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.

British Airways scored SILVER (83%)

The Business in the Community index assesses the extent to which Corporate Responsibility is integrated into business practice throughout an organisation. It provides a benchmark for companies to evaluate their management practices in four key areas of Corporate Responsibility (community, environment, marketplace and workplace) as well as performance in a range of environmental and social impact areas. This year more than 140 companies have used the Index as a management tool, with 126 companies participating publicly.

Talking about responsibilities with Nigel Dowdall head of Wellbeing

“January 2009 saw the birth of the new ‘Wellbeing’ team in BA. It brought, together Health Services, Community Investment and Diversity teams to sit alongside the Environment team within the People & Organisational Effectiveness directorate.

All three areas are involved in aspects of customer, community and colleague wellbeing, contributing to three of the four pillars of the One Destination programme – marketplace, community and workplace. I look forward to working with the Environment team in building on the early success of One Destination in highlighting BA’s achievements as an industry leader in Corporate Responsibility.

The Wellbeing team are currently working to develop a comprehensive strategy, delivering measurable goals that are aligned to BA’s business plan. Bringing the areas together gives us an exciting opportunity to exploit the overlaps and synergies of the individual areas.”

“Much of the work that will contribute to the Wellbeing strategy is already under way, in areas such as volunteering, support to community projects across the BA network, introduction of Harassment Advisers and Mediators, training programmes for diversity and disability awareness, local health promotion campaigns, development of a food safety management system and information for staff and passengers on health issues such as swine flu.

However there are other companies in the UK who are currently well ahead of us in delivering a Wellbeing agenda – companies such as Royal Mail, Nestle, Unilever, Ernst & Young are now showing impressive gains not only in employee engagement, but also in productivity and impact on the bottom line. Like the Environment, a company’s attention to Wellbeing issues has become an important factor for many investors and corporate clients, as well as being a key contributor to the ability to attract and retain talented staff.”

“Over the next few months I and the rest of the Wellbeing team will be looking outside BA, to see what other people are doing, what works well and which ideas might work well for us. I look forward to introducing some exciting new initiatives across the airline in the coming months – initiatives that will really make a difference to our colleagues, our customers and the communities around us.”
IN THIS newsletter we take a look at the work of the Corporate Responsibility work in Engineering. The department has worked and continues to work incredibly hard to meet their Corporate Responsibility goals. Mark Novell, design assurance manager gives an overview.

CORPORATE RESPONSIBILITY within Engineering continues to gather pace. We have established two working groups to review fuel efficiency and weight saving ideas and also energy and waste management.

**Waste and energy**

Working with our colleagues at Grundon’s, EMCOR and Interserve, we are recycling paper, cardboard, plastics, pallets, carpets, batteries, drinks cans and have removed general waste bins in many office areas to encourage recycling.

When transporting components we have reduced or replaced non-recyclable packaging material with recyclable material. A paper crusher is used to produce packaging, which is used to protect aircraft components during transportation.

Our component overhaul section has introduced a walk round shutdown procedure at the end of each day to ensure all electrical equipment is switched off when not in use. Timer switches have also been introduced. In addition the previously stringent climatic control system, which lead to the air-conditioning and heating systems to counteract each other, has been adjusted to produce energy and cost savings.

At LGW the EMCOR team has introduced fans to redistribute the hot air from the ceiling area of the hanger. This downdraft displaces the cold air reducing the energy required to heat the hanger.

**Aircraft weight saving and fuel efficiency initiatives**

The aircraft weight saving activity has encompassed colleagues from every department of engineering, the team has collectively worked to remove and in many cases package and store unused aircraft equipment.

The initiatives have included colleagues from BAMC, BAMG, BACE, BAAE, BAIE, Materials Management, LHR Delivery, Quality, Engineering Services and Operations Support.

A suggestion scheme was run and we have now focused our attention on some of the 'quick & easy' ideas so that we can generate savings immediately.

We are already in the process of removing unwanted items from the aircraft to reduce our fuel burn. Numerous ideas submitted last year have been developed into aircraft modifications and will deliver in excess of 16,900kgs in weight savings. Simple changes such as the IFE spares pack removal, modifications to the World Traveller seats and the removal of the air stairs on 737 aircraft have already generated savings in excess of 6,500 tonnes of CO₂.

This is a great start, there are many more items to look at with a view to carbon efficiency and we will continue to work through them to maximize environmental benefits.

Colin Lakin, team manager aircraft interior installations, who led the initiative, said: “ The response to the ideas generation scheme was tremendous, showing the commitment of all engineering colleagues to deliver real cost and environmental benefits back to the business”.

