



The Prince's  
Responsible  
Business Network



Award Winners

# WE HAVE GREAT EXPECTATIONS

2018



In partnership with



# A MESSAGE FROM HRH THE PRINCE OF WALES



CLARENCE HOUSE

Time and time again my belief in people and their desire to contribute and make a positive difference to their communities is reinforced by the extraordinary individuals I encounter across the United Kingdom. Yet in far too many cases this enormous potential for local action is limited by a lack of resources for the activities that would make a real difference.

I have always believed that businesses of every shape and size have a unique and essential role to play in resolving this situation. They have the skills and resources to help create resilient communities where opportunities can be accessed by everyone, regardless of their background, as well as much to gain from having well-motivated, skilled employees who really understand the communities they are serving.

One of the great privileges of being the Royal Founding Patron of Business in the Community is the opportunity it provides to bring together a group of people who I know can achieve the kind of changes we need. Their track record of addressing the issues that matter is exceptional and I am enormously proud of what they have achieved. But there is so much more to do, whether in looking for new ways to manage natural resources in a circular economy or in finding innovative ways in a digital world to provide new opportunities for communities which risk being left behind as traditional industries decline.

We need more than ever to build and rebuild communities in which people actually want to live and work, and where they and their families can thrive and prosper – something I have been trying to pursue for the last thirty years through the work of what has now become my Prince's Foundation. So I do want to take this opportunity to congratulate all the award winners this year for their remarkable contributions. I very much hope their stories will challenge and inspire others to follow their example.

I am most grateful to you all for your continued support. As our winners have shown, it really does change lives.

A handwritten signature in black ink, appearing to read 'Charles', with a long horizontal flourish underneath.

# AMANDA MACKENZIE OBE

Chief Executive, Business in the Community

This book does not just contain the best examples of responsible business in 2018. The stories and experiences within these pages are the culmination of many years' worth of determination, perseverance and the faith that business can – and should – have a hand in making our world a fairer, happier and healthier place to live.

Although these Awards are a testament to the incredible amounts of work and vision which teams and individuals have invested, what these winners have achieved also says a huge amount about our future. The theme for our 2018 Gala is

Great Expectations and I believe that what these businesses have done should give us an enormous amount of hope about our changing world. In the face of new pressures like digitisation and a shifting working environment, they have shown that we should expect innovation, integrity and bravery in the collaboration between business and communities.

I would like to congratulate every single one of our Award winners. They deserve to celebrate and be celebrated. Moreover, they should be recognised as having raised the bar of responsible business.

**I BELIEVE THAT WHAT  
THESE BUSINESSES HAVE  
DONE SHOULD GIVE US  
AN ENORMOUS AMOUNT  
OF HOPE ABOUT OUR  
CHANGING WORLD**





# THE PRINCE'S RESPONSIBLE BUSINESS AMBASSADORS 2018



## NATIONAL

### Dame Vivian Hunt

Managing Partner UK & Ireland,  
McKinsey & Company

## SCOTLAND

### Ray Riddoch

Managing Director UK & SVP Europe,  
Nexen Petroleum UK Ltd



## WALES

### Chris Nott OBE

Senior Partner, Capital Law LLP



## NORTH WEST

### Sarah Dunning OBE

Chief Executive, Westmorland Limited



## WEST MIDLANDS

### Simon Jonsson

Partner, KPMG



## SOUTH WEST

### Rick Sturge

EVP Business Development,  
Firstsource Solutions UK Ltd



## NORTH EAST

### Heidi Mottram CBE

Chief Executive Officer, Northumbrian  
Water Group and Northumbrian Water Ltd



## YORKSHIRE & HUMBER

### Richard Flint

Chief Executive, Yorkshire Water  
and Kelda Group



## EAST MIDLANDS

### Andy Lyon

Partner, PwC



## EAST OF ENGLAND

### Peter Simpson

Chief Executive Officer,  
Anglian Water Group



## SOUTH EAST

### Frank Nigriello

Director of Corporate Affairs,  
Unipart Group





# THE CONNECTED PLACES AWARD



Morgan Stanley

## Building thriving places with improved healthcare, safe play areas and better nutrition for thousands of children

The London Borough of Tower Hamlets has the highest percentage of both children (39%) and older people (50%) living in deprived households in England. Almost one in seven children aged 4-5 are obese in the borough.

