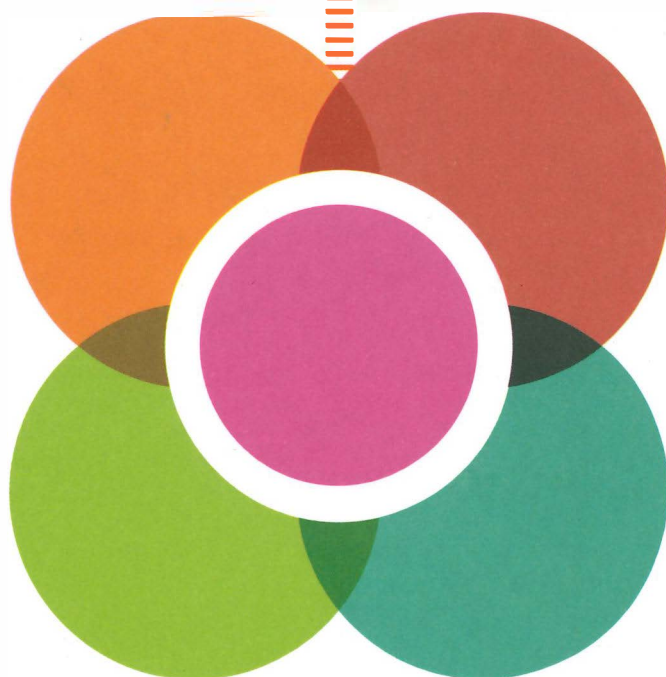
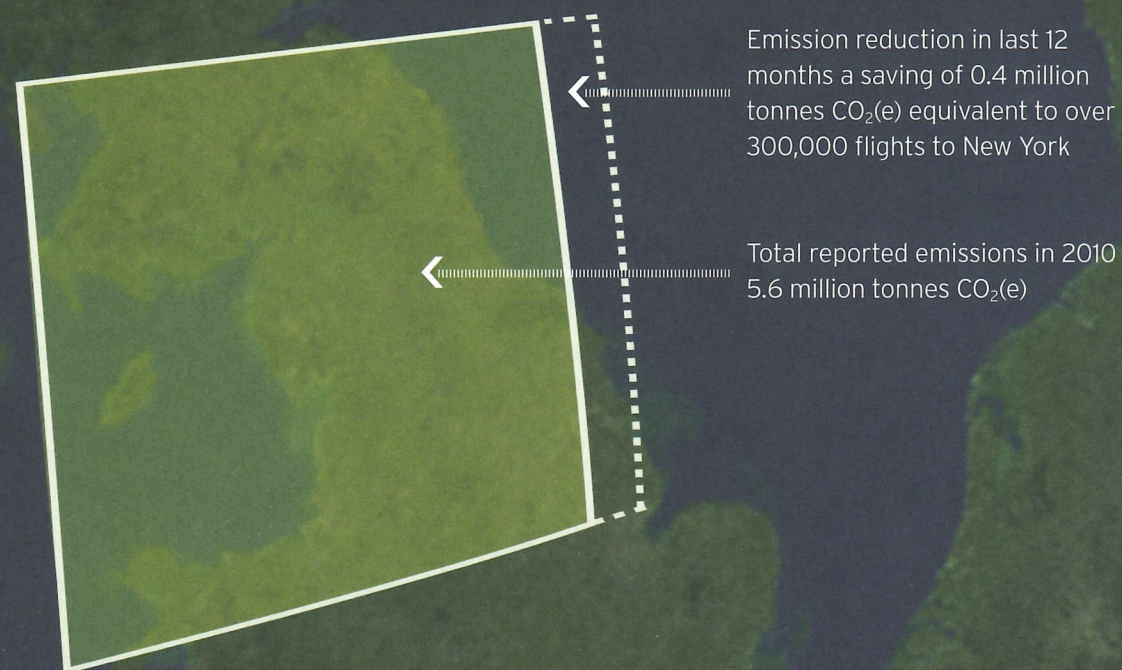




**The Prince's Mayday Network
On the Journey Towards
a Sustainable Future:
2010 Report**



Each year humans release enough carbon dioxide to cover the entire planet in a layer 37mm thick. The proportion of this 'quilt' that reporting Mayday Network businesses are responsible for is estimated as the square over the UK. The non-shaded area is the reduction achieved in the last 12 months. *Image: Carbon Visuals*



The Mayday Network is a collaboration of businesses taking action on climate change and resource depletion. In a non competitive space, Mayday businesses work together and with partners to seek out and promote the best solutions to the major environmental challenges we face. When taken to scale these new innovations can contribute to creating the pathway to better ways of working and a sustainable future in which businesses can prosper in a healthy environment and society. These tried and tested business solutions are stored on the free-to-access Mayday Journey at: www.maydaynetwork.com





CLARENCE HOUSE

When I started my Mayday initiative in 2007 my intention was to issue an international distress call summoning help from the business community to combat the growing threat from climate change. I knew that without urgent and collective action it would be all but impossible to make the necessary changes in behaviour to set ourselves on the pathway towards a better and more sustainable future. Starting such initiatives, however, is a somewhat uncertain business, so I can only say that I have been overwhelmed by the response and in the past year I believe that the Mayday Network is beginning to mature into a worthwhile venture that can make a difference for the better. In just the past year we have witnessed an eighty-two per cent growth in the membership, no doubt driven by the new services that we can offer. Our new website, the increased use of social media, the addition of webinars, a free support programme and partnerships with relevant organizations, such as the Federation of Small Businesses, have combined to help us reach, inform and, I hope, inspire new and wider audiences.

Mayday members tell us that the appeal of the programme lies in the structured, accessible framework of the "Mayday Journey", and I am delighted that more businesses than ever took part in the 2009/10 report-back, updating us not only on their emissions data, but also the stories behind the changes they are making. Later in this booklet you can read some fascinating and important case histories. There are, of course, many companies which are still at the beginning of the journey and so I was particularly delighted that many of the Mayday businesses measuring and reporting their emissions this year were doing so for the first time. As I know from the work that I did in my own Household some years ago, this housekeeping is absolutely crucial to understanding an organization's impact and exactly where and how it can quickly cut emissions and costs.

Making cuts and stopping activities can, however, only take any business or individual so far and no further on this journey. The most exciting stage begins when we think not only how we can reduce the impact of our existing operations, but how we can create in their place the fully sustainable businesses of the future. That is why the 'transform' step has been added to the "Mayday Journey" this year to find and showcase some of the most inspiring examples of low carbon, sustainable business models.

