

SPEX has multi-pronged environmental performance parameters, including: managing emissions of greenhouse gases; efficient energy use; less flaring and burning of gas during production; preventing toxic spills; fresh water conservation; and biodiversity preservation across all operations.

Eliminating the malaria scourge

Malaria is a fatal disease that has been affecting Filipinos, and Palawan has always been the epicenter of the worst cases of infections. According to data, 80% of malaria cases in the Philippines — translating to 54,000 cases and 99 deaths — happened in Palawan in 1999.

That prompted SPEX and PSFI to launch Kilusan Ligtas Malaria (Movement to Eliminate Malaria), in collaboration with the Provincial Government of Palawan and the Department of Health. 21 years later, it gained traction in bringing down the cases by 92-percent and prodigiously succeeded in decreasing the incidents of death by a record 99% through rigorous community engagements, building a network of capable barangay microscopists, and distributing more than a million mosquito to more than 400 barangay units on the island. Now on its last mile, the program is hopeful to help Palawan become completely malaria-free soon.

KLM gained so much success that it also attracted funding from the Global Fund to Fight Aids, Tuberculosis and Malaria (GFATM). This enabled the spread of KLM to other provinces of the Philippines. KLM has helped the country achieve this MDG goal 6 of halting and reversing the burden of malaria ahead by almost 2 years.

DELIVERING SOCIAL INVESTMENTS

“Access to Energy” and “Harvest for our Heroes”

The Philippines has over 2.0 million households without electricity, and these homes are typically located in marginal areas considered

‘uneconomically viable’ due to their far-flung locations away from power grids.

To reach these communities, there are various economic and physical barriers to get through, such as traversing tens of kilometers of dirt roads and crossing multiple rivers. Despite these constraints, SPEX rose to the challenge and took bold steps to provide host-communities in Palawan with power. Through the Access to Energy (A2E) initiative, SPEX and PSFI concretized the long-time energy dreams of 3,383 people within its impact zones in Palawan.

Leveraging on the Integrated Support to Indigenous Peoples (ISIP) platform of PSFI, electricity is provided through the installation of off-grid power systems — a micro grid network underpinned by the hybrid of solar, wind and hydropower technologies. SPEX brought in a more advanced RE-based micro-grid electrification system, which paradoxically is still perceived as a “luxury” even for consumers conventionally connected to the grid. The technology endowed to the community is supplemented by rigorous training for the communities to form functioning cooperatives to allow for the sustainable operation and maintenance of these systems.

This year, six tribal groups in Batak, Decabaitot, Baras, Binaluan, Ligad and Maytegued villages

KEY FACTS

50 KM offshore Palawan, Philippines

First offshore platform designed and built in the **PHILIPPINES**



Weights **11,550** tonnes (roughly 7,500 family cars)



Nearly **12 MILLION** hours worked safely

6,000 Filipinos trained to world-class safety standards



Malampaya supplies **30%** of the Philippines' energy requirements

now get to keep their lights on at home, in schools, churches, and more.

The A2E electrification story started with the Batak tribal group in Sitio Kalakwasan, Barangay Tanabag, Puerto Princesa City, with a 3.0-kilowatt peak solar-hydro hybrid system. ‘Black sky events’ had been typical for people in the area as there were even no streetlights to community hall, which was located far away and required crossing a river 11 times to reach the site.

For Shell’s electrification project in Binaluan, Barangay Liminangcong, Taytay, Palawan in particular, Ching-ching (who is the government president of an elementary school in the village) now relishes her dream of becoming a computer engineer. It was made possible because of the energy access provided by the off-grid power generation facility in their locality. Further empowered by five (5) desktop computers donated by Energy Secretary Alfonso Cusi, she and many others can now take computer lessons — a critical first step into achieving her goals.

With electricity access, these weaving and honeybee-producing communities have boosted their outputs and increased income. Other livelihood opportunities were also spurred, such as owning sari-sari stores that can already sell frozen basic goods. “Children can now study at night and even enjoy ice cream stored in chillers,” shared SPEX Managing Director Don Paulino. “Boat makers are also able to produce more than their usual quota per month, after having access to sufficient energy to use power tools.” For the people of Palawan, electricity has indeed become a source of empowerment and tool to support their productivity.

The A2E program, which was already funneled with an investment of P38.36 million, is an offshoot of the Integrated Support to Indigenous Peoples (ISIP) that Shell has already been championing since the start of the Malampaya field’s commercial operations in 2001.

