

BUSINESS *in the*

COMMUNITY



awards for excellence

excellence in action

2002

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ST. JAMES'S PALACE

As President of Business in the Community, it is tremendously encouraging to see the growth in reputation and impact of our Awards for Excellence. The quality of entries has never been higher, and their importance is shown by the thousand people who have gathered for tonight's Gala Ceremony. I am particularly pleased to see so many companies receive The Business in the Community Endorsement Mark, which I understand is now known as the 'Big Tick' in recognition of a high quality, high impact programme. It is the 'Big Ticks' that provide the assured examples of excellence for the forthcoming year, setting the standards and providing the best practice from which all companies can learn and improve.

The 20th Anniversary Dialogues, and the research among 200 UK and European Chief Executive Officers which was launched at the conference, have told us what business leaders are thinking and saying. These Awards show us what they are doing, and it could not be more encouraging. Two important trends have emerged. Firstly, the evidence is clear that benefits to business will flow **only** when responsible business practice is treated as integral to mainstream operations - and not as a bolt-on extra. Secondly, where it is successfully integrated it generates creativity and innovation - as vital to the success of any community as it is to a business.

There is no doubt in my mind that it is leadership which affects a company's ability to make a difference in their community - and I want to pay a warm tribute to the two Ambassadors that I have selected this year who have given outstanding examples of strong leadership and who have shown particular commitment and dedication. The first is Mike Mills, Chief Executive Officer of Ulster Carpets Group, who has been such a tower of strength to corporate responsibility in Northern Ireland. Over the last three years Mike has chaired Business in the Community Northern Ireland and seen the organisation grow in membership to 220 companies. He has set an exemplary standard within Ulster Carpets, believing the company is in business to make a profit, but also "in the business of doing good". And the second Ambassador is Sir Nicholas Montagu, Chairman of the Inland Revenue, who has led a major initiative to engage employees in the community and to recognise the importance of diverse communities. He has not only changed the Inland Revenue, but he is leading the way in which the entire Civil Service addresses these issues. He has a genuine passion and commitment which could not be more inspiring.

I am also delighted that this year sees the presentation of the first ever Community Ambassador Award. The Sieff Award has been given by Marks & Spencer and I am delighted that Mike Tyler of the Tower Hamlets Education Business Partnership is the first winner. Mike has achieved an impact and scale of business engagement in education that would have been unimaginable when he began with the Partnership in 1996. I could not be more grateful to the Sieff family for the award, which enables us to recognise those vital partners in the community whose understanding, creativity and innovation ensures that business engagement has the impact we need.

The Award submissions this year confirm that responsible business practice really is "A Better Way of Doing Business". My warmest congratulations go to the winners, to the "Big Tick" companies and to all who entered.




Impact on Society Award

In association with the Centre for Tomorrow's Company

Example of Excellence
ScottishPower

Highly Commended
KPMG



ScottishPower

Example of Excellence **ScottishPower**

ScottishPower is an international energy group with seven million customers in the UK and the US, and a long tradition of corporate social responsibility (CSR). Wide-ranging environmental and community investment programmes and human resources practice have now been combined within a coherent CSR framework, which draws on the best practice from the UK and US and which is directly linked to business goals.

The UK Government (DTI) forecasts that the UK's green energy market will be worth £1 billion annually by 2010. ScottishPower already leads with 28% of the UK's total renewable energy capacity and has ambitious expansion plans. Beyond this core strategy, the company has energy efficiency programmes which exceed regulatory requirements, is tackling fuel poverty, and a charitable initiative, PowerPartners, is improving both customer service and raising funds.

ScottishPower has strong equal opportunities policies and several business units hold Investors in People accreditation. ScottishPower Learning is an initiative which offers lifelong learning for employees and their families through over 60 learning centres. As a new initiative, the company has compiled demographic data across the UK and US ahead of designing policies to increase the diversity of the workforce. The RNID is assisting with an audit on ScottishPower's treatment of staff and customers who are deaf or hard of hearing.

The responsible and sustainable ethos has benefited the company's business performance. The company's approach has strengthened its license to operate, enhanced its reputation and backed up by customer research, offers real competitive differentiation.

Impact

- ✓ A wind energy programme will save an estimated one million tonnes of CO₂ emissions per year by 2005 in the UK and up to two million tonnes in the US.
- ✓ The company's Green Energy Trust has awarded grants totalling more than £60,000 to 14 renewable energy projects at the community level over the last two years.
- ✓ The RuralCare initiative combines strategic tree felling to reduce power failures in rural areas during storms with the regeneration of native woodland.
- ✓ ScottishPower's overall environmental governance was recognised in 2001 by awards from Business in the Environment and the ACCA.
- ✓ ScottishPower committed nearly £2m to fuel poverty projects in partnerships with EAGA and Energy Action Scotland.
- ✓ In 2000/2001, ScottishPower donated £8.3m in cash, £1.5m in goods or services, staff volunteering time equivalent to £1.2m, and was able to leverage £335,125 additional funding from other sources.
- ✓ Seven separate ScottishPower programmes have received Business in the Community's BIG TICK endorsement mark.



Engineering skillseeker Chris Muotoh at work at ScottishPower Learning's Hoylake Training School.



Highly Commended **KPMG**

KPMG believes that the key to long-term success is developing a responsible business ethos that brings tangible, positive benefits to society, its people and its business. Society is at the core of KPMG's values and the company's vision is to turn knowledge into value for the benefit of its clients, people and communities.

Professionally staffed and managed from a core corporate function, there are 12 full-time members of KPMG's Corporate Social Responsibility group (covering community partnerships and environment management) and a network of co-ordinators in every office and department. KPMG has senior partner sponsorship and senior management positions for Stakeholder Reporting and Diversity as well as a Client Service Board (CSB). The CSB reports to the main Board and was created to stimulate thinking and spearhead innovation in client care. Employees are encouraged to volunteer and everyone can take a half day each month during work time for regular volunteering.

Impact

- ✓ Total community investment has reached £4.3 million with various programmes helping more than 11,000 people. Programmes have delivered cost savings of £250,000.
- ✓ CO₂ emissions have been reduced by 10,000 tonnes annually by switching to green energy.
- ✓ KPMG has shared its best practice environmental management system with other enterprises.
- ✓ In a 2001 *Times* survey, KPMG was voted the sixth most admired UK employer.
- ✓ KPMG has over 2,000 active volunteers – 16% of the workforce.
- ✓ KPMG participates in the UK Government's New Deal programme, offering 16-week internships and work experience, now specifically targeting disadvantaged young people.

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