



# one destination

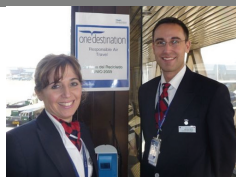
## The Corporate Responsibility newsletter

**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.

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### WHAT'S INSIDE

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Willie Walsh was invited to a prestigious UN Leadership Forum on Climate Change on 22 September. He was one of only three airline representatives at the event which was attended by more than 60 heads of state and 200 leaders of industry. The purpose of the Forum was to discuss how to build positive momentum for climate negotiations taking place in Copenhagen in December and how business can be part of the solution. Willie called for the UN to include aviation in a post-Kyoto agreement on climate change through the adoption of a global, sectoral approach. He highlighted the IATA target for aviation to reduce net emissions by 50 per cent by 2050 and achieve carbon neutral growth from 2020.

## TALKING ABOUT RESPONSIBILITIES with Jonathon Counsell head of Environment

**WE are now in the final run-up to the Copenhagen summit in December where critical decisions will be made affecting how the airline industry will be regulated with regard to CO<sub>2</sub> emissions.**

Our priority in the next three months, in conjunction with our industry partners and IATA, is to undertake extensive lobbying of the key representatives at the December summit, particularly those from developing countries who will be looking for developed countries to take the lead.

In years to come the Copenhagen summit will be seen as a pivotal moment in tackling the global issue of climate change and we believe we have given ourselves the best chance of protecting the sustainable growth of our economically vital industry.

We have been working very closely with IATA to determine a unified industry position and we are very pleased to say that we now have a fully supported industry position which will increase our ability to achieve the desired outcome in December.

### “We are on our way To Copenhagen”

The main elements of this position are:

- A global sectoral approach to be applied as opposed to inclusion in national regulations.
- Adoption of ambitious targets including a 50% reduction in net emissions by 2050 and carbon neutral growth from 2020.
- Use of market based measures with access to global carbon markets as the most cost effective mechanism for the airline industry to meet its environmental targets while avoiding a patchwork layering of duplicative regulation.



...and on the final note...

Please extend our warm welcome to Jennifer O'Brien. Jen has recently joined the Environment team to support our work on Air Quality and Noise which will play a key part in our efforts to support the third runway.

IN THIS newsletter we take a look at the work on Corporate Responsibility by the British Airways Services (BA S) team. Paul Coby, CIO and Head of BA Services talks about the challenges and the achievements of the IT and Property teams since the reorganisation earlier this year.

## focus on BA Services

### A financial focus

When BA Services was formed earlier this year, we inherited two very strong Green Social Responsibility Programmes from IT Operations and the Property Department.

Both programmes were built on the "Reduce, Reuse, Recycle" philosophy, which is central to our Corporate Responsibility ethos. Cutting waste in the environment fits very well with our Lean objective of cutting waste from our processes and cutting financial waste.

### Reducing printing

I was staggered to learn a few years ago that BA printed 80 million sides of paper every year. So we gave ourselves another ambitious target of a 50% reduction in BA's office paper consumption by 2011. There is now an automatic requirement to enter a PIN number into the printer to print, which means that large numbers of forgotten or unwanted jobs don't get printed. As a further example, scan-to-file has been implemented so information can be saved direct to the computer store in Cargo instead of making a printout.

### Green property services

BA Property Services has a target to deliver a 20% reduction in energy use by 2012. They have an initiative to save unnecessary lighting in Waterside (BA head office) and other Heathrow facilities which has already contributed to 742 tonnes of CO<sub>2</sub> reduction, which represents a saving of £53,732.

This is a great example of how green and financial savings go together.



Paul Coby

### Zero waste to landfill by 2010

Property Services provides the full waste management solution for our Heathrow and Gatwick operations and the hazardous waste management for our regional locations at Newcastle, Manchester, Glasgow and Edinburgh. BA Property Services has been working with Grundon, our waste management contractor, to find alternatives to landfill, thereby avoiding problems for future generations, and to ensure that we achieve our corporate goal of zero waste to landfill by 2010: a tremendous achievement. As a further benefit we will use Grundon energy from their new waste plant at Colnbrock.

### Reducing our net CO<sub>2</sub> Emission by 50% by 2050

The Green IT (Information Technology) group developed the stretch target of reducing our IT carbon footprint by 25% by 2011. Outside the airline industry IT is a significant contributor to CO<sub>2</sub> emissions, approximately 2.6% of the global total. A large part of this is the power consumption of data centres.