Ani Para sa Bayani (Harvest for our Heroes)

The country’s health care professionals and essential workers were practically overstretched during the Covid-19 pandemic. Now more than ever, they need moral support, societal aid, and nutrition to keep them on their feet.

PSFI facilitated the procurement and transportation of farmers’ produce which were in danger of being stranded in their farm were transported to community kitchens, and in turn, the partners took charge of cooking, packing and delivering the goods to front-liners and the communities in need.

Through “Harvest for Our Heroes,” Shell helped ensure food security for the Filipinos during the community lockdowns, while also providing support to farmers and the agriculture industry in general. It is a close collaboration between local government units (LGUs), government offices, civil society partner Frontline Feeders PH, and the various health care facilities of the country, SPEX and PSFI.

Frontline Feeders PH, in particular, organized a group of individuals – most specifically doctors, restaurant owners and non-government organizations – to mobilize food distribution to different hospitals in Metro Manila and neighboring cities.

These networks bring food to targeted establishments and hospitals, with Frontline Feeders PH, UPAA, Palawan Community Kitchen, World Vision, RockEd, among other partners, soliciting funds that can be used to buy food supplies, then it will coordinate the logistics and allocate food deliveries to targeted beneficiaries.

In total, 198 tonnes of vegetables were procured, 3,996 farmers were supported, and 483,889 meals were served to frontline workers through this program.

STC

ERP PROJECT

INTRODUCTION

At STC we took a very serious measures to design our CSR projects and we have followed the most beneficial methodology and the good CSR practices to ensure maximizing our positive impact on society and environment as well.

STC dedicate resources to manage our overall impact on our stakeholders and put corporate sustainability as top priority for the company.

My company vision is to be a role model in middle east and to transfer the knowledge related to sustainability best practices in the region.



Sports	Health	Education	Social
197	72	140	617

15 billion
sms 

In 2018, STC ERP Project was launched providing a safe and secure cloud-based ERP system with the aim of enhancing operational efficiency of non-profit organizations and maximizing the added value for their target demographic. The pilot STC ERP system served 23 non-profit organizations 38 branches 486 employees and estimated to have served over 8M beneficiaries. As a result of ERP Project successful pilot, the Technical Enablement Project was developed with a more comprehensive Scope, maximizing the values and the impact from STC social contribution, containing wide-ranging services to meet all possible non-profit organizations admin & operational needs, and targeting to serve 15% of non-profit sector at a rate of 30 per month.

The pilot STC ERP system served 23 non-profit organizations 38 branches 486 employees and estimated to have served over 8M beneficiaries. For the technical enablement project we are targeting 15% of non-profit sector at a rate of serving 30 non-profit organizations every month.

SUPERIOR ESSEX COMMUNICATIONS

CREATING THE SUSTAINABLE CABLE THAT CONNECTS US ALL

INTRODUCTION

Superior Essex Communications is the leading manufacturer and supplier of communications cable in North America, and since 1930, we have operated at the forefront of innovation. Today – through our Power-over-Ethernet (PoE) technology, enablement of Sustainable Intelligent Buildings and cities, 5G communications infrastructure and constant technological advancements – we continue to live up to that long legacy of innovation.

Over the past decade, we have continuously proven ourselves as the industry leader with our sustainable manufacturing processes and the sustainable products they create. Proudly, we are:

- The first and only company in our industry – and one of only nine across the entire United States – with Zero Waste to Landfill certification, now for five years straight and counting.
- The first and only Red List Free communications cable manufacturer, meaning that our sustainable cables contain none of the 800 chemicals classed as most harmful to people and the environment by the International Living Future Institute.
- The first in our industry to offer transparency labels including Environmental Product Declarations, Health Product Declarations, Life Cycle Assessments and Embodied Carbon Analyses, now for 55 product families and 800 product SKUs.

- A founding member of the Living Product 50 collaborative and an active member in numerous other organizations dedicated to optimizing the sustainability of product generation and use, including the Mindful Materials group and the Materials Carbon Action Network.

We are dedicated to leading the way for our industry to now move from transparency to optimization – because we genuinely believe that the technology that interconnects the world should also respect it.