Morgan Stanley, the global financial services firm with offices nearby, is addressing these issues through its Healthy London programme. Its targets include the delivery of: 14,000 healthy meals; fitness programmes for 3,000 children and families; safe places to play for 2,500 children and access to

a community health adviser for 3,000 children and families. These are targets that will be met thanks to the 2,000 hours volunteered by employees and an investment so far of £600,000.

---

**£600,000**

investment in programme

---

**2,000**

volunteer hours committed by staff



# THE BARCLAYS DEVELOPING RESILIENCE AWARD



## Free-to-use online tools and a popular podcast to help SMEs understand and implement IT resilience

Almost 30% of UK businesses do not know how much of their IT budget is being spent on business continuity, such as keeping the lights on. Databarracks, an organisation that provides disaster recovery, backup and business continuity-as-a-service, has been working hard to change this.

Through a series of free online tools and a podcast, the organisation wants small businesses to think about how best to build IT resilience within their organisation.

Supporting more than 10,000 SMEs, the company's free tools – including the Risk Register and Matrix, which asks you to select all of the environmental and IT risks you face, and score them according to severity and likelihood – are being used 3,000 times a year.

---

**10,000**

SMEs supported

---

**3,000**

uses per year





# THE EDUCATION PARTNERSHIP AWARD

**COVENTRY**  
Building Society



## Getting staff into schools to help improve the employability of students in the most challenged areas of their community

Young people living in socially deprived areas often struggle to gain real life work experience. Coventry Building Society's Employability programme is designed to rectify this by giving students a chance to develop skills and build their confidence.

So far, 209 students have taken part. Seven have even been successful in securing a paid internship at the company itself.

The programme has had a big impact on student confidence, with 90% of students feeling their chances of employment had increased by a 'good' or 'excellent' amount thanks to the skills learnt on the programme. The scheme has also boosted employee engagement and recruitment,

with 188 volunteers taking part so far giving leadership experience which they take back into the business.

---

**209**

students took part in the programme

---

**90%**

believe their chance of employment increased by a 'good' or 'excellent' amount

---

**188**

staff volunteers involved in the scheme





# THE EDUCATION PARTNERSHIP AWARD

**SMALL BUSINESS**



## An extraordinary partnership, taking a school from brink of closure to being oversubscribed with outstanding Ofsted scores

The property maintenance business Novus has its head office in Stoke. But it struggles to fill positions locally. So, it took a unique approach to the problem, forming a partnership with a local school so that the company could have a direct input into the skills that pupils require to be job-ready.

In 2012, the Academy was placed into special measures, with poor exam performance, staffing issues and low pupil enrolment. In five years, partner school, Thistley Hough Academy, was able to turn around its educational performance – not least because of the volunteer mentoring given by Novus staff, including the personal mentoring between Novus CEO and the School head. A further key intervention Novus has made has been

money management and practical skills training for the children. Now, Ofsted rates it as 'Good' with some 'Outstanding' features.

### 5 years

the time it took partner school, Thistley Hough Academy, to go from 'special measures' to 'good' under Ofsted





The **Midcounties Co-operative**

### Leaders working in partnership with local communities

JTI UK works closely with its community partners to support disadvantaged adults. This approach is brought to life by employee involvement which includes employee committees which engage with local partners and skills-based volunteering as well as an inspirational approach to partnership management. JTI is also a supporter of BITC's work to help ex-military personnel into work. In line with its values, JTI is continuously reviewing and evolving its work and embracing further sustainable approaches to managing its business.

---

**11,739**

disabled people have been digitally connected (since 2010)

---

**23,500**

classes helping 1,500 homeless and vulnerably housed adults into sustained employment (since 2008)

### Engaging local communities building on the co-operative heritage

The Midcounties Co-operative's strategy to create vibrant local communities builds on its heritage as a co-operative. It works closely with communities through its network of 20 regional committees, comprising employees, community organisations and local co-operative members. These committees engage customers in their area to understand key priorities and direct local support and initiatives. Part of this engagement is helping schools to install wind turbines to generate renewable energy, thus providing a sustainable income and teaching the next generation through renewable energy lesson plans.