It is also enormously heartening that we are now able to transfer all that we have learnt through the first three years of the Initiative to other parts of the world through Business in the Community's international team and its Global Partner Network. We are particularly looking forward to building on the foundations of the successful Mayday Network that already exists in Chile in the year ahead.

Proof that the whole exercise is reaching a level of maturity is the range of innovative Mayday projects that have emerged over the last year and which are hugely exciting. They include the Leadership Skills Inquiry led by Vincent De Rivaz of EDF Energy which began to investigate the ways in which businesses can fully embed sustainability across all levels and functions; also the sustainable marketing work that Business in the Community is leading with the Marketing Society, not to mention the 'Sustainable Future Vision' project being driven by members of the Mayday Leadership Team. To all those involved in these important and far-sighted developments, I do want to express my most heartfelt gratitude.

And now we are building on the concept of the business-facing Mayday Initiative to create a public-facing initiative. START will take businesses on the next step in the journey towards creating a more sustainable way of living by encouraging them to activate their wider sphere of influence and helping the public to become involved. If individuals can take simple steps to a more sustainable way of living and feel good about what they are doing, we will all feel inspired by how bright our future could be. The goal of START is to remove the negative and complex language that is typically used to explain these issues, and replace it with simple, positive messages about actions we can all take to live more sustainable lives. It is also to take the depressing future choices which are too often laid out for us – either the destruction of the world around us, or the loss of our lifestyle – and replace them with inspiring ideas for what a better, more sustainable future could be. There is no doubt in my mind that sustainable innovation is exciting, let alone economically of crucial importance. We seem to assume that a more sustainable future must be a worse one, when actually there is no reason why it should not be far better and much more enjoyable. And as businesses know only too well, people are far more likely to act when tempted towards an outcome they desire than when forced away from something they are trying to avoid.

So, while the Mayday distress signal is still entirely relevant and the issue of climate change even more pressing than it was in 2007, this year has seen a heartening improvement in the speed and size of the rescue mission being mounted by Mayday businesses. There is, however, so much yet to be done and I can only urge you to continue to strain every sinew to achieve that genuinely sustainable future that will ensure we leave a world fit for those who come after us.

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The Leadership Team



Introduction

Philip Green

Chair, Mayday Leadership Team
and CEO, United Utilities

Creating a sustainable future in which the needs of people, planet and profit are balanced, will require all of society to be fully involved. Businesses thriving on innovation and responding to demand, have a pivotal role to play and we will be at the heart of the shift to a sustainable society. I am therefore happy to report that The Mayday Network has grown to 2,862 companies over the past year, an increase of 105%. The Network has reduced emissions by 7% saving over 422,000 tCO₂e.

As the science becomes ever clearer, legislation, consumer demand and the physical reality of environmental constraints are combining to move markets. Sustainable practice is the future for business and the journey is a business opportunity. Companies that rise to the challenge will evolve not only to be successful and provide sustainable products and services but will also themselves become agents of change. Businesses that ignore our changing world do so at their peril, as we all know you simply cannot be competitive if you are not relevant.

It has been my pleasure to Chair the Mayday Leadership Team for the past 3 years and watch the campaign grow from an annual summit to a nationwide network. These have been challenging times; world leaders failed to ratify a global climate treaty at COP15; the financial crisis undermined confidence in our institutions and 'Climategate' shook public confidence in climate science at a critical time. It is therefore extremely heartening that right when leadership from the private sector is most needed, businesses are rising to the challenge. The Mayday Network is growing in number and rapidly increasing its database of proven business solutions. The Network's reach will be extended considerably by important new partnerships with amongst others the Federation of Small Businesses and the CBI.

Leadership and collaboration drive the Mayday Network. Throughout this report you will find case studies from leading companies and comments from the Leadership Team. The purpose of our network is to ensure that breakthroughs do not exist in isolation. We must come together to understand

how all our disparate actions will collectively shape the emerging low carbon economy whilst ensuring that our businesses continue to thrive and prosper.

The business community must take the lead by demonstrating innovation and seizing the opportunities inherent in a sustainable future. I am delighted that a group chaired by fellow Mayday Leadership Team member Stuart McLachlan of WSP will work to visually represent what a sustainable future will look like; what the role of business in that future will be; and to create the route map that will help us get there.

As we move into the next phase of the Mayday campaign I am proud to have helped to consolidate our network ready for the next important phase of work. The challenges we face are unprecedented and the price of failure incomprehensible. We must move even faster in our collective response to HRH's timely Mayday call.

I sincerely urge you to join with us as we work together to build a sustainable future.

The Mayday Network in numbers

Network members are asked to report back on their emission reduction progress annually by submitting their carbon footprint and case studies and by completing a survey. For new sign-ups this may be the first time they have measured a carbon footprint. This data is not exact and it is not the purpose of Mayday to certify reductions. However, this process provides vital feedback to the Network about what strategies are working best to reduce emissions and improve

sustainability and provides an indication of aggregate emission reductions.

To streamline report back for companies Mayday works with key partners. This year 89 Mayday businesses achieved the Carbon Trust Standard and over 96 reported back via the Carbon Disclosure Project (CDP).