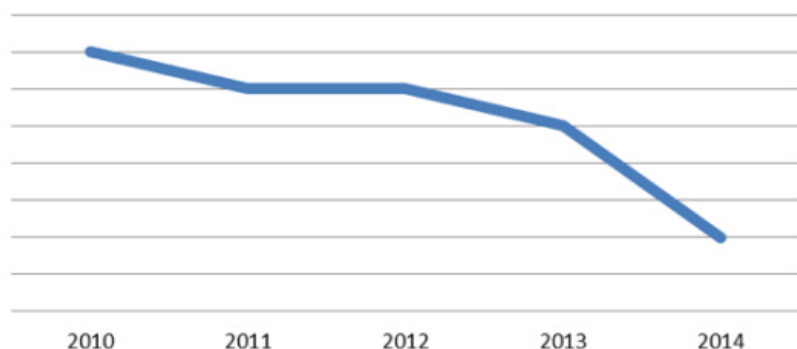
We continue to set the benchmark for product sustainability in the telecommunications industry by continually improving our products' energy efficiency, considering and changing their content, and providing transparent information about their environmental and health impacts.

IN DETAIL

Sustainable Manufacturing, Sustainable Products

When it comes to sustainable manufacturing, one can analyze such a claim in two different ways.

Superior Essex Consolidated Gross Scrap Trend



First, the manufactured products can be considered sustainable based upon their chemical composition – that is to say, the healthy “ingredients” they contain and the unhealthy ones that have been excluded. Second, the manufacturing company can be acting in a sustainable manner if they’ve been manufacturing in a such a way that limits the environmental impact of their production.

And when it comes to manufacturing cable, Superior Essex considers both – what we make, as well as how we make it – when creating our communications products. As a result, we have led the cable manufacturing industry in overall sustainability for a decade now.

The Road to Zero Waste

Our 10-year journey to becoming certified Zero Waste to Landfill involved many steps and major commitment at all levels of our organization. But, surprisingly enough, the idea began as a grassroots effort from our own dedicated employees on the front lines of our plant floor, working in tandem alongside our plant managers, at our manufacturing plant in Hoisington, Kansas. On their own, they saw an opportunity for better, more environmentally conscious practices and processes, and then they committed themselves fully – and with a dual sense of pride and responsibility – to manufacturing our products more sustainably than ever before.

After some initial success and proof of concept at the plant level, the idea spread upward throughout the company – all the way up to our division president and CEO. And they, in turn, supported the sustainability cause in earnest with considerable investment and training, seeing the impact it could have on our employees, our company and our shared world. As a result, in 2005, various teams at Superior Essex began to deeply evaluate the sustainability of our company’s manufacturing processes.

The First Step to Sustainable – Research and Assessment

On the road to sustainability, our first step was evaluation – measuring to find our baseline, and then using that to identify areas for improvement. The life cycle assessment, or LCA – conducted by a third-party company and validated by leading safety science company Underwriters Laboratories – offered us that baseline for sustainability and started us down the road to creating environmentally conscious manufacturing and products – and leading the industry in the process.

The LCA thoroughly analyzes the environmental impacts of a product during its lifecycle, from cradle to grave. This includes everything from raw material extraction through materials processing, manufacturing, distribution, use and end-of-life. It

Superior Essex maintains certification to the appropriate Quality Management System through Quality Systems Registrars. Semi-annual surveillance is conducted of the quality systems in each manufacturing facility, ensuring ongoing compliance.



is a rigorous, lengthy process that involves multiple parties at every level of an organization, as well as the supply chain.

For many companies, the LCA is an investigation as much as it is an evaluation, often illuminating the environmental impacts of their products and practices. For Superior Essex, the first cable manufacturer to complete an LCA, the process was meticulous and eye-opening. Once we finished the baseline evaluation, we determined that we could significantly improve our sustainability in some areas, such as waste diversion and energy efficiency, by implementing various changes to our facilities, supply chain and habits. And as a result of the LCA, we launched our company-wide sustainability initiatives in 2005, setting forth a long-term strategy to reduce our overall environmental footprint for decades to come.

Minding Our Manufacturing

An integral part of this strategy was our waste diversion program, which sought to reduce the amount of refuse our manufacturing plants contributed to landfills. But, our ultimate goal was a bit loftier – to achieve Zero Waste to Landfill status and certification.

The three key strategies to our earning Zero Waste to Landfill status were:

- Developing innovative sustainable manufacturing practices – Before our sustainability initiatives, we sent most of our plastic waste to a landfill. Today, plastic waste we produce is separated and much of it reprocessed into plastic pellets that can be blended with virgin plastic for new cable production or used for other non-cable products. Other examples include recycling and reuse of copper scrap and plastic spools.

