

BUSINESS *in the*

COMMUNITY

excellence

in action

awards for excellence 2001

in association with the Financial Times

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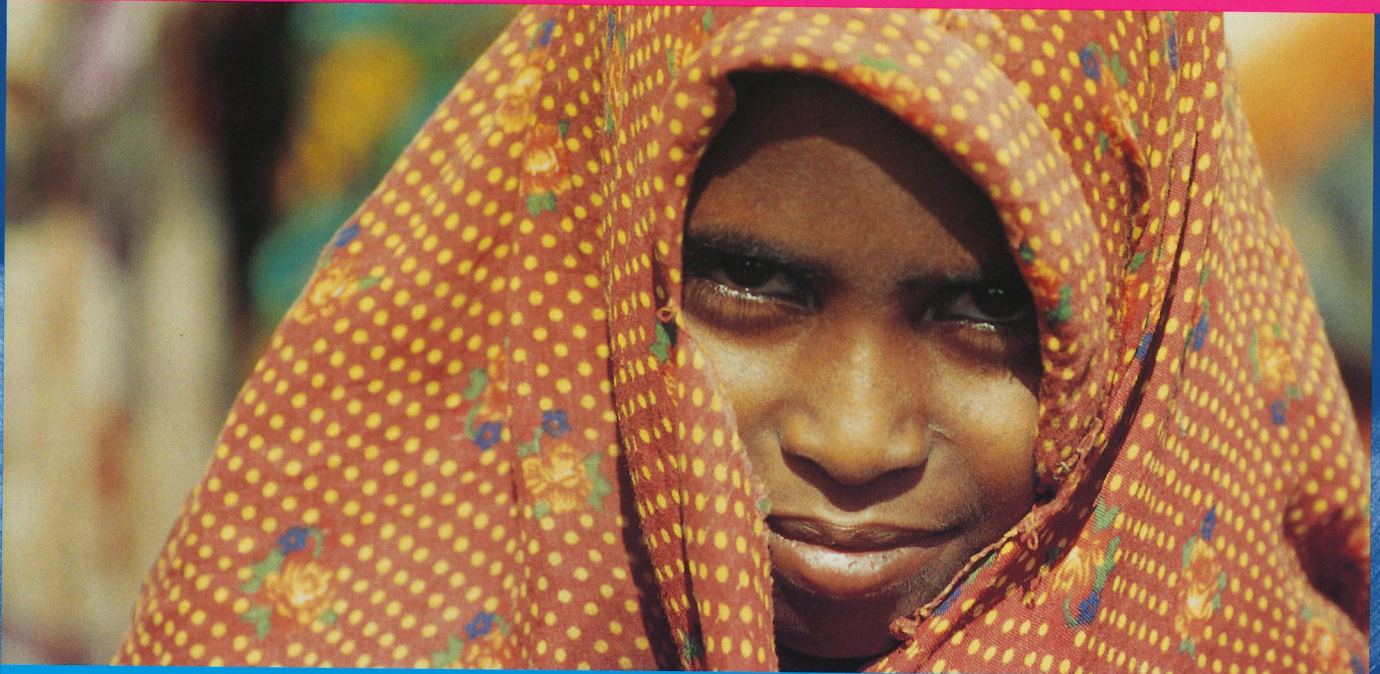


Impact on Society Award



in association with: Institute of Social and Ethical AccountAbility
and the Centre for Tomorrow's Company

example of excellence: The Co-operative Bank



"The Co-operative Bank's aim is to be 'a modern bank that goes about its business in an ethical manner'. We seek to deliver value to a range of Partners (groups involved in or affected by our business) in a socially-responsible and ecologically-sustainable fashion, and report accordingly. We believe that the pursuit of Corporate Social Responsibility has been an important contributor to the Bank's success." Mervyn Pedelty, Chief Executive, The Co-operative Bank

The bank has a mandate to engage on issues of ethical and environmental concern. Featured, an Ethiopian refugee returning home on the Kenyan-Ethiopian border.