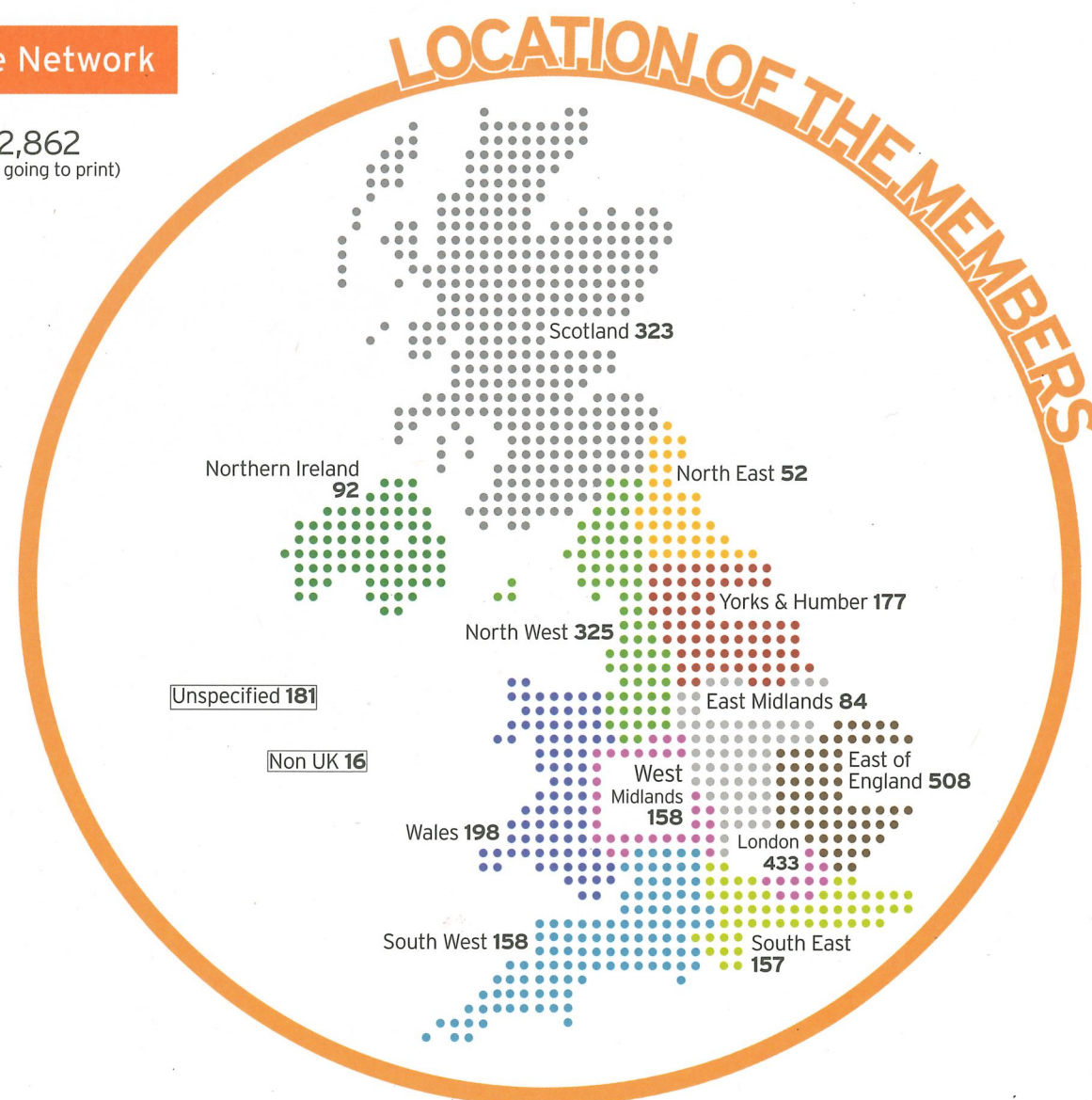
There are additional benefits to reporting back beyond information sharing and

collaboration. Research consistently shows that companies who measure and report their carbon footprint as a part of their broader CSR reporting outperform those that do not*. This year a record 560 organizations measured and reported their carbon footprint to the Mayday Network.

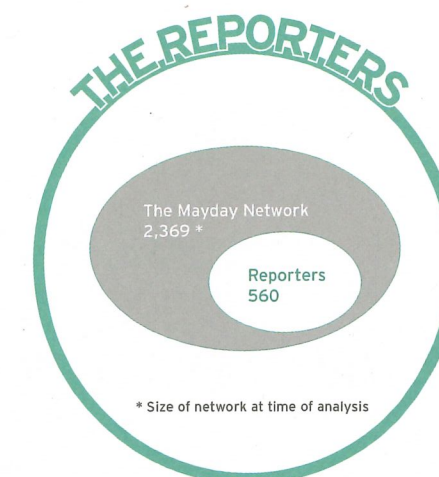
* e.g. Business in the Community published in October 2008 research showing that FTSE 350 companies which consistently managed and measured their corporate responsibility outperformed their FTSE 350 peers on total shareholder return 2002-2007 by between 3.3 and 7.7 % per year (The value of Corporate Governance: The positive return of responsible business).

1. The Network

Size: 2,862
(at time of going to print)