Another significant source of waste were the wooden reels used to store and ship cable and

wire products. We began reusing our reels or recycling them to create new materials. Our customers also can reduce their downstream footprint through a reel recycling program offered by one of our partners.

- Insisting on accountability in the supply chain – The Zero Waste initiative demanded a high level of control over our supply chain to account for the waste created throughout our entire downstream process. We had to ensure that the companies we use to recycle scrap metals, wood, plastics and other materials were not landfilling that waste. Every company we work with goes through an extensive evaluation so we know where our waste is going.
- Attaining credibility through outside certification – To ensure that our environmental claims were accurate, we chose to have GreenCircle Certified, LLC verify and award our Zero Waste to Landfill certification. In a market filled with greenwashing, it was important to us to verify our environmental claims and offer customers assurance that we are diligent and transparent in our waste reduction efforts.

To promote further employee and management buy-in across the Superior Essex Communications division, we developed internal training programs to communicate the forthcoming sustainability changes to our manufacturing practices. We continue that communication and training to this day.

Externally, we communicated via press releases, magazine articles, email blasts, industry award publicity and social media channels about our sustainability journey – including both our learnings and our successes. We publicly shared our sustainability reports and created a dedicated sustainability section of our website. To see more, visit <https://superioressexcommunications.com/sustainability>.

Results

Overall, our landfill waste diversion program has had a tremendous positive impact for the company, reducing operational costs by eliminating inefficiencies in our waste management procedures. And as one of just a handful of American manufacturers to obtain Zero Waste certification, it has opened up new opportunities in the marketplace for sustainable commodities.

But, most importantly, it has drastically reduced our environmental footprint. Today, recycling and reuse prevent more than 8.9 million pounds of waste from reaching landfills each year, or a total of 63 million pounds since the process began in 2006. Our reel reuse and recycling program has reduced our consumption of new reels by 4 million pounds annually.

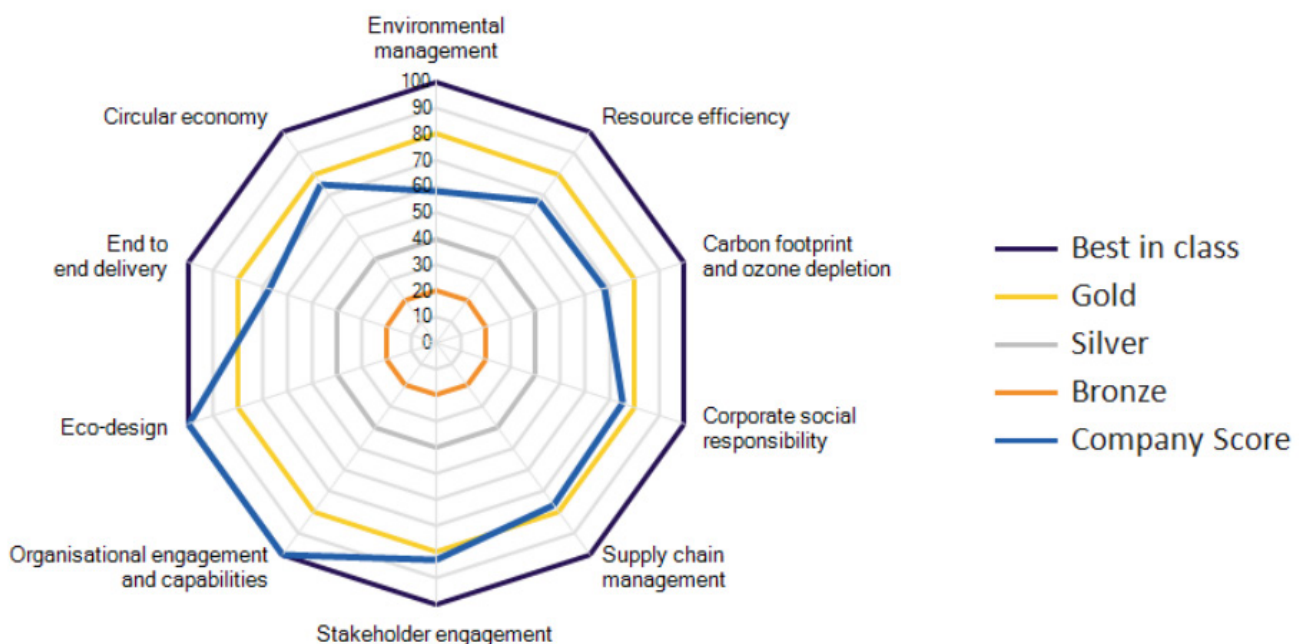
In addition to the programs that earned us Zero Waste to Landfill certification, we also evaluated our manufacturing processes to reduce the use of other resources. We invested in a closed-loop system that recycles 100% of the water used in the extrusion process and installed energy-efficient lighting

systems. As a result, we have reduced our annual energy consumption by 8 million kWh, conserved 500 million gallons of fresh water each year and reduced CO2 emissions by 162 metric tons as of mid-2019.