---

**73,000**

products to foodbanks helping over 1,000 families in need with thanks to donations from colleagues and members

---

**Over £11million**

distributed back to the community over the last 10 years



# THE GENDER EQUALITY AWARD



HM Revenue  
& Customs

## A sophisticated way to implement equality for all women in their organisation

As 46.9% of women are considered economically active, HM Revenue & Customs (HMRC) has a target to ensure this number is reflected throughout its workforce.

In 2015, 40% of women applied to take part in a key programme that equips trainees with the skills to perform in a range of Grade 7 technical roles. But just 24% of those appointed were women.

HMRC has worked hard to encourage more women to apply to the programme, hosting campus events, using gender-neutral language in marketing materials, targeting more top 30 universities, and agreeing to place greater emphasis on verbal and logical reasoning tests where women perform better.

In 2017, the proportion of women appointed to the programme has risen by 77%. These changes have seen HMRC rise from 92nd to 43rd place in The Guardian UK 300, the most popular graduate employers for 2017/18.

HMRC is also rewriting its HR guidance to better reflect transgender and non-binary staff, and is promoting open transparent dialogue on issues such as menopause.

---

**50%**

of Executive Board members are female

---

**43.8%**

of HMRC's Senior Civil Servants are women (March 2018)





# THE GENDER AWARDS



## INDIVIDUAL GENDER CHAMPION

Val Risk, Client Executive



Since Val joined Fujitsu, she has been determined to make it the place where women come to succeed. She created a new gender board, spearheaded the introduction mandatory unconscious bias training and revised recruitment practice and flexible working. As a result, there has been three times as many female applicants and 43% of hires in 2017 have been female.

---

**24.4%**

of Fujitsu's workforce are now female (up from 23% in 2014)

---

**Over a third**

of participants in development programmes are female and 26.2% of promotions have gone to women

## GENDER GAME CHANGER



Accenture believes better take up of Shared Parental Leave will allow all working parents to be successful in jobs whilst sharing childcare. Its policy provides equal access to 32 weeks' full-paid leave. This has resulted in 217 applications across the organisation, representing 12% of eligible partners. Accenture's gender retention rate has improved, saving an estimated £8.5 million in rehiring costs.

---

**217**

applications, representing 12% of eligible partners (UK average is between 2% and 6%)

---

**£8.5M**

savings in rehiring costs

## GENDER GAME CHANGER



Sky's objective is to reach 50/50 gender balanced entries into its software academy by 2017/18. Its Get into Tech scheme aims to address the issue of female under-representation in technology, and ultimately lead to a wider female talent pool. The free, women-only course is open to women both within and outside Sky and equips women with not only software skills, but also soft skills.

---

**Over 500**

women have applied for a place and 100 have been enrolled

---

**23**

women hired into software development roles in the last 12 months

# THE RACE AWARDS

## LEADERSHIP



Enterprise has pushed diversity to the top of its management agenda by introducing Diversity Scorecard, a benchmarking tool, to ensure all senior executives have a tangible framework to measure their diversity and inclusion programmes. Between 2012 and 2017, the percentage of BAME UK employees has increased from 17.5% to 20.8% and the percentage of BAME managers has risen from 14% to 17.3%.

**+6.1%**

increase in BAME employee hires

**5%**

of managers are now from BAME background

## RECRUITMENT



In 2014, KPMG recognised there was more to be done to attract and hire BAME talent. KPMG introduced a new graduate recruitment process to access the relevant student population and eliminate bias. It also established a new apprenticeship to provide a structured development programme leading to professional qualifications. Since implementing this approach, the firm's intake of BAME graduates has increased from 27% to 37%.

**+10%**

intake of BAME graduates increased from 27% to 37%

**+13%**

intake of BAME school leavers increased from 24% to 37%

## PROGRESSION



Although one-third of EY's student intake is from a BAME background, representation declines in more senior roles, culminating in only 8% representation at partner level. To tackle the issue, EY implemented an integrated suite of actions and processes, including various BAME employee orientated programmes. As a result, the latest partner admissions were 15% BAME partners against a target of 10%.