2. The Reporters

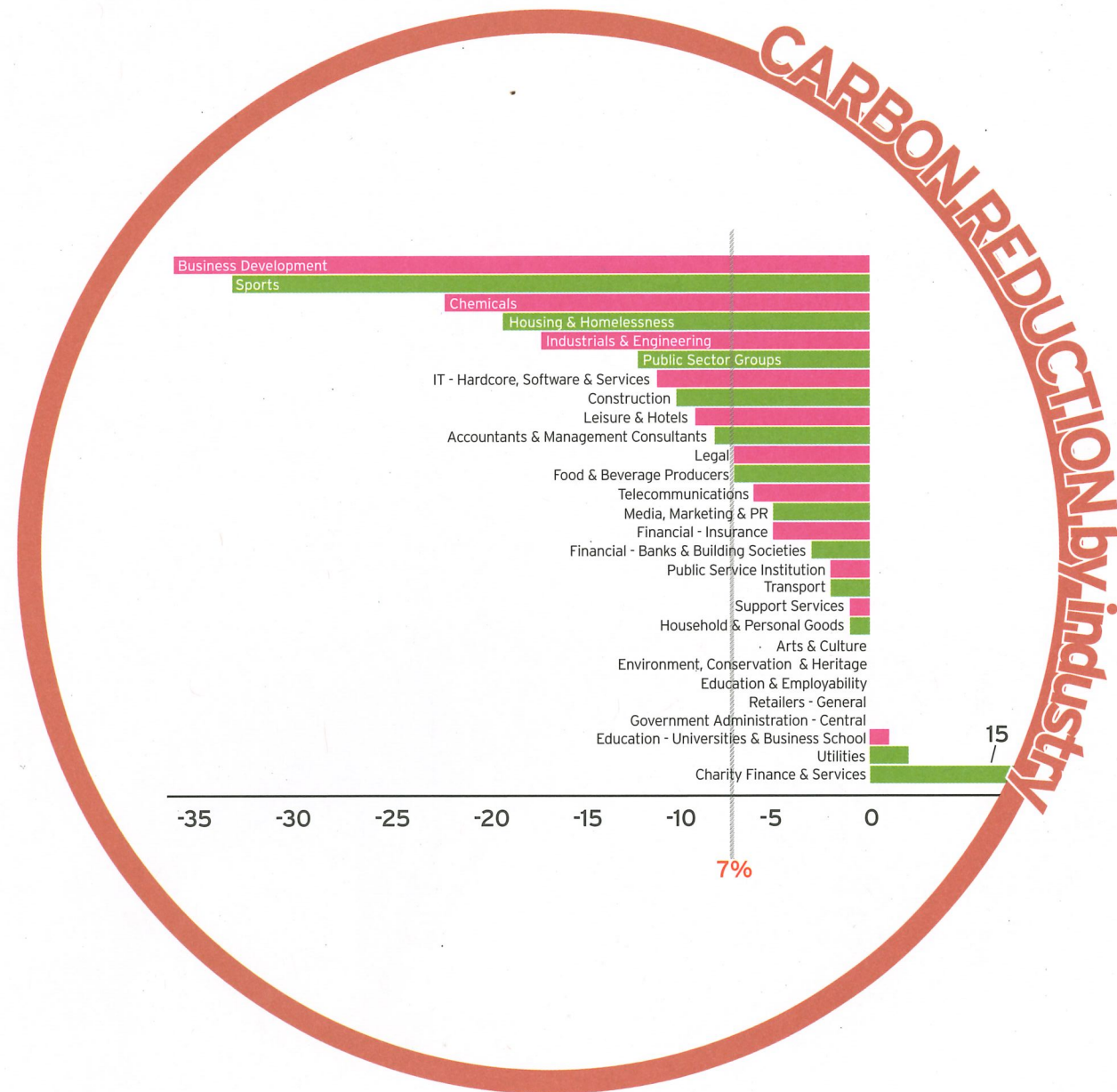


3. Carbon Reduction

Aggregated (total) reduction of 7% across the network

Mayday organisations who have reported in both 2009 and 2010 achieved:

- i. An aggregated reduction of **7%**
- ii. An average reduction per organisation of **4%**
- iii. **75%** of these organisations managed to reduce their footprint in 2010



It is promising to see reductions across most sectors, and a **7% overall reduction** over the last 12 months is a significant achievement. The Mayday Team will continue to seek out

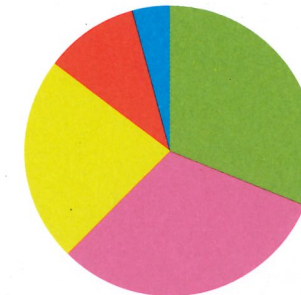
the most effective low carbon business strategies to promote throughout the Network and beyond. All case studies are available via: www.maydaynetwork.com.

4. Mayday Opinion

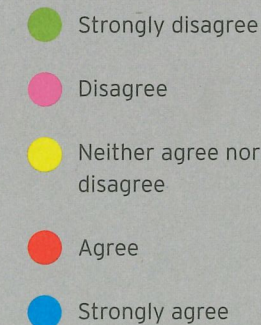
(A sample of attitudinal responses from our survey - see our website for all data)
NB: Businesses in the Mayday Network are committed to action on climate change, and so these responses are not representative of the whole of UK business. Respondents were asked to rate their level of agreement with the following statements.

Statement 1:

I am influenced by climate scepticism in the media

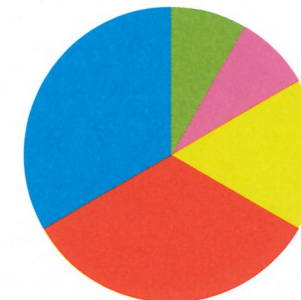


62% of respondents 'disagreed' or 'strongly disagreed'. For businesses in the Mayday Network the debate is over. Climate change is happening and the time for action is now.



Statement 2:

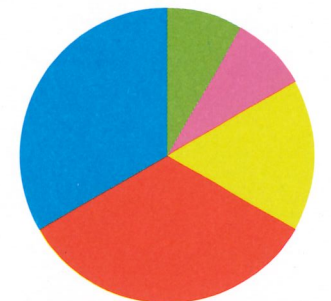
Climate change is as much a business opportunity as a threat



76% of respondents 'agreed' or 'strongly agreed' and it is encouraging to hear this from the very people who are trying to take their business on a low carbon journey. This is no longer just about turning the computers off at night and increasing recycling rates; the low carbon economy is rapidly being built and the most innovative companies are staking out their share of the market early on.

Statement 3:

I cannot foresee a future in which my business will be able to turn a profit without releasing greenhouse gases



This graph reveals a very significant finding. Even amongst businesses committed to action on climate change, 76% of respondents cannot imagine how their businesses will operate without generating emissions. This highlights not only how dependent business is upon fossil fuels, but also the urgent need for a clear vision of what business in the low carbon economy will look like.



Mayday businesses large and small are cutting costs by taking this first step towards a more sustainable future. For SMEs, almost immediate cost savings on energy bills are apparent, and that's a great incentive in itself.

As Philip Green puts it: "Understanding your carbon footprint provides the platform upon which to do what really matters - reduce your emissions to make a positive impact on the environment and on your bottom line." The Mayday Journey explains how and why a business should measure and report its carbon emissions, and we'll continue to work with partners such as the Federation of Small Businesses (FSB) to support them. "The FSB has 200,000 members over 33 regions across the UK. We'll be encouraging all of our members to join the Mayday Network and measure and report their carbon emissions in the next year, as it's clear that this is a crucial first step on the journey." (David Caro, Chair of the FSB Environment Committee)

It's no surprise that the biggest footprints are owned by the biggest businesses, and that the further along the carbon reduction journey a company goes, the harder it becomes. An important next step is to begin measuring the impact that your business has in other areas; for example the waste generated, water used and the way in which your operations impact upon local and global biodiversity. Leading Mayday businesses including Sainsbury's and Nestle have started to look at this more holistic picture, and we'll be working with partners like Accounting for Sustainability in the coming year to enhance the support that the journey currently offers in these areas.

"The Legal Sector Alliance designed and developed its own sector-specific Carbon Footprinting Protocol and we have seen a year on year increase in public reporting of CO₂ emissions from the sector."
Sir Nigel Knowles, Managing Partner and Joint CEO, DLA Piper LLP

MEASURE & REPORT

Caplor Farm Case Study

Caplor Farm, a family owned farm in Herefordshire, decided to measure its footprint properly for the first time in 2010. Previous measurements had been done using generic calculators that were not entirely relevant to their operations.

