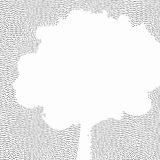


Business in the

Community

AWARDS

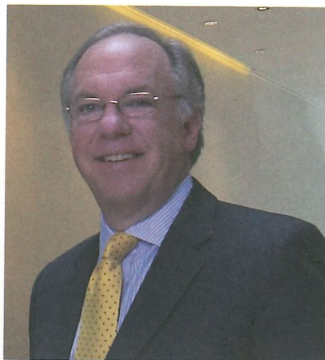
2010



Awards for Excellence

in association with the Financial Times

INTRODUCTION



As we celebrate 25 years of HRH The Prince of Wales's leadership of Business in the Community, we can reflect on the positive impact this has had on the business community. The Prince's leadership has pushed business to constantly innovate and challenge itself to mobilise business for good and to integrate sustainability into the core business structure.

The Awards for Excellence, now in their 13th year, continue to demonstrate and highlight the achievements of businesses that are adopting this sustained approach to corporate responsibility. The awards celebrate responsible business, the leadership that makes it happen, and the benefits to the business and society of so doing. Consumers need to see that businesses are proactive, visible and engaged on the big issues of the day.

This year we have seen a remarkable level of support and the standard of entry has continued at its consistently high level.

I'd like to congratulate all the companies this year that have won a Big Tick and all those that have gone to win the Example of Excellence. I'd also like to thank our award sponsors, without whom the awards would not be possible, and to thank you for your own leadership, for your support of BITC, and your continued commitment to responsible business in your organisations.

Stephen Howard
CEO, Business in the Community





Company of the Year Award

Company of the Year Award

In association with Tomorrow's Company

Recognising companies that demonstrate holistic and long term stewardship of their company and have aligned their values and business strategy with the future needs of society and the planet

Example of Excellence 2010 Unilever

Unilever's vision is to double the size of the company while reducing its overall impact on the environment. Since 2005 it has been working on a more systematic way of integrating the sustainability agenda into its brand innovation and product development. This has seen the company take responsibility for its brand imprint at every stage of its products' lifecycles, including what happens after its products have left the shops.

Two billion people use Unilever products on any given day. Central to its strategy is that, through the sheer scale of the business, changes to the sourcing, production and consumer usage, however small, can yield a significant difference. Unilever recognises that 70% of the environmental impact of its products is generated through consumer use. By encouraging consumers to make small everyday actions to live more sustainable lives through the brands they choose and the way they use them, Unilever is not only creating growth opportunities for the business, but its consumers' actions add up to a big difference for the world.

Unilever has demonstrated a real depth of understanding on sustainability issues and consumer engagement right across the business and through its brands. By systematically analysing the environmental and social impacts of their products and implementing strategies to reduce and improve those impacts, the judges believe that Unilever is showing the rest of the business world how to make money the right way.



IMPACT

Lifebuoy's Global Handwashing programme has reached over 133 million people in 23 countries since 2002

41% reduction in CO2 from energy by factories since 1995

In 2009, around 1,500 products were environmentally assessed to measure their water, waste and GHG impacts in 14 of their largest markets

"Unilever is an outstanding example to others and a worthy winner of the title Company of the Year 2010. I am proud to hand on the responsibility to a company that can demonstrate a long standing commitment to responsible business.

What is really impressive is how Unilever has realistically appraised the impact of its products across the whole life cycle and built sustainability into product design. Through this it can change consumer behaviour and find innovative ways to improve the impact of products for its customers and our planet."

Philip Green - Chief Executive,
United Utilities - Chair of Judging Panel



Leadership Awards

Responsible leaders channel their passion and energy into their work. They demonstrate vision and perseverance in the face of obstacles and provide inspiration to us all.

Prince's Ambassador Award recognises a leader whose commitment to responsible business has resulted in changes and improvements within their company and who have inspired others to take action.

The Marks & Spencer Sieff Award is for individuals who lead organisations to successfully collaborate with business to benefit society.