In 1996 the Co-operative Bank introduced its 'Partnership Approach', building on a commitment to serve the interests of all seven 'Partners' (shareholders, customers, staff, suppliers, local communities, society and past and future generations of co-operators).

Marketplace

- since announcing the bank's Partnership Approach in 1996, the bank's profitability has nearly doubled, and the number of customer accounts has increased by 30%
- since launching its Ethical Policy in 1992, profitability has seen a seventeen-fold increase
- between 20% and 29% of personal customers are influenced to open an account with the bank for ethical and environmental reasons.

Community

Financial Support The bank donated over £2 million to charitable causes during 2000 and donated £2.8 million of pre-tax profit as community investment.

Customer involvement The bank donates 1.25 pence for every £100 spent by personal customers on bank credit and debit cards.

Refugees The bank offers accounts to refugees and promotes positive integration in communities. By the end of 2000, 4,500 accounts had been arranged.

Environment

- the bank is one of the UK's largest purchasers of 'green energy'
- per customer account: CO2 emissions are down by 70% on 1997; waste is 33% lower than 1998; paper use has reduced by 55%.

Workplace

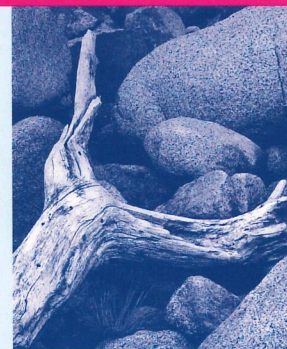
Job security The majority of staff (73%) consider that the bank maintains job security to the best of its ability. There were no involuntary redundancies during 2000.

Diversity Gender 63.2% of staff are women. 38% of managers are female. During 2000, the number of ethnic minority employees increased to 2.5%.

Perceptions In the February 2000 staff survey: 89% of staff said they were proud to work for the bank, and 84% enjoy working for the bank.

"AccountAbility welcomes the opportunity to support the Impact on Society Award. The award gets to the heart of what matters about corporate citizenship and business responsibility...how does the organisation actually affect the communities, economies and environment within which it operates. This twin focus on process and performance reflects the interests of business and critically also addresses the concerns and needs of stakeholders."

Mike Peirce, Chief Operating Officer, Institute of Social and Ethical AccountAbility



"The Centre for Tomorrow's Company is delighted to be associated with the Impact on Society Award 2001. We have found a growing body of evidence linking social responsibility to sustainable shareholder value through what we call 'an inclusive approach'."

We are keen to encourage companies to measure the impact their business has on society and consider how they should best describe and communicate it to all their stakeholders. These awards are an excellent way for leading companies to show the way forward: after all, what is innovative this year will become the benchmarks in the future."

Mark Goyder, Director, the Centre for Tomorrow's Company

highly commended: Camelot Group plc

Camelot has survived a turbulent and difficult year. They faced being ruled out from running The National Lottery on an issue of integrity. They fought hard for the company's reputation and they won.

In addition to their core function of raising £10.5 billion for good causes, the company made impressive achievements.

Marketplace

- they tackled issues around gambling, validating the enforcement of restrictions on the sale of lottery tickets to under-16s, and finding an 88% refusal rate of sales by vendors

- the National Gambling Prevalence Study concluded that only 0.1% of problem gamblers could be attributed to the national lottery - the lowest prevalence for any gambling activity.

Community

- the company donated 4% of its pre-tax profits to the community
- since 1995 Camelot employees raised £2.33 million for charities. In 2000 Camelot developed a 'time-bank' to recognise volunteering time.

Workplace

- employees believe Camelot continues to live its values, even during the difficult times. In the face of what seemed like almost-certain close down, the increase in staff turnover was kept to just half a percent
- flexible working is at the heart of the company's approach - and it is rewarded by, for example, the fact that 90% of women who take maternity leave return to work.

During 2000 public trust in Camelot has increased from 41% at the start of the year to 48% by the end. This growth in support helped the company to very literally win its licence to operate.

finalist shortlist:

- Camelot Group plc
- The Co-operative Bank

To view case studies for this category, go to: www.bitc.org.uk