After achieving Zero Waste to Landfill certification in 2015, our Hoisington plant has continued to do the rigorous work required to maintain it, remaining vigilant over resource and waste reduction, recycling and reuse. As a result, we have proudly maintained our Zero Waste to Landfill designation every year since 2015, which is a rare feat and one that demonstrates our commitment to sustainability.

Making Our Products Sustainable by Design

After improving the sustainability of our manufacturing processes, we sought to do the same for our cabling products. We took into consideration how a cable's content, performance and applications would improve human health, well-being and our shared environment – and designed specific products to do exactly that.



The Cables that Save Energy

Spurred by consumer demand, one recent development in the architectural world is the creation of Sustainable Intelligent Buildings, which link lighting, HVAC, occupancy sensing, networks, access controls, security cameras and other disparate systems to create an efficient, highly customizable environment. They are enabled by a connectivity solution called Power-over-Ethernet (PoE), which transmits power and data over a single cable that connects hundreds of smart devices.

Statistics show that such sustainable buildings are highly energy-efficient and release significantly less CO₂ into the environment. They also offer significant advantages to building operators and occupants, improving health and well-being through additional security, customized lighting, optimal temperatures and the ability to personalize the environment they live and work in.

Superior Essex is at the forefront of PoE innovation, designing and manufacturing 55 families of sustainable cabling products that are used in hundreds of PoE applications. These products include our PowerWise® solutions suite, which offers hybrid cables that power and connect digital buildings in a broad range of applications. In addition, these products are manufactured in our Zero Waste to Landfill facility.

The Cables that Contribute to a Healthy Future

In 2018, after years of working with our suppliers to obtain specifics on the chemical components of our products, Superior Essex became the only communications cable manufacturer with certified Red List-free products. That means they contain none of the 800 chemicals classed as most harmful to the environment or people by the International Living Future Institute (ILFI). Our Red List-free products can contribute to green building certifications such as The Living Building Challenge (an ILFI program), LEED v4, and the WELL Building Standard.

Red List ingredients often found in building products can be highly toxic, especially when burned, and designers are moving away from using products that include them. However, finding a high-performing, reliable communications cable that also meets stringent material ingredient standards can be challenging.

To meet those needs, Superior Essex introduced its Category 6+ Low Smoke Halogen Free (LSHF) copper cable, the industry's first Red List-free communications cable certified by UL Wire and Cable, a division of the leading safety science company Underwriters Laboratories. It is also the first product of its type to be manufactured in a Zero Waste to Landfill certified facility, and to offer an Environmental Product Declaration (EPD) and Health Product Declaration (HPD), which disclose the environmental and health impacts of its material ingredients and manufacturing process. Finally, the product also achieved Living Product Challenge (LPC) certification from the ILFI, the first such certification ever awarded to a cable manufacturer, in 2017. Achieving LPC certification for this product required rigorous investigation into, and detailed reporting of, the material compounds that make up each component of the final product, from the copper core to the outer jacketing.

The Cables Whose Contents are Transparent

Back in 2015, we became the first communications cable manufacturer to provide transparency documentation surrounding our products' environmental and human health impacts. Through our EPDs and HPDs, we set the industry precedent for sustainable cable products. Currently, 55 families of our cables proudly feature HPDs and EPDs.

We recognize that transparency is just the beginning to creating sustainable products solutions, and we continue to work diligently not just to optimize our products, but also to advocate for sustainability in our industry. To that end, we are a proud member of the Materials Carbon Action Network, the Living



SUPERIOR ESSEX

**The First and Only
RED LIST FREE
Communications Cable**

In keeping with our commitments to environmental responsibility, we devised a new cable product that increases occupant well-being by eliminating red list ingredients, while also delivering the performance and reliability our customers have come to know and expect from our products: the **Category 6+ Low Smoke Halogen Free (LSHF)** copper cable.