The former team did a great deal of work to reduce energy consumption in our two data centres at Cranebank and Bodicea House (Heathrow area). We have optimised airflow with racks of computers clustered into hot and cold aisles and fresh air utilised for cooling the halls. The ambient temperature was raised in the computer halls to 23.5°C to reduce cooling requirements and will go up to a sub-tropical 25°C. We have put in virtualised servers, which means that multiple servers act as one single computer – thus utilising unused capacity better and saving large amounts of power – as well as cost. We are using much more energy-efficient models of laptops, PCs and display screens and 80% of non-operational PCs (i.e. all non-operational ones) are automatically switched off outside of office hours. All of this has reduced CO<sub>2</sub> emissions by over 6,800 tonnes at year. and this has helped us to be ahead of our plan to reduce our CO<sub>2</sub> emissions from IT by 25% by 2011.

### Recycling 50% of our waste by 2010

BA Property Services and BA Technology Services are active in encouraging and implementing recycling initiatives. We are currently recycling at 40% and BA Technology Services ensures that 80% of IT kit is reused internally with the rest donated to charities. What is left disposed of as waste in accordance with EU guidelines.

### Getting involved with One Destination

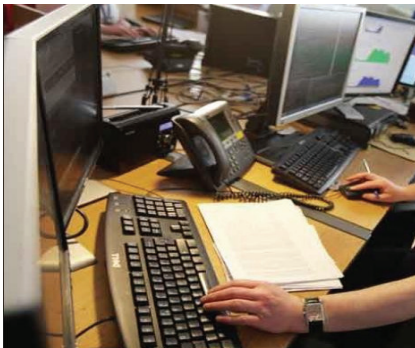
BA Property Services has ensured the placement of recycling facilities in a number of locations making it much easier for all of us to ensure our paper cups, plastic cups, plastic lids and bottles are properly recycled.



Bodicea house data centre

### Supporting our community projects

Tied into the recycling goal but also supporting the community projects goal, our Green IT group has identified a list of charities to donate hardware to. This includes any surplus desktop PCs and monitors, for example, 12 PCs were recently donated to an orphanage in Nigeria.



In summary, we've just begun and we're on track to meet our targets. Green matters more than ever and you make progress by looking at anything and everything. This is all about driving out waste – waste of energy or materials, waste in process and waste in money. It all really does come together!

### Share your ideas with us

The Green IT group ran an Ideas Exchange in July 2009 to gather further ideas about CO<sub>2</sub> reduction from the BA Services staff and a number of great suggestions were submitted. We are very keen to hear everyone's ideas and suggestions around environmental initiatives to help the progress. If you have any further energy-saving or other green ideas, please email [energy.property@ba.com](mailto:energy.property@ba.com).

## Destination Buenos Aires

**WE HAVE a number of Corporate Responsibility champions across the Globe who do a great job. Albertina Lavigne, account manager based in Buenos Aires, has gone that extra mile to support One Destination. Back in April, thanks to Albertina, we made the Queen's birthday party event at the embassy in Buenos Aires extra special by making the party carbon neutral.**



Florescia Jimenez and Albertina Lavigne



Albertina said: "The embassy contacted us to help them offset the party's emissions through a UN-certified programme. We were happy to assist and used this opportunity to promote the BA carbon offset scheme. We aim to encourage other companies to offset their corporate travel by following the embassy's example."

Albertina did not stop there, last June she celebrated UK recycling week in Buenos Aires! Albertina distributed One Destination signs at the airport boarding gates and invited passengers to collaborate with a recycling programme by dropping used boarding passes in the recycling foundation bins.

Albertina added: " We chose Fundacion Garragan, an institution that runs a programme in aid of sick children of the Garragan hospital". Albertina also ensures that One Destination achievements are regularly published by the Camara de Comercio Argentino-Britanica's newsletter.



Cat Deeley at Change for Good project, Sao Paulo

**IN APRIL 2009 Change for Good donated £200,000 towards developing children's rights in Brazil's urban centres.** UNICEF's mission is to make sure the rights of every child and adolescent are respected.

## Deeley visits Change for Good project in Brazil

In densely populated parts of the cities, children are often denied such basic rights as a safe, clean place to live and access to clean drinking water. Furthermore these communities often have low quality services such as health and education.

With help from Change for Good funding, UNICEF Brazil aims to ensure that the young people of Sao Paulo and Rio de Janeiro have equal access to services and opportunities that protect, respect and guarantee their rights, focussing on child participation and giving them a voice in decisions that directly affect them.

By the end of 2009, it is hoped that 180,000 children and adolescents will have benefited from the project, helping to change the reality of their daily life and improve their access to basic rights.

In August a small group of Change for Good crew champions visited the project and witnessed the great work of these centres with representatives from UNICEF, British Airways and celebrity Cat Deeley who is a UNICEF high-profile supporter.