The Prince's Ambassador Regional Award Winners

East of England

David Thompson, Senior Partner, LSI Architects

Northern Ireland

Jeremy Jackson, Partner, Jackson Graham Associates

South West

Steve Wood, Managing Director UK & Ireland
Ecclesiastical Insurance Group

London

Tim Jones, Chairman of London Management Group
Freshfields Bruckhaus Deringer

South East

David Cook, General Manager,
Corporate Marketing & Public Affairs, 3M

East Midlands

John Peace, Chairman, Experian Plc

North East

Ken McMeikan, Chief Executive, Greggs Plc

Wales

Graeme Yorston, Chief Operating Officer,
Principality Building Society

West Midlands

Wade Lyn, Managing Director, Cleone Foods

North West

Mike Blackburn, North West Regional Director, BT

Scottish Ambassador

Sue Bruce, Chief Executive, Aberdeen City Council

Yorkshire & Humber

Graham Holden, Chief Executive, Marshalls Plc

Sieff Regional Award Winners

East of England

Cathy Hembry
Director, Wintercomfort for the Homeless

West Midlands

June Smart
Head Teacher, The Bridge Centre Pupil Referral Unit

South West

Lee Williams
Club Support Manager, Young Bristol

Yorkshire & Humber

Chris Powell
The Cone Exchange, Harrogate

East Midlands

Mandy Young
Operations Director, Adrenaline Alley

North West

Frances Monk and Amanda Chapman
Fraser Street, Community Centre

South East

Shirley Metherell
CEO and Founder, The Elizabeth Foundation

North East

Frankie Wales
Coatham Memorial Hall Association

Wales

Helen Dearden
Director, Duffryn Community Link

London

Geraldine Blake, Chief Executive, Community Links

The Marks & Spencer Sieff Award

Marks & Spencer Sieff Award Tony Hawkhead

Tony Hawkhead, Chief Executive at Groundwork UK, is one of the original pioneers of engaging business to work with the communities in which they operate to improve lives.

The sheer scale of the work that Groundwork does through his leadership is astounding and the impact irrefutable. The judges were impressed with the number of significant business partnerships that Tony has developed for Groundwork – such as Barclays, United Utilities and M&S.

He has worked with 73% of Local Authorities in England and Wales and worked with 15,200 businesses and schools in 2009 alone. Tony is a true social entrepreneur having raised and spent over £100 million on more than 6,000 local projects, and he has supported adults and young people to spend over 516,900 days undertaking community volunteering.

It is through his innovation, drive and entrepreneurial zeal that Groundwork has grown so successfully and made such a positive impact on the people it serves.





The Prince's Ambassador Award

The Prince's Ambassador Award

The Prince's Ambassador 2010 John Varley

John Varley has a deep understanding of the inextricable link between business and the community and has used his leadership and unique ability to take action to benefit society and his own company. Supporting the long-term unemployed back into work has become a personal as well as professional ambition, and the success that has resulted is inspiring and humbling.

As chairman of Business in the Community's Business Action on Homelessness (BAOH) programme since 2006, the programme has grown remarkably, supporting over 5,000 homeless people. This year the 2,000th BAOH client will enter into employment making it the UK's most successful programme for homeless people.

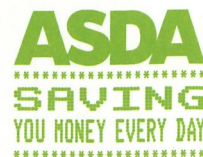
Since being chair of BAOH, he has lead a Prince's Seeing is Believing visit each year, visiting hostels and homeless charities, resulting in 150 companies supporting Ready for Work, as well as 225 homeless agencies who now refer their clients to BAOH.

As comfortable washing up in a centre for rough sleepers as he is around a boardroom table, John has been a steadfast campaigner on homelessness and Business Action on Homelessness is a powerful demonstration of the power of collaborative action.



Thank you to all our Sponsors, Supporters and Associates for this year's Business in the Community Awards for Excellence

Sponsors



Supporters



Associates



Business in the

Community

Business in the Community - mobilising business for good.

Our members commit to take action on the key issues of today, be that people or planet, and create a unique platform for collaborative action.

Business in the Community

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