- Used to transmit 1 Gigabit Ethernet and Power-over-Ethernet throughout the built environment
- Supports In-building communications, data centers, security and access controls, and the powering and controlling of intelligent devices
- UL CMR listing allows for riser installations
- First and only cable of its type to be produced in a certified Zero Waste to Landfill facility
- Offers Environmental Product Declarations and Health Product Declarations

Product 50 Initiative's Leadership Circle, and the Sustainable Leadership Forum organized by the Cymplx Group.

Creating a Better Future for All

While successful sustainability efforts are themselves enough of a reward, Superior Essex is also proud that our initiatives have been recognized by others. We have received numerous awards in the past three years for our LSHF and PowerWise® products, Zero Waste to Landfill program and overall sustainability initiatives.

But we have no intention of resting on our laurels. In the coming year, we will update our life cycle assessment models and environmental product declarations. Sustainability initiatives will guide our actions for years to come. We will continue to expand our portfolio of sustainable products,

improve our manufacturing processes and reduce our overall environmental impact. Those and other sustainability efforts help Superior Essex make a real impact in the communities and industries we serve, setting a benchmark for responsible business and manufacturing practices.

WHITE ROSE SHOPPING CENTRE

UK'S MOST SUSTAINABLE SHOPPING CENTRE

SUMMARY

White Rose Shopping Centre is based in south Leeds and is majority owned and operated by Landsec, who are one of the largest real estate companies in Europe, with an £11 billion portfolio spanning 24 million sqft of well-connected retail, leisure, workspace and residential hubs.

White Rose provides 850,000 sqft of retail space and is home to more than 100 leading brands. It has been a vital community hub for 24 years, supporting local charities and mentoring local businesses, inspiring and encouraging school children through innovative learning activities and helping older people to maintain healthy lifestyles with daily Mall Walking.

White Rose has remained embedded in the south Leeds area during the past 12 months and vital to local life, especially for the 40% of its 3,500 employees who live in neighbouring areas. White Rose has aimed to lead the Yorkshire region in tackling critical long-term issues – from diversity and community employment to carbon reduction and climate resilience.

It has served the community throughout 2020/21 due to the number of essential retailers in occupation. As an entirely covered centre, the primary focus has been on providing a safe and secure experience for visitors both during and after lockdowns 1-3. Health and safety have been at the forefront of the past 12 months and providing reassurance to visitors through the introduction of a one way system and hand sanitising stations around the malls.

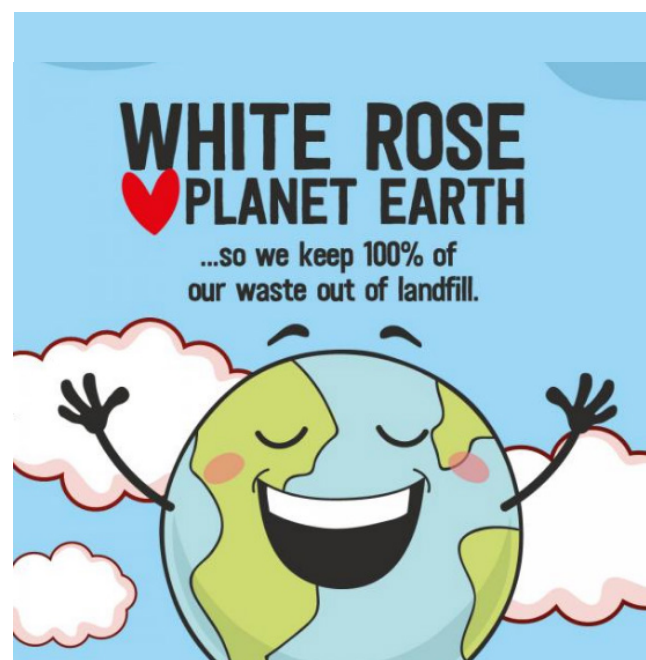
During the pandemic, White Rose has continued to support local charity partnerships including Leeds South and East Foodbank, through fundraising

events and significant monetary donations that have supported the community during hard times (creating £20,000 worth of social value).

IN DETAIL

The White Rose Centre is an out-of-town destination for retail, dining, leisure and entertainment with over 120 stores from high street favourites to specialist gems and 4,800 free car parking spaces. The Centre opened in 1997 and with further development of the Village in 2017 the White Rose is now home to Cineworld with a IMAX screen, an outdoor play area, new dining options including Wagamamas, Five Guys, Franksters, Fridays, Pizza Hut, Prezzo and Mozza's first restaurant in England.

