

A large red circle is positioned in the upper left quadrant of the page. It contains the text 'AR: Review 2010' in white, bold, serif font.

**AR:
Review
2010**

A new
framework for
best practice
annual report
information
design.

Truly Deeply
Brand Strategy & Design



Environmental and Social Responsibility; are you having an impact?

The social and environmental impact of an organisation is usually presented as an afterthought, if at all. Intentionally or otherwise, this approach sends the signal that these issues are not considered important to the organisation.

The best reports describe social and environmental activities and their importance to the organisation, its business strategy and culture. They also demonstrated how they were measuring the effectiveness of their activities and provided data from previous years for comparison, setting clear and measurable objectives for future improvement.

Best Practice Principles

- What are the corporate environmental and social responsibility activities of your organisation and why are they important to the business?
- What targets and objectives have been set-out for environmental and social responsibility activities? What effect do the organisation's activities have on the environment and community, and what measures are being taken to minimise the impact of those actions? What mechanisms are in place (if any) for reviewing and increasing the effectiveness of those measures?
- How does your approach to corporate environmental and social responsibility link to your business strategy?
- Does the report provide an external perspective of your activities and impacts?

Reports should include the '...measurement of past performance, analysis and discussion of past performance, discussion of ongoing strategies, and description of specific environmental and social risks...' Confidence in Corporate Reporting Survey 2007, Detailed Findings. CPA Australia.

An excellent sustainability report should enable the reader to form a complete view of the organisation's operations and impacts.' Criteria statement: Australasian Reporting Awards.

Corporate responsibility

Our corporate responsibility vision is to become the world's most responsible airline, and we have developed guiding principles that describe what we are doing to achieve this goal.

This report contains the activities of British Airways passenger and cargo operations from 1st April 2007 to 31st March 2008 in conjunction with the 2008/09 report and pages 14 to 16.

08 are summarised under space, marketplace, environment and investment.



Strategy
Our approach to corporate responsibility has three main components – the vision, goals and programme plan.

Our activities are centred in four key areas:

- Workplace – ensuring that we provide sustainable employment for current



Community
In January 2008, our corporate responsibility report features the responsible marketplace community provides in growth for

British Airways Annual Report and Accounts 2008

A Sustainability Report cover

4.3 Sustainability Report cover

Our vision
Our corporate responsibility vision is to become the world's most responsible airline, and we have developed guiding principles that describe what we are doing to achieve this goal.

Our approach
Our approach to corporate responsibility has three main components – the vision, goals and programme plan.

Our activities
Our activities are centred in four key areas:

- Workplace – ensuring that we provide sustainable employment for current

Our commitment
We are committed to reporting on our progress in achieving our vision, goals and programme plan.

Our performance
Our performance in 2007/08 is summarised in this report.

Our future
Our future plans are outlined in this report.

Our contact details
Our contact details are provided at the end of this report.

Regional Geographical Total Number of Employees

Direct Economic value and distributed 2007

BHP Billiton Annual Report 2007

Managing our business impact

Introduction
The business impact of our operations is a key focus of our corporate responsibility strategy.

Governance and management
Our governance and management structures are designed to ensure the effective implementation of our strategy.

Key highlights
Our key highlights include significant improvements in energy efficiency and carbon emissions.

Business context
Our business context is shaped by global climate change and the need for sustainable energy solutions.

Our strategy
Our strategy is to lead the market in responding to growing consumer demand for low-carbon products and services.

Key highlights

17m¹
Energy efficient UK household energy efficiency products provided

38%
2012 target To reduce our carbon intensity

Tackling climate change

Reducing carbon emissions while securing future energy for our customers is a very significant challenge. But climate change science makes unequivocal the case for a low-carbon future and we have an important role to play in making it happen. Our strategy is to lead the market in responding to growing consumer demand for low-carbon products and services; to maintain our low-carbon position on power generation; and to work with our employees and suppliers to reduce the environmental impact of our operations.

Centrica Annual Report and Accounts 2007

If you would like to know more about our methodology for transforming good annual reports to great shareholder communications and how it may be applied to your report, call our client services director Malcolm on (03) 9693 0000.