

**Business** in  
the

**Community**

# AWARDS 2006

## Awards for Excellence

In association with the Financial Times and sponsored  
by the Department of Trade and Industry





## Awards for Excellence 2006

Now in their ninth year, Business in the Community's Awards for Excellence are the UK's leading Awards for responsible business practice.

The Awards recognise companies that are integrating responsible business practice into their mainstream operations and are delivering positive impacts on the environment and in the marketplace, workplace and community.

There are a total of 17 categories in the Awards including the prestigious Impact on Society Award which is awarded to companies, who through leadership and integration of corporate responsibility are improving their business and their overall impact on society.

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CLARENCE HOUSE

It gives me particular pleasure to be able to salute all those of you who have worked so tirelessly to make a contribution to your communities, be that at national or local level. The achievement of each and every one of you is enormous and no one can underestimate the time and hard work of the many individuals that each award represents. The oak sapling with which the winners were presented should mean that all those inside and outside your company can share in the sense of pride in what you have done. And I hope that by recognizing your achievement we can increase the impact of it - you have created ideas that work and I hope that many others will follow in your footsteps.

A handwritten signature in black ink, appearing to read 'Charles', followed by a long horizontal flourish line.



At this time of the year, as we come together to celebrate the Awards for Excellence, I feel admiration for the impact and commitment from so many individuals and companies who have made these examples a reality. These Awards are about recognising the success of those who have built long term value, much more than short term philanthropic rewards. Each of the programmes outlined in this book have taken time, dedication and support from senior leadership to ensure that they create a mutual benefit for both the business and our society. Mutual benefit and greater impact has come in a variety of ways. Some have changed recruitment processes or developed the leadership skills of employees through community activities: others have invested in the education of our young people or actively removed barriers which prevent people from leading a healthy and economically active life. Many of the examples illustrate that the innovative spirit that business people use to further their business objectives can also be used to create solutions that bring great benefit to the broader society.

The greatest challenge for us all is how to multiply small actions to achieve scale and the Awards for Excellence celebrate those who have succeeded. It should be all our goals to work together, in our sectors, through our supply chains and in our communities, to inspire and share these innovative examples. Imagine what could be achieved if our 800 member companies replicated the Award winning programmes relevant to their businesses this year!

**Michael Rake, International Chairman, KPMG and Chairman, Business in the Community**



This booklet sets out the Examples of Excellence for 2006 and its purpose is to celebrate success but also to inspire change. For Business in the Community to achieve its mission our vital responsibility is to encourage business leaders to continually improve the impact they have on society through their mainstream business operations and these Awards are an absolutely critical way to inspire change. I congratulate not only the Award winners profiled in this book but all of those many companies that entered the process, which demonstrates so clearly across the UK the increasing commitment of companies to improve their impact on society and their wish to understand and achieve best practice.

The great roll call of honour of those who have received their Big Ticks in 11 Regional Awards ceremonies and the National Ceremony in London, must not, however, make us believe our task has been achieved by celebrating success. This will only be done if, as a result we have collectively inspired the change. The greatest contribution of the Awards for Excellence is that they remind business leaders of the potential for change and the need to influence internally and externally to speed up the change. We all need, however, to inspire a greater sense of urgency in getting inspiring, innovative and successful ideas and examples replicated in our own businesses.

**Julia Cleverdon CBE, CVO, Chief Executive, Business in the Community**





## Impact on Society Award

In association with Tomorrow's Company

### Example of Excellence 2006: Marks & Spencer

## MARKS & SPENCER

For Marks & Spencer (M&S), being a responsible business is about balancing commercial interests with trust. They have proved that businesses can make a positive difference to society and the environment and be profitable at the same time. Over the last 12 months, M&S has introduced more responsible innovations than any other year. M&S is dealing with a very wide range of issues in hundreds of different locations including responsible selling and marketing, selling safe products and addressing food health issues, being an employer of choice, responsible purchasing practices, environmental sustainability, ethical trading involving supply chain labour standards, animal welfare in food, clothing and beauty products and community programmes.

#### Impact:

- The first major retailer in the UK to introduce a range of Fairtrade cotton clothing to stores and convert all tea and coffee to Fairtrade.
- Met salt reduction targets agreed between the retail sector and Food Standards Agency (FSA) four years ahead of schedule, removed additives such as hydrogenated fats from over 700 prepared products, and launched a range of prepared food that is totally additive-free.
- Assessed over 1,250 clothing, food and homewear suppliers against Global Sourcing Principles.
- Led the development of a new approach to managing labour standards in supply chains, allowing retailers to share audit results and better track issues.
- Introduced a unique 'Milk Pledge' which provides British milk farmers with security through a guaranteed price.
- Provided work experience for 2,500 people, including the homeless and disabled.
- Converted sandwich packaging to cardboard sourced from well managed forests.



*...with powerful endorsements from organisations like WWF UK, RSPCA and Greenpeace, M&S is incontrovertibly showing that in the long term, responsible business is good business.*

Chip Goodyear, Chief Executive, BHP Billiton  
Company of the Year, 2005