Our objective is to become the UK's Friendliest, Accessible and Sustainably managed Shopping Centre Our links with our charity partners and community groups is what make our Shopping Centre what it is today.



Our social responsibilities are broken down into 4 sections.

Children & Families

We work with Child Friendly Leeds, The Ahead Partnership, The Morley Academy, The Stephen Longfellow Academy (Alternate Provision) and The Lighthouse School Connecting Communities Beeston Community Forum, Beeston in Bloom, Hamara Community Centre, Morley Arts Festival and South Leeds CLLD.

Health & Wellbeing

Purple, Mall Walking, Leeds South & East Food Bank, ReThink Food and Women's Health Matters Sustainable Places Churwell Environmental Group, Leeds Climate Commission, Leeds Parks & Green Space Forum, The Wakefield and Pontefract Bee Keeping Association, The British Bee Keeping Association and Zero Carbon Yorkshire

We also encourage our staff to get involved in supporting social projects and charities by giving paid time to attend and help, especially during the difficult times of COVID-19 Team Members have helped with the Royal Voluntary Society delivering PPE and Sanitiser to care homes at the start of the pandemic to delivering food, medication, and essentials to isolating families, the elderly or single people with little or no support.

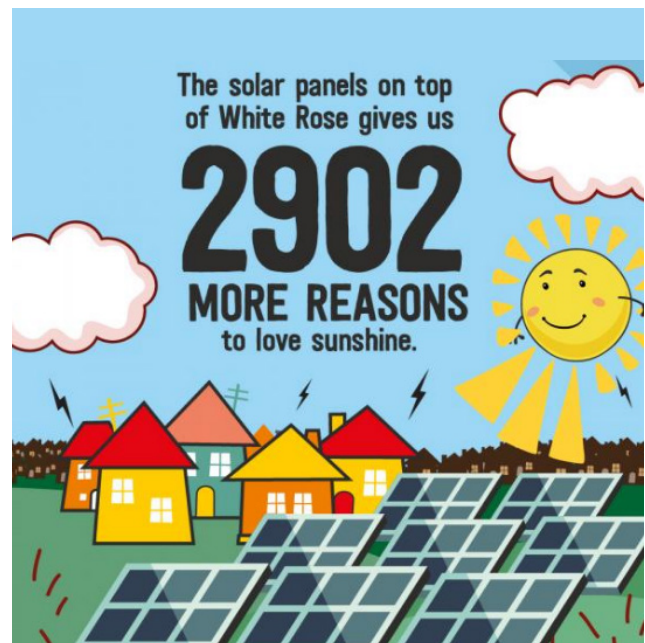
St Johns Ambulance COVID Vaccination Program.

Supporting the NHS by administering COVID vaccines, supporting administration, assisting people.

As a shopping Centre we offer

- Disabled parking bays in all eight car parks
- Free shopmobility scheme
- Changing Places facility

- Quiet Room facility
- Quiet hours every Tuesday morning (with no mall or store music)
- Free hidden disability lanyards
- White Rose is certified as a Disability Confident Committed Employer



We have partnered with Hannah Cockroft MBE as our Accessibility Ambassador.

Our Quiet Tuesdays currently take place weekly in the morning but will be expanding to a full day once a month where no music will be played within the Centre and fire alarm testing is suspended to promote a quiet, safe space for customers to enjoy reducing the risk of sensory overloads.

Our Mall Walking offers a safe, warm, and dry environment to exercise, make new friends and have fun on weekdays between 9-10am when the centre is closed to shoppers. Benefits include improved health, the opportunity to walk whatever the weather, meeting like-minded people, discount vouchers and two coffee mornings a year with raffles and free refreshments.

During the pandemic food banks are needed more than ever.

The Centres main charity partner Leeds South and East Foodbank, when COVID-19 struck the planned fundraising events had to be postponed so the Centre made an initial donation of £4,500 to the organisation as well as collecting food donations onsite. We have provided ReThink food with floor cleaning machinery to keep their warehouse clean and safe.

We are also working with them to set up a food academy to teach people about managing household budgets, manage food and reduce household waste using one of our retail units. Throughout the pandemic we have provided our charity and community partners with PPE, litter picking equipment, Sanitisers, dispensers, and face masks.

