WELCOME TO ONE DESTINATION. British Airways’ corporate responsibility newsletter. We hope this will bring you up to date with the initiatives we are undertaking across the airline to help deliver our corporate responsibility vision.

OUR VISION seeks to ensure our customers fly confident that together we are acting responsibly to take care of the world we live in. After all we only have one destination…responsible air travel.

WHAT’S INSIDE

Department focus: World Cargo page 2  Corporate responsibility focus page 3  Hints and tips page 4  Interview with Jim Heywood - BITC page 4

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BRITISH AIRWAYS, the Metropolitan Police, Southwark; Charlton Athletic Community Trust; the South African Police Service and the Foreign and Commonwealth Office have done it again! The education and sports based Safer Communities programme has already been rolled out across Johannesburg and Cape Town; this time it’s Durban. On launch week alone 16 schools and over 1500 children from three township communities benefited from the scheme along with 24 youth football coaches being trained to make sure the scheme is carried on.

IT’S another first! British Airways was the first airline to offer carbon offsetting and is now the first airline to win Government approval following the launch of the Department for Energy and Climate Change new Carbon Offsetting Quality Assurance Scheme. Customers can be even more confident their offsetting is making a difference. Turn to page 3 to find more news about the scheme…

talking about responsibilities with Jonathon Counsell, head of environment

WITH THE GOVERNMENT giving the go-ahead for the third runway at Heathrow it has been an exciting start to the new year.

We recognise that this is really the beginning of an intense phase of activity for seeking final planning permission and with the key issues being the impact of the third runway on the environment we are going to be very closely involved in this process.

To support us in this work we would like you all to welcome Dean Plumb to the team - Dean hails from flight operations and is perfectly qualified to support us with our third runway work and will also pick up the key external and internal stakeholder engagement activity. Welcome Dean!

The other major piece of work we are involved in is the Aviation Global Deal work leading up to the international climate change summit in Copenhagen in December. This was publicly launched in Hong Kong on February 11 and will now follow with an intense period of lobbying of all the key stakeholders to ensure the aviation sector is allowed to play its part in moving to a low carbon global economy.

“We are leading the climate change agenda amongst the airlines”

In addition we also announced our 50% reduction in net CO₂ emissions by 2050, a target which was well received - we have just done an interview for Danish state television so we know it has received international coverage!

FAREWELL

Finally I would like to say thank you very much to both Amy Banks and Kevin Morris who have moved on to new roles - Amy to the Customer Directorate responsible for Customer Relations and Kevin to SBAC, an industry association representing the aviation manufacturers - good luck to you both and thank you for your significant contributions.
IN THIS newsletter we take a look at the work of the corporate responsibility team in BA World Cargo. The team has worked and continues to work incredibly hard to meet their corporate responsibility goals. Here is an overview of a number of initiatives they have undergone.

**CARGO CORPORATE RESPONSIBILITY GROUP**

Corporate responsibility is a key theme of British Airways’ business plan.

BA World Cargo’s corporate responsibility and energy user groups meet once a month, representing all areas of cargo. Their role is to communicate the actions that are taking place to reduce the carrier’s impact on the environment from very small projects to major initiatives.

For example, over the past few weeks, over 80 waste bins have been removed from desks in their head office building Carrus, the general freight facility Ascentis and Premia which is used for premium cargo. This means they’ll be using 24,000 fewer plastic bin bags a year.

The Properties team have completed a light saving initiative for Premia and Ascentis so outdoor lights will be off during the day and automatically come on as light fades. This work continues in Carrus and begun with a survey of all lighting and the systems that manage how and when lights are used around the whole building.

**Green bag day - what was it all about**

A staff spring clean cleared the decks of waste and rubbish and uncovered some unusual items at BA World Cargo’s Heathrow base on a special day set aside for recycling.

In all, 160 massive sacks of recyclable paper and confidential waste were collected on 16 January in a project called ‘Green Bag Day’ driven by cargo’s corporate responsibility team.

There were also collection points set aside for unwanted electronic items and general equipment. Alongside keyboards, old landline and mobile phones, cables and laptops, some of the more unusual items included three old televisions, two metal ladders, a couple of really old printers and a large broken metal cage.

The project was led by Alison Healy, business manager, Heathrow logistics.

She said: “This massive day long effort has allowed us to recycle, reuse and return paperwork, documents and electronic equipment in Premia, Carrus and Ascentis. In the process of doing so, we’ve cleared desks and cupboards and freed up so much space.”

**Green.team@ba.com**

BA World Cargo’s corporate responsibility team are actively encouraging staff to contact them with their ‘green’ ideas and suggestions.

An email address called green.team@ba.com has been created, which is monitored around the clock.

Emails are forwarded to experts across the airline so a response can then be sent to the person who sent the email in the first place.

So far, suggestions have included wind machines on the top of Ascentis, converting vehicles to environmentally friendly LPG fuel and a request for a light switch in an office with a light but without a light switch!

If you have any ideas or questions for BA World Cargo’s corporate responsibility group, please send them an email at green.team@ba.com

**Changing Routes to Reduce CO2 Emissions**

Recent schedule changes mean British Airways World Cargo’s longhaul freighters will be saving 2.5 million kilos in fuel and reducing CO₂ emissions by almost 25,000 tonnes each year.

These reductions have been achieved by reducing scheduled stops and through the use of a sophisticated flight planning system called Cirrus. Flight details are entered into Cirrus, which then calculates the best routes for aircraft to use taking into account factors such as distance, payload, fuel burn and weather.