## Spelthorne "junior" citizens learn about safety

**FOR THE SECOND year running, the Community Learning Centre has been hosting the Spelthorne Junior Citizen Event.** During two and a half weeks in September, every Year 6 students from Spelthorne Borough Schools (approx 1,100 children in total) came through the doors of the Centre, to learn how to stay safe at home, at school and at play. Through various interactive activities, the children learned how to stay safe near water and on the roads, and how to react if approached by a stranger in the street or on social networking sites and chat rooms. Other activities taught fire safety, first aid, citizenship, and how to correctly make an emergency call when necessary. They went back to school with a handbook to reinforce their learning.

The event was run by Spelthorne Council, in conjunction with the police, fire brigade, nurses, community wardens etc.. Colleagues from the CLC, as well as volunteers from a wide variety of BA departments, helped to run some of the activities, and support with the logistics of moving groups of children between activities.

The huge success of the event is a tribute to the teamwork involved. We held a Press Day, when the Mayor of Spelthorne and the Borough Council Chief Executive, together with senior management from BA came to see the event and the value it brings to local schools and communities.



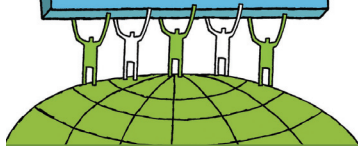
Children attending the Spelthorne junior citizen event

## A question of responsibility

IN EACH issue we talk to experts from a range of industries about the paradox between being corporately responsible and flying. In this issue we interview Wendy Stephenson, CEO of The Converging World, a UK based charity that invests in renewable energy projects in the developing world.



THE CONVERGING WORLD  
WE ARE ALL CONNECTED



**Q) Is Corporate Responsibility important to an airline?**

Corporate Responsibility should be critical for every organisation including an airline. But Corporate Responsibility has to be more than a smart marketing strategy. Our economy depends upon the environmental services provided by the earth's natural resources. In recent years we have been bombarded with evidence that we are living beyond our means. This impacts our economy and social well being.

In this context what does corporate responsibility mean? A whole industry has been built around delivering corporate responsibility. Professionals help organisations set targets and put processes in place, report and demonstrate their achievements and benchmark performance. But ultimately the real outcome has to be about effective action that makes a difference.

In the years ahead we face unprecedented challenges. The UK government chief scientist recently reported that 'Food reserves are at a 50 year low but the world requires 50% more energy, food and water by 2030. Climate change will exacerbate matters in unpredictable ways'. Is it for business to tackle these global matters? Ultimately we all need to address these very real issues and urgently. These are global problems but the impacts are localised and often that is where we will find the solutions.

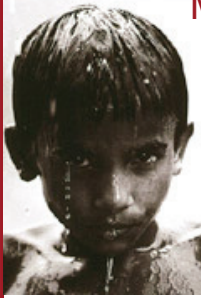
Collaboration is key to delivering these solutions and it is time to be bold. It is time to think outside the corporate box and for an airline that connects people across continents and regions, this is an opportunity to facilitate partnerships that can work together to bring about the solutions we so urgently need.

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

Emissions are rising and many of us are not aware of the impacts of climate change. But for millions of people in some of the most vulnerable communities, the impacts of climate change are already being felt. Those who suffer most have done the least to cause it, contributing less than 1% of carbon emissions.

So is it acceptable to continue to fly? We might also ask is it acceptable to keep driving or for cafés and shops to have their air conditioning turned on so high in the summer months that I have to put my coat on or go outside to warm up! There are many areas of our lives where we could cut our CO<sub>2</sub> emissions. Some make it a personal choice not to fly, others choose not to drive. I can address many aspects of my own personal life but it is impossible for me to reduce from my 9 tonnes of CO<sub>2</sub> to just 2, unless I give up my job and spend £25,000 retrofitting my house with renewable energy and air-tight draught proofing. But I can help to reduce CO<sub>2</sub> because I can offset or donate into a project that will enable CO<sub>2</sub> reductions. This isn't so that I can carry on regardless but if we have limited time and limited budget then we must 'reduce emissions wherever, and however it is cheapest to do so' – and I can do that now.

### Make a difference this Christmas...



Sreepur Village, Dhaka, Bangladesh, was born 20 years ago thanks to BA cabin crew member Pat Kerr. The village houses 580 children and over 100 destitute women providing food, clothing and education.

Sreepur Village  
handmade  
charity Xmas  
cards

[www.sreepurcards.org](http://www.sreepurcards.org)



Help Sreepur to make a difference this Xmas...

## 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 using all available recycling facilities in the appropriate manner and encourage colleagues 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](mailto: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*



After you read this newsletter, please recycle it to help the environment