A university placement provided Caplor with a flexible and cost effective resource. The graduate identified that the Carbon Accounting for Land Manager (CALM) calculator was the most effective for their needs. All information is saved online which allows in-house staff to take over the reporting process with ease.

Once Caplor Farm knew their footprint they began to look for ways to reduce it throughout all areas of the business. Activities included installing a solar hot water system and replacing non-organic fertilizer with local manure supply. Caplor Farm is confident that when they report in 2011 they will have reduced the carbon intensity of their operations and are on their way to cost efficiency even as their business operation grows.

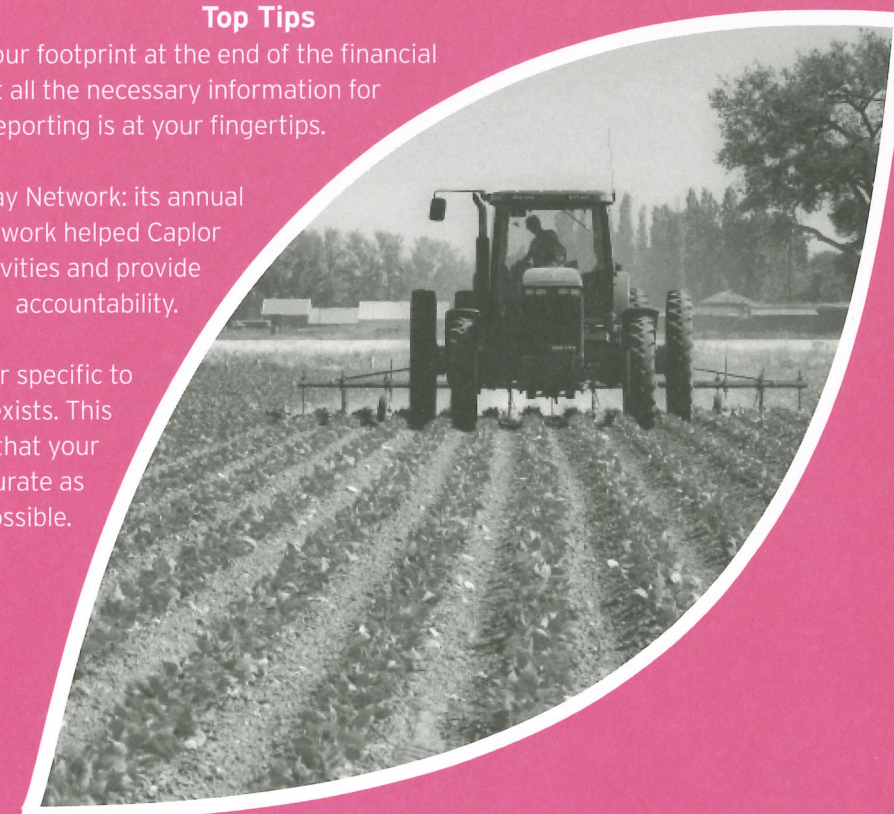
Measuring carbon reliably and making the effort to reduce it gave Caplor credibility when promoting themselves as a sustainable farm to acquire new business and win awards. Furthermore, their environmental commitment inspired them to diversify into renewable energy installation to explore new markets - particularly solar energy.

Top Tips

Measure your footprint at the end of the financial year so that all the necessary information for reporting is at your fingertips.

Join the Mayday Network: its annual reporting framework helped Caplor Farm to focus activities and provide accountability.

Use a carbon calculator specific to your industry if one exists. This will help to ensure that your footprint is as accurate as possible.



Rabbie's Trailburners

Case Study

Rabbie's Trail Burners* is Scotland's leading small group tour company, operating luxury 16-seater fuel efficient mini-coaches. Minimising environmental impact has been a key company policy for Rabbie's since the business was established in 1993.

In 2007 Rabbie's developed a KPI to drive both carbon reduction and business profitability. The KPI measures the amount of fuel used by passenger kilometers travelled.

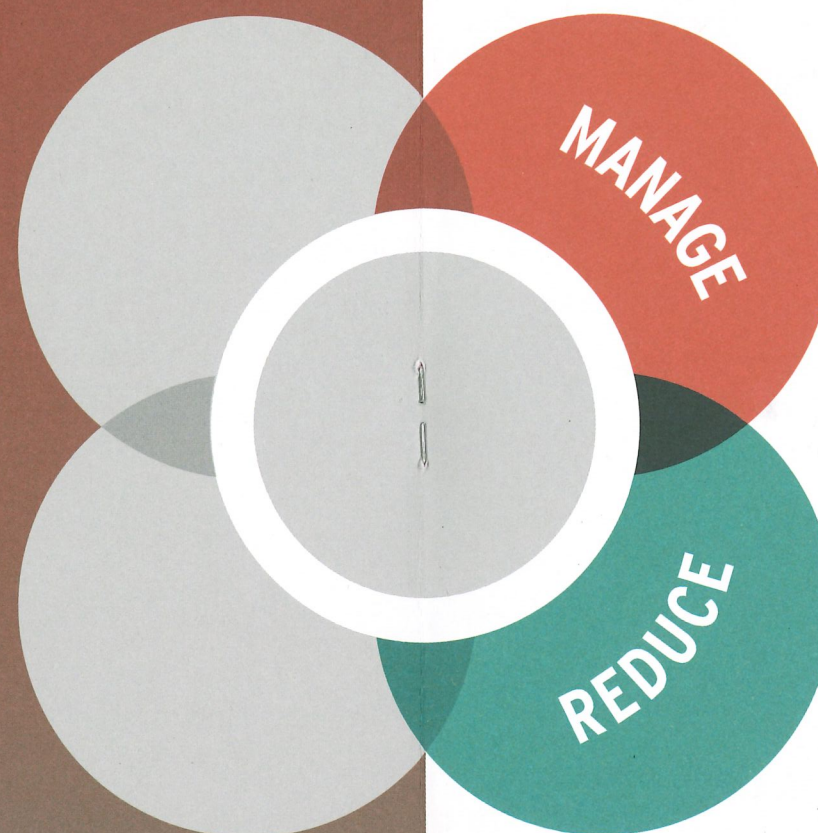
Rabbie's increased the fuel efficiency of its vehicles by tuning their engines to operate more efficiently, and drivers were trained in eco-techniques that maximise the benefits of these retuned engines. Since remapping the vehicles in 2007 the business has saved £43,195 in fuel.