**+5%**

partner admissions increased to 15% BAME partners against a target of 10%

**Over 100**

BAME employees are on Career Watch



# THE AGEING WORKFORCE AWARD



AVIVA

## A relentless and wide-ranging approach to championing older workers and promoting the intergenerational workplace

A diverse workforce creates better products, delivers better service and is a better place to work. That is the view of Andy Briggs, CEO of Aviva Life in the UK and Ireland.

So it follows that Aviva, the UK's largest insurer, is committed to helping one million more older people into work by 2022 by encouraging other businesses to adopt a similar strategy.

By pioneering midlife career reviews and ambitious recruitment campaigns, the firm is recruiting and retaining older workers and setting a blueprint for others.

In the last year, it has increased new over-50 hires by a third. With 56% of its customers falling into that age category, it makes good, business sense, with Aviva reporting a 32% jump in new business.

**33%**

increase in new over-50 hires

**32%**

increase in new business from over-50s





# THE UNIPART OUTSTANDING EMPLOYMENT AWARD



## A truly innovative way of helping people facing multiple barriers to work

Although there are many employability programmes that offer general skills, there are very few that offer real skills training with actual jobs at the end. The Barclays Connect with Work (CWW) scheme is designed to bridge the employment gap. It has done just that, securing jobs for more than 850 people across more than 100 businesses in the UK.

In fact, as of the end of 2017, 1,166 people have been involved in CWW which is aimed at individuals with the aptitude and attitude to enter the workplace, but who face barriers such as a lack of qualifications, experience or confidence. Working with charity partners, Barclays trains people in the job-specific skills that the businesses are looking for and supports them into jobs or apprenticeships.

---

**1,166**

people involved in the programme

---

**850**

people secured jobs

---



# THE UNIPART OUTSTANDING EMPLOYMENT AWARD

SMALL BUSINESS



## Doing extraordinary things in providing employment for former prisoners, people still in prison and the homeless

Recycling Lives is a waste management and scrap metal recycling company. But it also directly supports a number of charity programmes to create employment opportunities for those furthest from the job market.

Specifically, the company helps individuals with a history of offending, addiction, homelessness and wordlessness by giving them holistic support, training and work placements – all with a view to securing them a job.

The company's approach is to reduce re-offending, which costs the UK £1 billion a year. So far, the company has helped 304 people prepare for the world of work, as well as find 147 jobs and 304 work placements for those that need it the most.

---

**304**

people helped to prepare for  
world of work

---

---

**147**

jobs found

---





# THE ENVIRONMENTAL SUSTAINABILITY AWARD



## Nestlé UK leading the way to maximise the benefits for business and the environment

As part of the world's biggest food and drink businesses, Nestlé UK has complex challenges to limit its impacts and protect its future supply chains, whilst continuing to grow the business.

Using a systematic approach to apply radical thinking to each environmental impact, Nestlé UK has delivered remarkable reductions – Greenhouse Gas (GHG) emissions cut by 51.25% since 2010, water withdrawn down by 40.2%, and a zero waste business since 2015.

Nestlé UK also innovatively engage stakeholders across the landscapes they work in – bringing together not just suppliers (for example dairy farmers), and Nestlé UK operations, but everyone that has a stake in the landscape to protect and regenerate the natural resources we all rely on – creating shared value for us and the ecosystems around us.

---

**51.25%**

greenhouse gas emission  
reduction since 2010

---

---

**24%**

improvement in energy efficiency

---

---

**Zero**

waste business since 2015





# THE FUJITSU DIGITAL INNOVATION AWARD

**NORTHUMBRIAN**  
**WATER** *living water*

## Pioneering a continuous culture of digital innovation that includes customers in the process

Flooding is a big issue for Northumbrian Water Group (NWG) which owns Northumbrian Water Ltd, one of ten regulated water and sewerage businesses in England and Wales. In 2016, 3,500 of its customers' properties experienced flooding, and more than 150 of those had to deal with internal flooding.

To tackle the problem, the company's Asset Performance Analytics (APA) project is digital innovation in action, delivering benefits for customers, the environment and the company. Sparked by a hackathon, it leverages big data to

deliver intelligence-driven improvements to sewer pump performance, reducing flooding incidents and saving energy and money. The project is delivering ongoing cost reductions of around £4 million over five years.

