



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 covers the activities of British Airways' passenger and cargo businesses and it forms part of, and should be read in conjunction with, the Directors' report set out on pages 54 to 58.

The highlights of our corporate responsibility activities in 2007/08 are summarised under four headings – workplace, marketplace, environment and community investment.



Governance

In November 2007, we created a new corporate responsibility department, bringing together our former Community Relations and Environment teams. The activities of the team are overseen by our Corporate Responsibility Board (CRB), which is chaired by our Chief Executive, Willie Walsh and attended by Baroness Kingsmill, a non-executive director. In addition, the CRB includes representatives of health and safety, as well as people with responsibility for emerging issues such as climate change, whistleblowing, responsible procurement and fuel management.

The CRB, which meets quarterly, is supported by the Corporate Responsibility Team and Corporate Responsibility Champions drawn from across the business. Their work is further supported by a variety of steering groups including health and safety, diversity, disability, procurement, fuel, environmental management and information technology.



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 employees and become the employer of choice for future employees;
- Marketplace – working with suppliers and customers to build a more sustainable business;
- Environment – making sure we minimise our impact on the environment, including our contribution to climate change, air quality, noise and waste; and
- Community investment activities – supporting diverse projects that help to make communities in the UK and overseas more sustainable.

We have identified performance goals to measure our progress in each of these four areas.

Finally, we have developed a programme plan containing over 80 programme level activities and several hundred individual projects aimed at delivering our corporate responsibility strategy.



Communications

In January 2008, we upgraded our corporate responsibility website 'Respecting our World'. The site features the four key corporate responsibility areas of workplace, marketplace, environment and community investment. It also provides information on responsible growth for aviation, future Heathrow development plans and information on responsible travel.

Also, in January 2008 we upgraded significantly our carbon offset scheme for passengers, introducing a highly-visible, 'one click' option into the booking process on ba.com.