Rabbie's in-house booking system adopts a flexible pricing strategy. Discounting tours which are not at full capacity has led to an increase in sales to the value of £80,000 and a 24% reduction in fuel usage per passenger.

Top Tips

Use your own activities to begin engaging your stakeholders; Rabbie's guides educate customers on ways to be environmentally aware throughout the tour and 76% of customers have been inspired by this.

Empower employees: Rabbie's give employees responsibility for conserving fuel. This has led to an increase in overall employee awareness about energy savings and has led to carbon reduction in the office as well as average utility bill savings of £700 per year.



Good management and reduction practices and their associated business benefits should be shared throughout your business's local and global operations and supply chains, and through Networks like ours. Looking more in depth at specific areas of your operations will help to identify other opportunities for reduction. For example, the National Business Travel Network is a Mayday partner and is helping us to highlight great examples of sustainable travel programmes which can help businesses to further manage and reduce emissions by focusing on employee travel.

Energy efficiency is key to transformational change on this step of the journey, and work done globally by McKinsey and by the Carbon Trust in the UK indicates that it can be a value creating opportunity that repays initial investment. As Venkie Shantaram, a Partner at McKinsey points out: "Capturing the energy efficiency prize can be challenging; opportunities are fragmented, investors don't favour long payback periods and in some cases the necessary products and services and financial instruments are not easy to access. However a number of initiatives, ranging from awareness-building to financing, to regulation have been used to good effect in other markets, and should be considered in the UK in addition to measures already in place."

Partners like the Carbon Trust provide support and we also welcome into the Network those businesses who are innovating the relevant products and services needed to make a truly energy efficient economy a viable reality.

The Carbon Trust estimates that if all UK businesses and public sector organisations undertook effective energy efficiency measures then £3.6 billion could be saved per year with a resulting 29MtCO₂ reduction in carbon emissions.

*Rabbie's Trail Burners is Scottish Business in the Community's Small Company of the Year for 2011

Sustainability is as much a human challenge as a technical one. Only people can drive the creative solutions needed to take us forward towards a sustainable future, and empowering and rewarding good leadership at all levels of business and society is crucial. Helping employees to move on from simply 'switching off' to embedding sustainable thinking into everything they do is an important role for businesses. WSP's award winning PACT scheme is doing just that and proving to be a very attractive programme to other Mayday companies.

"Helping our employees to visually understand their personal impacts has resulted in a shift in behaviours. Using incentives to drive sustainable outcomes through communicating financial, environmental and health benefits has resulted in a much more positive and active response from employees in the workplace and beyond." (Stuart McLachlan, Managing Director Global Operations, WSP Group)

In the past year, Vincent De Rivaz of EDF Energy has used his position as HRH's National Ambassador to work with Mayday Network members to lead an inquiry into the role of leadership skills as they relate to sustainability. Leading Mayday companies including M&S, Lloyds Banking Group and WSP have started to embed sustainability skills across their businesses, and they along with Rothschild and other leading Mayday businesses worked with Mr De Rivaz and partners including the Cambridge Programme for Sustainability Leadership on the inquiry.

Focusing on four levels within business, the resultant report has generated a great deal of excitement encouraging businesses to collaborate and share their own resources and knowledge in this area. As Paul Turner, Head of Sustainable Development, Lloyds Banking Group puts it: "It is our role to help tomorrow's leaders see that their professional and personal success will depend on understanding these challenges and opportunities."

"As we ask ourselves what kind of planet we are leaving our children; so must we also ask, what kind of children are we leaving our planet?"
Vincent De Rivaz, CEO, EDF Energy



Commercial Group Case Study

Commercial Group is an independently owned office services company in the UK. In 2007 Commercial's MD screened An Inconvenient Truth and launched a company carbon reduction target of 75%. Commercial's already active employee engagement programme was at the heart of the plan to achieve this goal.

The 'Green Angels' teams were created to help employees act on Commercial's wide ranging environmental and social commitments. From these commitments one focus area is chosen and a team is formed by employees from all over the organisation. To avoid losing enthusiasm each team delivers on a specific project and then a new team is formed. The focus for the current Green Angels Team is waste and the redesigning of the recycling stations.

Commercial's energy efficient operations were saving them so much money that they wanted to share their learning with their employees. They created a Green Ambassador programme incorporating seminars and external speakers to inspire employees to take action in their homes and communities. Resulting activities have ranged from employees creating weekly farmers markets in their local communities to insulating all of the houses in their street. So, Commercial's employees reconnect with their own communities as well as saving money and becoming more resource efficient.

Top Tips

Don't just tell employees what to do. Ask them what needs to be done and empower them to take ownership.

Giving employees the chance to work with people from other departments on issues outside of their work remit promotes creativity and fosters new networks.

Ensure that senior management is leading by example. All members of Commercial Group's board are Green Angels.



More businesses are raising awareness of sustainability issues amongst their supplier base. For example, M&S now encourages all suppliers to take the Mayday Journey as part of their Plan A commitments. Collaboration with suppliers will enable carbon to be stripped out of the supply chain and create the change that is needed. Mayday businesses are encouraged to follow InterfaceFLOR's example; they are showing that collaboration between a business and its supply chain can create the space to stimulate innovation, strengthen relationships and generate the sustainable products and services that the market increasingly demands.

As Richard Ellis, Director of Corporate Social Responsibility at Alliance Boots Group, says: "All Mayday businesses should assess the significant impacts that can exist within today's complex global supply chains and look to drive sustainable, low carbon improvements. Working in partnership with suppliers to ensure that supply chains are sustainable, stable and equitable will help to ensure high quality is delivered and competitive advantage created."

In the year ahead we'll continue to work closely with Business in the Community's Marketplace team to deliver learning programmes that can support Mayday businesses at every stage of a collaborative and mutually beneficial journey with suppliers.



"Working with our global supply chains on this agenda is helping us to look ahead, mitigate risk and ensure continuity and security of supply in the future."

**Peter Taylor, Group Operations Director,
British American Tobacco**

InterfaceFLOR Case Study

InterfaceFLOR is a commercial flooring manufacturer who through 'Mission Zero' aim to eliminate their impact on the environment by 2020. By working with their suppliers to reduce environmental impacts in the supply chain they have been able to reduce the impacts related to the lifecycle of their own products. During the last five years, they have been able to reduce the average carbon footprint per m² of the carpet they produce by approximately 40%. This has been a direct result of initiatives that have involved working closely with suppliers.