We have funded a memorial garden at a local school and for Leeds Baby Week we planted a small woodland onsite.

Waste Management and Sustainability

The White Rose Centre has always pushed to develop ways to manage waste in an efficient way maintaining our zero-landfill promise.

Working with our service delivery partners (Mitie) to ensure all our employees and retailers are kept up to date on current best practice and legislation. Delivering training to our retail partners with visual aids like posters, colour coding and clear labelling has improved understanding of our waste streams.

Following a turbulent year within our sector we have had to review and manage costs and deal with changes at very short notice. Improving sustainability should be at the top of everyone's agendas moving forward.

When we started this project the life span of our food digester was nearly up. We had a waste to

water machine for 5 years and looking at how technology had changed as well as keeping an eye on legislation changes in Scotland, Wales, Northern Ireland, and the Republic of Ireland, we decided to move away from Waste to Water machines. After looking around we found that no matter what machine we fitted we would still need to have the residue removed from site alongside food waste that cannot be digested. ReFood was the most cost-effective option, by providing disinfected bins that can go within units for food waste our retail partners have found this to be beneficial. We have removed a manual handling risk from tipping food caddies into a food machine. This means that staff can be redeployed to front line roles in the centre ensuring the centre is COVID safe.



The potential savings from changing to ReFood mixed with energy, water and labour costs would be around £46,000 per year as well as producing power with Anaerobic Digestion. With the introduction of the new food bins and working with the retailers we have colour coded and clearly labelled our waste streams creating a visual guide for staff and retailers on site to follow. We have worked with all retailers by offering support and training rather than the threat of fines and have found it to be very successful.

The White Rose has had to carefully manage our outdoor spaces as they provide habitats for birds, hedgehogs, bugs, bats and bees. Our 2 water features include reed beds that provide habitats for King Fishers, Coots, Finches, Mallards and Herons.

The numbers and sizes of fish within the water has had to be managed to ensure that the birds food source is protected. Our beehives are on the Centres roof and are home to a mix of Buckfast bees and European honeybees we work with a local beekeeper and have joined the British Bee Keeping Association to receive training.

The centre is surrounded by agricultural land and our bees are vital pollinators to that and the surrounding gardens and wild spaces. We also created wildflower meadows on site instead of manicured lawns as part of this project. As the project went on, we wanted to reduce the amounts of chemicals used on site. To do this we reviewed how we clean our floors and invested around £54,000 into new battery powered machinery for inside and outside of the Centre.

The use of ec-H2O technology from Tennant and floor pads we have managed to remove chemicals from cleaning the main floors within the centre. We removed 2 diesel powered external sweeping

machines for 2 battery powered ones that deliver a more versatile clean around the site.

The change has also saved around £6,000 per year in fuel costs.

The Centre offers free electric vehicle charging points for all our customers and staff with a planned increase in charge points planned. The centre has installed new LED lighting across the entire site that consumes up to 90% less energy than traditional bulbs. The installation project, saw new lighting installed in the shopping malls, car parks and perimeter roads.

The centre has 2902 solar panels on the centre roof that generates 680,000 kWh per year (200 homes worth of power for 12 months) This had resulted in a 20% reduction in electricity use year on year. The success of the project so far has not only benefitted all the Retailers on site as it helps to uphold their own bespoke environmental policies that in most cases are in place from a corporate level.

The centre has benefited with regards to ensuring they are fulfilling their environmental obligations. We have created and maintained some beautiful open spaced for customers and staff to enjoy.

The centre takes immense pride in knowing that we have also contributed to reducing some of the following issues:

1. Harmful chemicals and greenhouse gasses are released from waste in landfill sites.
2. Recycling helps to reduce the pollution caused by waste.
3. Not just saving energy but creating energy.
4. Habitat destruction and global warming are some the effects caused by deforestation.
5. Recycling reduces the need for raw materials so that the rainforests can be preserved.



6. Larger amounts of energy are used when making products from raw materials. Recycling requires much less energy and therefore helps to preserve natural resources.
7. Reduce financial expenditure in the economy. Making products from raw materials costs much more than if they were made from recycled products.
8. Preserve natural resources for future generations. Recycling reduces the need for raw materials; it also uses less energy, therefore preserving natural resources for the future.

Over the last 24 plus years the White Rose Shopping Centre has positioned itself to be at the heart of the community we have strengthened current relationships, built new relationships, developing best practices and will continue to push and improve the area well into the future.