---

**£4M**

ongoing cost reductions over five years



# THE RESPONSIBLE HOTEL OF THE YEAR AWARD



CONVENTION CENTER  
ANCOL - JAKARTA

## Mercure Convention Center Ancol, Jakarta

Based in a city which struggles to supply water to all its inhabitants, the Mercure Convention Centre is actively working with local government to ensure more water of high quality is available locally. Mercure ceased drawing from its well, engaged experts and undertook a comprehensive audit, which included installing meters across the property, training staff, checking weekly for leaks, adding efficiency measures and re-using greywater. It has achieved a water saving of 51% in six years and 10% costs against an increase of 7% on revenue. And Mercure has helped over 7,300 people access more and better water.

Mercure also demonstrate high levels of commitment and strong sustainability programmes across all categories - carbon, water, waste, workplace, communication and is an exemplar of responsible business in the hotel industry.

---

**51%**

water saving of 51% in six years

---

---

**10%**

costs against an increase of 7% on revenue

---

---

**7,300**

people helped access more and better water

---





# THE GREEN HOTELIER AWARDS



## CARBON

### NH Conference Centre, Leeuwenhorst

This NH Hotels' property has reduced its energy consumption per occupied room by 15%. This has been achieved through cogeneration, the use of sunlight for lighting and heating, centralised systems to control room temperature and monitor energy use, and by offering electric car charging points and bike rentals to their customers.

**nh** | HOTEL GROUP

## WATER

### Mercure Convention Center Ancol, Jakarta

The Mercure Convention Centre is actively working with local government to ensure more water of high quality is available locally. They ceased drawing from their well, engaged experts and undertook a comprehensive audit, installing meters across the property, training staff, checking weekly for leaks, adding efficiency measures and re-using greywater.



## WASTE

### Glenueig Inn, Scotland

This small inn has set a high bar on waste, reducing waste to landfill by 97.5% in the past ten years. Food waste becomes part of their energy solution with the resulting ash used in the garden.

Chefs are skilled in portion control and have reduced packaging, including cardboard and plastic waste, by 50%.



## COMMUNITY

### Six Senses Laamu, Maldives

Six Senses Laamu gives 0.5% of total revenues plus guest donations to sustainable development projects in the community. Its "Eku-Eky" ("together") aims to strengthen relationships with Laamu Atoll communities. Six Senses drives conservation and education in schools and jointly organises an annual turtle festival which last year saw 1000 people commit against poaching.



## WORKPLACE

### LUX Grande Gaube, Mauritius

LUX is fully committed to human rights training for all its staff, which is reported and externally audited. It provides a hotline for staff for anonymous reporting of any workplace anomaly. Employees are offered a range of regular health checks, health insurance and their development is addressed through the in-house LUX Training Academy.





# THE UNILEVER GLOBAL DEVELOPMENT AWARD

SUPPORTED BY BUSINESS FIGHTS POVERTY

**Mondelēz**  
International



## An enlightened programme to help supplier farmers and their communities become more profitable and sustainable

Mondelēz International's Cocoa Life is a sustainability programme designed to empower cocoa farmers across the world and safeguard the future of chocolate.

The programme aims to transform the livelihoods and living conditions of more than 200,000 cocoa farmers and one million people in cocoa farming communities.

The company is investing \$400 million between now and 2022 to achieve its vision, working with partners on the ground in Ghana, Indonesia, Côte d'Ivoire, Dominican Republic, India and Brazil – countries where the programme has already helped 92,000 farmers increase their productivity, tripling their incomes since 2009 and boosting yields of cocoa by 37%.

Mondelēz hopes the programme will protect its cocoa supply chain and reduce the gap between supply and demand.

---

**92,000**

farmers have increased productivity

---

**37%**

increase in cocoa yields

---

**\$400M**

investment to 2022





# THE UNILEVER GLOBAL DEVELOPMENT AWARD

SMALL BUSINESS

SUPPORTED BY BUSINESS FIGHTS POVERTY



Helping people have access to clean water in even the most remote parts of Cambodia – and doing it in a sustainable way

Due to the poor quality of available drinking water, most Cambodians have to collect water and treat it by boiling. This, of course, means extra cost for poor families and increased CO2 emissions. Plus, families who do not boil their water properly face negative health impacts.