They have worked with their bitumen suppliers to support their long-term aim to reduce the amount of bitumen they use in the backing of their products, in order to reduce their environmental impacts. Over the last few years they have pioneered yarn with recycled content alongside a number of their suppliers, collaborating to sort waste streams into colour categories, enabling suppliers to increase the recycled content of the yarn. They encourage their transport suppliers to use multi-modal transport and trains and barges where possible. In Italy, for example, 70% of their transport flows have switched to rail, reducing CO₂ emissions by 40% for the journey from their factory in the Netherlands to Italy.



Top Tips

Sustainability should be discussed at every supplier meeting. Encourage suppliers to make it become part of normal business practice. Help them to understand how sustainability can have a positive impact on their business.

Setting environmental KPIs can help - if the company can see a profit in sustainability it will be easier for them to make the necessary changes to their business.



The key to transformational change lies first in companies producing products and services that are cost effective, accessible and desirable as well as sustainable, next in influencing customer behavior to create both profit and positive societal change.

For B2B customers, helping businesses understand the risks and opportunities as Lloyds Banking Group does for its small business customers, can help to nurture trust and give investments a better chance. For B2C customers, the basic message is to make sure sustainable alternatives are attractive because of their overall performance and not simply for their 'green' credentials. M&S has developed an Energy Services model as a platform to sell new products and services to their customers to help them green their homes. Crucially, they've put as much focus and value on this new service as they have into ensuring that it is explicitly sustainable.

Like all good business it's about research, supply and demand. Businesses need to listen to their customers and work with R&D and procurement departments to ensure that a supply of commercially viable and sustainable products and services are available. Marketing and customer facing teams need to then communicate these successfully.

In the past year the Marketplace team at Business in the Community has been working closely with the Marketing Society's 'Mayday Alliance' to look at the product innovations and behaviour changes that marketers will need to drive forward as we start shaping the sustainable future. We look forward to further engaging Mayday businesses in HRH's new 'Start' initiative; aimed at helping individuals across society realise that a sustainable future can be a better one, and that they can start living it today.

"Listen and the market signals are there. Customers are saying they want green but they have high expectations about how it should be done. They expect companies to do the heavy lifting to make it simple and easy for them to make sustainable choices."

Mike Barry, Head of Sustainable Business, M&S



Marshalls Case Study

Marshalls, the UK's leading producer and supplier of hard landscaping products, used product innovation and marketing to reduce carbon emissions and encourage customers to make sustainable choices. It created and applied rigorous carbon footprinting to its products and reformulated the worst-performing, leading to carbon reductions of up to 39%.

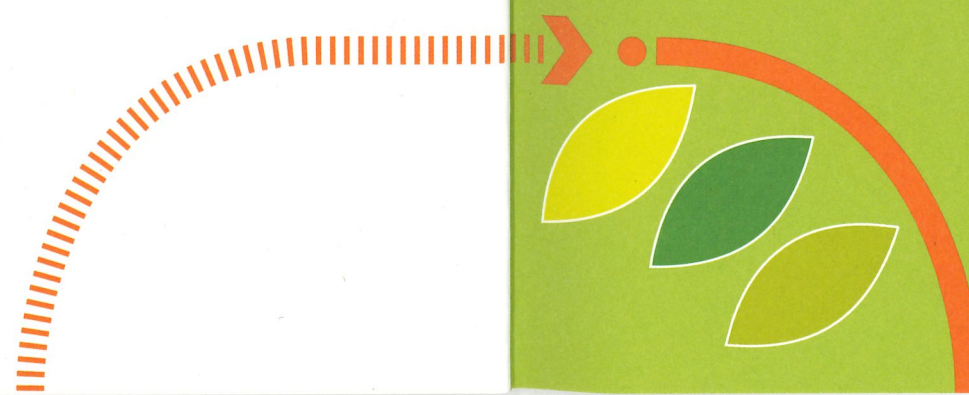
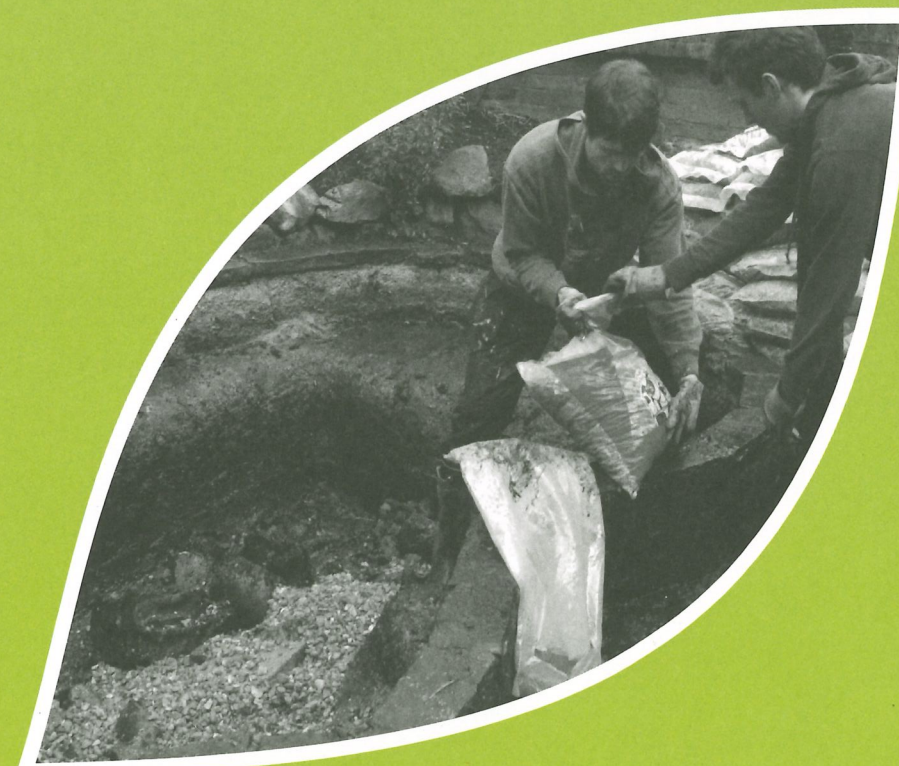
Over 2,000 products were carbon labelled and a simple guide produced to explain to customers how it works. This was backed up by a multimedia campaign, including activity on Facebook and Twitter, as well as training for sales and marketing teams. The programme has helped Marshalls save £525,000 in energy costs and reduce emissions by 2,383 tonnes.

