

Business in the

Community

AWARDS 2007

25
YEARS OF BUSINESS IMPACT

Awards for Excellence

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





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.

Charles

I would like to take this opportunity to welcome you all to the 2007 Awards for Excellence Gala Dinner. It is an especially important occasion coming as it does in the Silver Jubilee Anniversary of Business in the Community and we are delighted that our President HRH Prince of Wales is coming this year to present the Awards. I want to congratulate all those who have won a Big Tick this year irrespective of whether they go on to win a national award.

We have two special new Awards this year. The first is our Jubilee Award which specifically recognises 42 companies that have established sustained partnerships with specific charity partners, neighbourhoods or social issues and achieved real impact and obvious benefit to the community over at least ten years thereby pre-dating our Awards for Excellence.

The second special Award is our International Climate Change Award which recognises the vital need for all of us in business to tackle with urgency how to move to a low carbon economy and is perhaps the most pressing issue if not of our lifetimes, then surely those of our children and grandchildren.

Our President has recently hosted his own May Day *Business Summit on Climate Change* thereby mobilising 1,200 business leaders across the UK and we are delighted that he will be joined by Former Vice President, Al Gore who has made such an important contribution to the campaign on Climate Change.

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



What a difference ten years makes to the priorities of the business world! Who would have imagined in 1996 in The William Morris Room at the V&A, when we announced that our new Awards would broaden the agenda from community investment and recognise the breadth of responsible business, that we would be celebrating in such style ten years on? In 1996 we were only celebrating the best community programmes with an audience of 400. In this Silver Jubilee Anniversary year we celebrate the brightest and the best of business impact in the marketplace, the workplace, the environment and the community, awarded across the country at regional events attended by over 6,500 guests and culminating with the Award ceremony at the Royal Albert Hall attended by more than 1,600 guests.

As I go round the country attending the different events I am inspired and so proud of what has been achieved. The case for responsible, sustainable business is being made by the startling examples of companies that are creating value for their shareholders, their people, their suppliers, their customers and their communities by living their values. Such companies know that the true test of being a successful business is being successful in the long term. And to do that care must be taken to bring benefit to all those who are touched by the way in which they do business.

I am so grateful too for the collaborative efforts of such a wide array of people in the Awards for Excellence process – 427 entries, 137 assessors, 66 judges, 450 delegates at workshops. All of this amounts to the most extraordinary pooling and sharing of knowledge and experience on responsible business. As always at Business in the Community, it isn't what we know that matters, it's what you, our members and partners know and are continually willing to share, that really helps us all to grow and improve.

My thanks and congratulations to you all.

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



Impact on Society Award

In association with Tomorrow's Company

Example of Excellence 2007: BT



BT's track record in the field of responsible business goes back to at least 1992 when they published their first Environment Report and they have been a leader ever since. In 2004 they signed what was then the world's biggest green energy contract. Social and environmental criteria are integrated into purchasing decisions and procurement standards are set for suppliers which are reducing risk and improving ethical behaviour in their supply chain.

They enhance the diversity and work-life balance of their people by enabling home and tele-working, and with 34% of their people engaged in world class community and education programmes BT is showing how better use of communication and technology can help build their business and create a better world.

Impact

- Carbon emissions reduced by 60% since 1996 and 250,000 native saplings planted in partnership with The Woodland Trust for customers opting for paper-free billing
- 413 risk assessments of suppliers carried out last year with 100% follow up within three months of those categorised as medium to high risk and a further 1,385 suppliers completed their *Sourcing with Human Dignity* questionnaire
- 11,000 of their people in the UK are home-based and 64,000 equipped to work flexibly
- £6m raised for ChildLine since 2003 by BT employees and customers helping 2 million children and in the last two years hundreds of millions of pounds raised for disaster relief through telethons and appeals

...from their extraordinary achievements with ChildLine and the Disasters Emergency Committee, to their comprehensive supply chain programme... this global communications company is building the business and helping to build a better world...