Hydrologic is a company that wants to take away the problem. It makes, distributes and sells ceramic water purifiers (CWPs) to customers across rural Cambodia, removing the bacteria in water without the need for boiling it.

In the past 14 years, the business has sold more than 500,000 water filters which have contributed to a 46% reduction in diarrhoea cases and a 460,000 tonne reduction in CO2 emissions.

---

**500,000**

water filters sold

---

**46%**

reduction in cases of diarrhoea

---

**460,000**

tonnes of CO2 reduction





# THE UPS INTERNATIONAL DISASTER RELIEF AND RESILIENCE AWARD

SUPPORTED BY THE DEPARTMENT FOR INTERNATIONAL DEVELOPMENT

## ARUP

**Showing expertise in ongoing disaster relief around the world – and not just when disaster strikes**

Arup's Disaster Response and Recovery Programme is key to the way it engages with communities across its global footprint of 80 offices in 35 countries and 13,000 staff, using its technical expertise to improve lives and reduce the suffering of those in need.

Arup's work spans a number of phases in the so-called 'disaster management cycle'. Following the 2010 Haiti earthquake, it worked with Habitat for Humanity to give technical assistance on transitional shelters and permanent homes, for example. It also worked with an intergovernmental organisation to develop a strategy for the disposal of rubble.

**13,000**

specialists across the world

**1 in 10**

staff involved in disaster relief programmes

**Up to 100**

staff offer pro bono volunteering





# RESPONSIBLE BUSINESS OF THE YEAR

LLOYDS  
BANKING GROUP



## Building on a 250-year legacy with clear social purpose and target-driven sustainability plan

Lloyds Banking Group has been helping Britain prosper for the last 250 years. Its Helping Britain Prosper Plan includes 22 specific targets designed to tackle some of Britain's biggest social and economic issues. These include tackling housing needs, helping people to save for their future and supporting start-ups and charitable foundations. In fact, since 2014, the group has given £72 million to a range of foundations. Lloyds also has one of the biggest and most comprehensive employee engagement programmes.

Elsewhere, £530 million in lending has been made to support energy efficient commercial real estate developments. There has been a 5% increase in the number of roles held by senior women since 2014 (from 29% to 34%) and the company's carbon emissions have fallen by 14% since 2016.

---

**£530M**

in lending to support energy efficient commercial real estate developments

---

**5%**

increase in number of roles held by senior women since 2014

---

**14%**

reduction in carbon emissions since 2016





# RESPONSIBLE SMALL BUSINESS OF THE YEAR

## SALARY FINANCE

**A small business with a big social purpose, helping thousands of working people access affordable loans**

A quarter of people working in the UK right now are experiencing financial insecurity, and eight million of us have no savings at all. Employee benefits company Salary Finance is responding to this growing social problem by helping people avoid payday loans and high-cost credit. It supplies appropriate information and responsible financial products and it encourages sustainable behaviours that give people much stronger financial capability.

Since 2016, 4,508 employees have taken out loans totalling £11.8 million, 49% of which was for debt consolidation. This resulted in borrowers saving almost £3 million in interest payments, with each saving an average of £600 in interest, helping them to get out of debt 6 to 12 months quicker.

---

**£11.8M**

total loans taken out by 4,508 employees since 2016

---

**£3M**

total savings achieved by reducing interest payments

---



# HIGHLY COMMENDED

## THE ENVIRONMENTAL SUSTAINABILITY AWARD

NATS is committed to reduce the UK aviation's carbon emissions by an average of 10% per flight. So far, more than 450 airspace improvements have reduced CO2 emissions by 1.2 million tonnes annually to date. This has been delivered by improving the trajectories of aircraft flights and reducing emissions from aircraft stacking and ground-based taxiing.