Top Tips

Help to confront customer apathy: ongoing PR and marketing campaigns and multimedia updates on YouTube and Twitter helped to sell the Marshall's message.

Work with a trusted partner like the Carbon Trust and obtain their verification to ensure your claims are genuine and help to communicate your message.

Don't simply provide a label, explain it to your customers. Marshalls sought to explain complex issues such as carbon labeling and green wash by producing accessible guides.



The first Journey Steps can help companies reduce emissions by up to 20% by measuring and reporting, putting in place management procedures and generally becoming more efficient. The current scientific consensus is that emission reductions of at least 80% will be required by 2050 to avoid dangerous runaway climate change however, and we will not achieve this scale of change through incremental adjustments. We need innovative new ways of doing business which transform the way that society lives and uses resources.

By definition, transformational change is not something that can be tagged on to your company. It represents a complete reinvention of business models. Currently, there are few examples of truly sustainable business models but there are new green shoots emerging. As always we seek to nurture, support and promote these 'early adopter' companies. On the next page are some examples of Mayday members who are beginning to incorporate transformational change into their business models.

The transform section of the Mayday Journey is yet to be developed. As ever, this section will be created in partnership with network members. We seek practical examples of businesses that have decoupled economic success from resource use.

Transformational change requires visionary leadership, commitment and collaboration. This year members of the Mayday Leadership Team and partners have begun a process to create a visually compelling picture of a sustainable future, and will work to present that picture in a truly compelling way, determine what business's role is in creating it, and then develop the Mayday Journey to fashion the route map that they will need to follow to get there.

Adapt

True transformation towards a sustainable future must include measures to adapt to the inevitable climate change that we are already locked into (the IPCC estimates* that global temperatures will rise between 1.4 and 3.8°C by the end of the century).

Mayday businesses such as Anglian Water include advanced adaptation measures in their sustainability planning. Business in the Community has recently developed a Business Resilience Health check tool, that allows a company to become more resilient to the risks it will face both now and in the future. The tool can be accessed via the Mayday website.

"Business has a truly pivotal role to play in transforming society. That role can be exercised most effectively through the opportunities for collaborative working and structured support that members of the Mayday Network have access to."

Richard Lambert, Director General, CBI



Transformational journey stories: the first steps to true sustainability?

Adnams BioEnergy

Adnams BioEnergy was formed by two East of England Mayday businesses who met at the Mayday Summit in 2008. A true example of collaboration, they have just announced the completion of the construction phase of a groundbreaking anaerobic digestion plant. It will be the first in the UK to use brewery and local food waste to produce renewable gas for injection into the national gas grid as well as providing gas for use as a vehicle fuel.

Greentomatocars

Greentomatocars is a green passenger car service based in London. They are early adopters of the Prius hybrid car and double-offset unavoidable emissions to ensure that their clients can be confident that the journey has a reduced environmental impact.

The fleet has grown from 4 to 120 vehicles over 4 years with additional sales growth of over 2500%. Fleet and operational policies have resulted in the avoidance of more than 1200 tonnes of CO2 that would have been emitted had their passengers travelled in black taxis or other non-green private hire vehicles. They have won and retained over 1,000 corporate contracts, including numerous BSkyB, Allen & Overy, Unilever, GSK.

They continue to evolve and enter into new product categories and have just launched a new greentomato business - greentomatoenergy - a specialist in renewable energy systems and low carbon building.

Collaboration with the Football League Trust

Environmental campaigns must reach out beyond the converted and make contact with wider society. The Mayday team is working with the Football League Trust to share sustainability solutions between football clubs and to ultimately connect with fans. This work will be developed with the UK's 2018 World Cup bid team to shape a sustainable vision for football.

InterfaceFLOR

InterfaceFLOR's zero waste mission has reinvented their carpet company by providing a carpet service rather than simply selling flooring products. They radically improved resource efficiency by closing the loop on the disposal of their products and they have been instrumental in launching a process for new supply chain concepts across Europe which reduce costs whilst providing profits for freight forwarders.



The Leadership Team

The Mayday campaign is driven by a Leadership Team. The following companies are represented on that team:

- Alliance Boots
- The BioGroup
- British American Tobacco
- The Carbon Trust
- DLA Piper
- EDF Energy
- Lloyds Banking Group
- Mckinsey
- M&S
- National Grid
- Nestle
- Rothschild
- Sainsburys
- United Utilities
- WSP
- 3i Group

"Being part of the Mayday Network has been a fantastic experience for us. As we celebrate launching a collaborative initiative together, we're keen to encourage all businesses to become part of this potentially transformational movement."

*Andy Wood, Managing Director, Adnams
& Steve Sharratt, CEO, The BioGroup*

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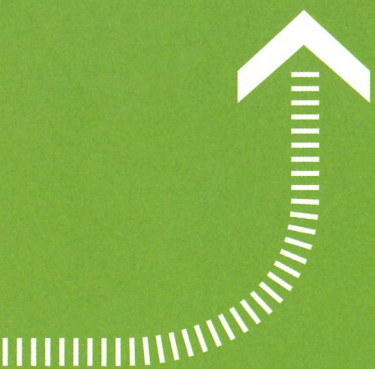
Our work would not be possible without the generous support of our national and regional sponsors.



The ongoing growth and success of the Mayday Network shows the vital importance of business leadership and collaboration in the formation of a sustainable economy.

Positive change has started to happen. Businesses are showing the world how exciting different ways of living and working can be. We must share these examples as widely as possible in order to inspire other businesses and society. For our actions to be truly effective, we will all need to continue our collaborative response to the Mayday call by measuring, reporting and reducing our own impacts & sharing innovations. We must then encourage the companies we do business with to do the same.

All businesses are invited to work with us as we build on the Mayday Journey to shape the vision and route map for a truly sustainable future. Join for free at:
www.maydaynetwork.com



Business in the

Community

The Princes' Mayday Network is convened by **Business in the Community**. Business in the Community works with business to build a sustainable future for people and planet. Our approach to responsible business provides a framework to support and challenge business to improve its performance and benefit society through our four areas of expertise – community, environment, workplace and marketplace.

The Prince's Mayday Network programme in Scotland is managed by Scottish Business in the Community

www.maydaynetwork.com

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