Jude Winstanley, head of network and freighters for BA World Cargo, also leads World Cargo’s corporate responsibility team. He said: “One of our customers recently told us that 75 per cent of their customers were putting environmental criteria into their contracts. This isn’t going to go away. Even through a recession this will become more and more important to our customers.”
“Coal is one of the worst fuels for producing carbon emissions,” says Jonathon. “There is a big drive in China to reduce their reliance on coal as the economy grows. And of course, it doesn’t matter where you save on carbon emissions – the whole world benefits in terms of less global warming.”

Last year BA passengers made voluntary contributions of almost £1 million to our three offset projects via the online carbon offset scheme. The wind farm, and the two other clean energy projects BA has chosen to fund, are part of a United Nations scheme throughout the developing world called the Clean Development Mechanism (UN CDM). Investors have the UN’s assurance that projects undertaken through the scheme are bona fide projects that produce real additional CO2 savings.

AT THE START of the year a British Airways team headed out to the bleak and beautiful Mongolian steppes to see for themselves the very real contribution BA’s carbon offsetting scheme is making to the fight against global warming.

Jonathon Counsell, head of environment; Leigh Hudson, corporate responsibility manager and Rob Webb, general counsel, were part of the group that ventured to the Bayin’aobao Wind Farm in China’s Inner Mongolia region.

“This is probably the best place in the world for a wind farm. Not only it is incredibly windy, but the site has a minimal impact on local communities since very few people live here,” explains Jonathon.

Vision
The vision of One Destination is that our customers fly, confident that together we are acting responsibly to take care of the world we live in.

With our customers and colleagues we are determined to lead the industry in finding solutions and will continually review how we fly what we fly and what we buy to ensure we are the most efficient and responsible airline in operation.

After all we have only one destination… responsible air travel.

Happy 20th birthday Sreepur village
About 20 years ago, Pat Kerr, former BA cabin crew, used to visit a children’s home during her stopovers in Dhaka, Bangladesh. When she discovered it was threatened with closure, she contacted BA News asking for colleagues to help her raise £300,000 to build a new orphanage. The response was overwhelming, almost £1 million was raised. On February 6, 1989 Sreepur village was born. BA’s community relations team has fully supported the project and hundreds of BA people have taken the village to their hearts.

Pat says: “The phrase ‘corporate responsibility’ is very recent, but more than 20 years ago we were showing ourselves as a workforce that felt a responsibility to the communities we served.” The village’s success cannot be underestimated and the opportunities it offers for a better life are immeasurable. The village houses 580 babies and children and more than 100 destitute women. It provides food, clothing, education and vocational training so that they can look forward to an independent life.

The work at Sreepur passes the sustainability test in every way. 20 years of sustainable effort have equaled 20 years of a sustainable community - it is a remarkable achievement.

Strategy- The four routes
- Environment – Reduce carbon emissions, waste, noise and improve local air quality
- Community – support charities and communities in the countries we fly to and from
- Marketplace – encourage and facilitate our customers and suppliers to be more responsible
- Workplace – encourage and facilitate our colleagues to be more responsible
Hints and tips to save energy at home

Recycle your cans, jars, bottles, paper and cardboard to reduce landfill waste and save energy. Recycling just one plastic bottle saves enough energy to power an 11w low energy bulb for 30 hours.

Fit heat reflectors or sheets of aluminium foil behind radiator to reflect heat back into your room. This simple step will reduce the amount of heat lost through walls and will help keep your heating bills down.

Only boil as much water as you need when making Tea/Coffee. If everybody did this, we would save enough energy to light nearly half of the UK’s street lights.

Fancy changing your environment?

ALL OUR COLLEAGUES have a part to play in One Destination. There are lots of things people can do to get involved- for example recycling where possible, turning off taps and lights and encouraging members of their team to do the same. We know that our colleagues already take these issues seriously, but if you are passionate and energetic and really want to improve your working environment, then please get in touch. Providing practical support to the team in areas across the business is not only worthwhile, but also an opportunity to learn new skills.

To get involved and volunteer to become a CR champion, email One.destination@ba.com

I hope you have enjoyed this issue of One Destination. In the next newsletter we will report on what goes on around the company and we will focus on another area of the organisation to report on their initiatives and progress on their activities to support the corporate responsibility agenda. Also we will seek the opinion of another of our external stakeholders.

Alessandra

Q) In your view, is it acceptable to continue to fly?

A) The Climate Change Act 2008 states that the UK and its businesses must reduce carbon emissions by 80% by 2050. To achieve this will require the innovation of new technologies and alternative fuels, and more efficient use of fuels. The work BA and Rolls-Royce have done on alternative fuels is a great example of a step in the right direction on this. Whilst new technologies are being developed, Business in the Community recommends that businesses reduce carbon emissions where possible, which includes reducing air travel to only those journeys which are necessary. Business meetings that are ‘first encounters’ or key deals will probably continue to take place face-to-face, and will need flights to bring people together. However for other meetings we would encourage the use of tele/video-conferencing. With its investment in research, and involvement in initiatives such as the Prince’s May Day Network on climate change, BA has the opportunity to lead the industry towards greater sustainability and responsible business practices.

Q) How important should the ethical behaviour of an airline be to consumers and why is corporate responsibility important to airlines?

A) Research has shown that for consumers, price and quality are the top considerations when choosing products and services. However, over the past few years, consumers have been increasingly considering the ‘ethical’ credentials of the products and services they buy as well. In addition, in the current economic climate, consumers’ trust of business has declined. A 2008 survey found that consumers ranked ‘responsibility to the environment’ in the top 5 most important criteria in their trust of brands, so establishing its ‘ethical’ credentials can help a business win back trust and, importantly, retain and win new business. In terms of corporate customers, more and more businesses are integrating responsible practices into their core business, and considering the social and environmental performance of a business when choosing their partners and suppliers. So there is undoubtedly commercial potential for the first airline that really establishes itself in the minds of customers as a world leader in responsible aviation/travel.

A question of responsibility

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