**Stuart Rose, Chief Executive, Marks & Spencer
Company of the Year 2006**



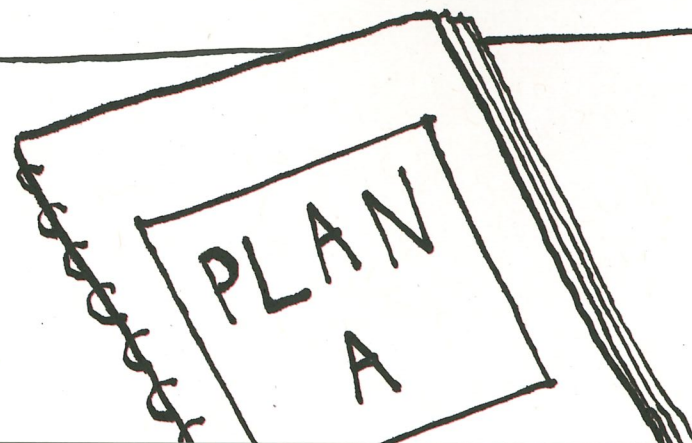
The Prince's Ambassador Award

Stuart Rose

Chief Executive, Marks & Spencer

Stuart Rose has led Marks & Spencer in the development of a £200 million, 5 year, 100 point 'eco-plan' which pledges that by 2012 the company will (a) become carbon neutral; (b) send no waste to landfill; (c) extend sustainable sourcing; (d) set new standards in ethical trading and (e) help customers and employees live a healthier lifestyle.

Having joined the company as CEO three years ago, Stuart has helped transform the business and integrate their long standing commitment to corporate responsibility into the mainstream. Under his leadership, Marks & Spencer launched the pioneering *Look Behind the Label* campaign, engaging their customers with ethical sourcing issues and promoting the company's values based approach. He has personally and passionately driven 'Plan A', and chairs the revamped CSR committee which he renamed the *How We Do Business* team. As a result, executive directors report on a quarterly basis against Plan A targets, driving them through all areas of the business.



I could not be more delighted that Stuart Rose is to be my National Ambassador for the coming year. His leadership, clear vision and personal commitment to achieving a genuinely environmentally sustainable business is embodied in Marks & Spencer's ambitious 'Plan A'. Stuart's firmly-held belief that doing nothing is simply not an option will, I am sure, inspire others to follow his example, and I am sure that he will use his position as my Ambassador to encourage and lead businesses to work together in order to tackle climate change...

HRH The Prince of Wales



Marks & Spencer Sieff Award

Adele Blakebrough MBE

Chief Executive, Community Action Network (CAN)



In 1989 Adele Blakebrough co-founded Community Action Network (CAN) to transform the lives of deprived communities. With 850 members CAN is now recognised as one of the UK's leading organisations for the development of social enterprise. Appointed Chief Executive in 2004, Adele's passion to turn good social enterprises into great ones, and her belief that their relationships with business should be based on equity rather than debt, led in 2005, to a unique partnership with the private equity firm Permira. The company invested a million euros in a social enterprise Investment Fund and released its staff to work with CEOs and management of high-potential social enterprises to help them grow and develop. Then, following a meeting between Adele and the MD of Sony Europe, CAN launched a development course for Sony's future leaders who complete strategic projects for social enterprises.

Among the social enterprises receiving investment are Belu Water, Green-works, Law for All, TimeBank and Training for Life all of which have experienced a step-change in their businesses. And the CAN Social Investment programme is attracting interest from other companies, testament to Adele's ability to bridge the gap between the social and corporate sectors.



*Adele and CAN are a conduit,
a window on the sector.
They are the experts as far
as we are concerned and
the partnership with them
just made a huge amount
of sense for us...*

Damon Buffini, Managing Partner, Permira



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Business in the Community is a unique movement of over 750 member companies, with a further 2,000 plus engaged through our programmes and campaigns. We operate through a local network of more than 100 business led partnerships and 60 global partners.

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July 2007



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Registered Details 137 Shepherdess Walk, London N1 7RQ. Telephone: 0870 600 2482 Registered Charity No: 297716. Company Limited by Guarantee No: 1619253 Designed and produced by LE GUN www.legun.co.uk Printed by Beacon Press. Printed on Revive Uncoated, containing 100% de-inked post-consumer waste. Product01AWD000356