

# excellence

# in action

## Awards for Excellence 2000

in association with The Financial Times,  
sponsored by the Department of Trade and Industry,  
recommended by The British Quality Foundation



community business  
inspiring competitiveness  
excellence  
measurement  
impact  
results  
success benchmarking  
leadership  
innovation



# Impact on Society Award in association with the Institute of Social and Ethical Accountability and The Centre for Tomorrow's Company

"There has lately been a quiet revolution in the way that leading-edge organisations are managing social and environmental issues. Customers, employees, investors and the wider community are exerting pressure on business to improve their performance, and large and small companies increasingly recognise that improved social and environmental performance is an important driver in the long-term creation of value.

The awards are about using engagement with stakeholders to foster learning and innovation, and through that to build real improvements in performance."

**Institute of Social and Ethical Accountability**

"With the proposed changes in Company Law, it may not be long before social impact reporting becomes part of a company's legal obligations. These awards are a means by which leading companies can show the way.

... what is innovative this year will become a baseline standard for the future."

**The Centre for Tomorrow's Company**

## Example of Excellence

### United Utilities

United Utilities measures and reports its social impact under seven key areas: reliability of supply, employment and employability, environment, health and safety, extra needs, education and regional excellence. Key achievements include:

- Investing over £90 million to improve the capacity and reliability of water supply system and halving the level of leakage from pipes.
- Launching new community partnerships to support employability initiatives including over 600 jobs created through our United Utilities Venture Capital Fund.
- Investing over £2 billion helping to improve river and sea water quality.
- Employees and customers working together to raise over £2 million for WaterAid to provide water and sanitation in some of the world's poorest countries.
- Providing specialist payment assistance services to customers who face problems with bills. In North West Water the team of 36 debt counsellors visited over 64,000 people facing payment difficulties.

*"The Awards for Excellence are the national awards for corporate responsibility and being a finalist is independent endorsement that our employees are successfully combining process with passion in our programmes."*



*Every business has an  
impact on **society**.*

*The choice is to manage it or  
not to manage it. And why  
would anyone choose not to  
manage it?"*

John Drummond, Group Director of Communications, United Utilities