**NATS**

## THE ENVIRONMENTAL SUSTAINABILITY AWARD

In 2017 Tesco became the first corporate to create a science-based carbon reduction target. Since 2006, it has achieved a 41% reduction in carbon intensity per square foot of retailing thanks to improvements in energy and refrigeration efficiency. By 2030, all of Tesco's electricity will be renewably sourced, saving 2.4 million tonnes of carbon.

**TESCO**

## THE UNILEVER GLOBAL DEVELOPMENT AWARD

The Access Afya model aims to make world class healthcare more affordable and accessible to the most neglected people. Through its Akiba ya Roho programme, the company provides screening technologies and tools that can be used by non-clinician health providers to help prevent, detect and manage and, therefore, reduce mortality from non-communicable diseases (NCDs).

**Access Afya**  
ulamu wa afya

## THE UNIPART OUTSTANDING EMPLOYMENT AWARD

Agent, a brand strategy agency, launched its Academy programme to tackle the perceived risk of recruiting based on potential rather than proven skills, something that is leaving young people behind, unemployed or in low paid jobs. 95% of the Agent Academy participants secure employment within weeks of completion.

**AGENT**  
MARKETING

## THE RACE AWARDS: RECRUITMENT

Optimty's Tech Up Nation aims to identify and recruit local young people and develop the skills they need for a successful career in the tech sector. The vast majority of candidates are from BAME backgrounds due to the organisation's focus on the local community in East London.

**optimity**

## THE GREEN HOTELIER AWARDS: CARBON

Electricity at the Inspira is entirely provided by renewable sources. Solar energy is used for hot water, reducing gas consumption. They offset 164 tons of CO2 emissions via the Sown Biodiverse Pastures Project for Climate Change Mitigation and Soil Protection. From 2012 Inspira saved 25% in energy / guest consumption and 39% in gas.

**inspira**  
SANTA MARTA HOTEL • LISBOA  
★★★★

## THE GREEN HOTELIER AWARDS: WATER

Alongside in-room efficiency measures, the Hesperia has a greywater treatment plant to reuse water for cisterns, and waste-water treatment for irrigation of landscaping in native plants which need less water. Pools are not refilled each year, instead the water is maintained and the use of water in cleaning is strictly controlled.

**NH | HOTEL GROUP**

## THE GREEN HOTELIER AWARDS: WORKPLACE

The three key elements of a responsible employer are fair contracts, development opportunities and access of employees to representation. Staff at the Sundance Apartments are encouraged to join the trade union, professional development courses are continuously promoted and staff are covered by a range of health and insurance measures, plus free meals.

**SUNDANCE**  
APARTMENTS • SUITES

## THE GREEN HOTELIER AWARDS: SPECIAL MENTIONS

Special mention to Accra City Hotel for its strong commitment to ITP's Goals and clear alignment of its CSR activities with the four critical issues of carbon, water, youth unemployment and human rights.

And to Six Senses Zil Pasyon for its communication of sustainability through a range of fun, engaging and educational weekly events for guests.

**SIX SENSES**  
ZIL PASYON

**ACCRA CITY**  
HOTEL



# ENTER THE RESPONSIBLE BUSINESS AWARDS 2019

Start making plans to enter next year's awards and get recognition for being a responsible business.

Regardless of size and location, our awards recognise the innovative and collaborative ways business has responded to the big issues challenging society, and the benefits of doing so.

The independently assessed awards offer third party endorsement and credibility for your programmes and activities. It is a chance to tell your story, celebrate your employees and inspire your organisation and others to do more.

Take this opportunity to share the positive impact you have had through The Prince's Responsible Business Network - the largest network of like-minded businesses committed to building healthy communities with successful businesses at their heart.

The 2019 awards will open for entries in October 2018 and are free to enter.

**Find out more at:**

[www.bitc.org.uk/awards](http://www.bitc.org.uk/awards)

#BITCAwards

[awards@bitc.org.uk](mailto:awards@bitc.org.uk)



## WITH THANKS TO OUR CORPORATE PARTNERS:



# THANK YOU



The Prince's  
Responsible  
Business Network

[www.bitc.org.uk](http://www.bitc.org.uk)

**Business in the Community**, 137 Shepherdess Walk, London N1 7RQ

Business in the Community is a registered charity in England and Wales (297716)  
and Scotland (SC046226). Company limited by guarantee No. 1619253.