We have also been implementing a number of ideas that will improve the fuel efficiency on our aircraft; ideas such as compressor washing of our engines, aerodynamic improvements and a daily review of all defects related to aircraft fuel burn.

**Corporate Responsibility Targets for 2009**

One-destination has set some industry leading environmental targets, which we are in a superb position to help deliver.

The key targets that we in Engineering can help to deliver include:

**Zero waste to landfill to by 2010**

Recycling our waste and reviewing usage of all disposable materials will help deliver engineering’s share of this target.

**Reduced carbon emissions in Engineering**

Our aim is to reduce the fuel consumed by our ground based fleet of vehicles, which last year was in excess of 17,500 litres the equivalent of 46.4 tonnes of CO₂.

We are also working with EMCOR to reduce energy consumption in engineering buildings by 10% by 2012.

We are developing a roadshow for all crewrooms based around the principles of the 4R’s – Remove, Reduce, Reuse and Recycle this will help reduce our impact as an engineering organisation on the environment and the local community with the added bonus of reducing our costs.

We are always looking to develop our existing network of environmental champions in all areas to continue to evolve and identify opportunities to improve environmental impact of our business. Please contact airworthiness.airworthiness@ba.com if you wish to be involved with these initiatives.
It’s recycling time and time to do it right!

IN THE last week of June we celebrate National Recycling Week. Our target is to increase recycling to 50%. Recycling is not only an ethical thing to do, it is financially beneficial. Last year recycling saved BA about £125,000 on disposal costs.

With disposal costs set to rise it is even more important to recycle, even at present rate, for every tonne of waste recycled there is a saving of £65 over the cost of landfill.

In all cases it is cheaper to use the recycling facilities that are provided than to dispose of recyclable items as waste. If the recyclables are segregated at source into the bins provided, Grundon, the company we contract to manage our waste, will pay BA for them if they have a value. Paper, card and metal have a value.

It is important that you stick strictly to what it says on the bin labels. Items such as plastic cutlery and yoghurt pots cannot be mixed with plastic bottles or plastic cups because they are made out of different types of plastic. All plastics are recyclable, but large quantities are needed to make collections viable - this is why we only collect the most common plastic types for recycling. Reprocessing facilities are changing all the time, so we may be able to look at recycling other types of plastics in future. It is important that recyclable materials do not have waste mixed with them because this lowers their quality due to contamination.

Happy birthday Change for Good!

CHANGE for Good works by encouraging British Airways customers and staff to donate spare coins and foreign currency on every flight. The partnership has now been running for 15 years and has raised more than £26 million. Each year, approximately £1.3 million is donated to Change for Good through the generosity of our customers and colleagues and the tireless support of more than 2,230 cabin crew champions who promote the initiative both on and off duty. Since its inception in 1994, Change for Good has funded projects in 56 countries and has supported all the areas of UNICEF’s work. The first country to benefit from monies raised through the programme was Tanzania, where money was invested in health, education and HIV prevention programmes. Other programmes include malaria prevention by distributing 36,000 mosquito nets to children under five and pregnant women in Nigeria and a pilot project expanding the foster care system in Sofia, Bulgaria.

Change for Good money is also vital in helping UNICEF’s work in emergencies. In 2008, in response to the humanitarian crisis in Myanmar (Burma), £300,000 was donated to UNICEF’s emergency relief efforts, helping to provide life-saving supplies such as water purification tablets, drugs, essential medicines and tarpaulins to children left homeless by the cyclone. For more information please visit www.ba.com/changeforgood.

George is one in 50,000!

GEORGE Taplin (9) from Heathrow Primary School has left his mark on the British Airways Community Learning Centre, as the 50,000th child to walk through its doors on June 1, 2009. His handprints and those of British Airways chief executive Willie Walsh are displayed in the centre. Since the centre opened 10 years ago, more than 50,000 children have benefited from its learning programmes for schools and community groups. Interactive courses on languages, IT, cultural and environmental issues are run at the centre, which is funded and managed by the airline.

British Airways chief executive Willie Walsh said: “Our Community Learning Centre has become a very important resource for the local area. It is always a priority for us to give back to the communities we serve.” Local school children, chief executives, mayors from the nearby boroughs and guests who have been prominent in their support of the centre, joined Willie and the team from the centre to mark the occasion of the 50,000th visit. The 50,000th child George Taplin said: “I’ve been to the British Airways Community Learning Centre before, but this is definitely the best visit I’ve had. I’m really excited to be here and know that my handprints will be famous too!” For more information visit www.ba.com/communitylearningcentre.
A question of responsibility

Q) Is corporate responsibility important to an airline?  
A) When it comes to the environment, I believe it is critical for an airline to take this seriously. In an organization, Corporate Responsibility should have a wider reach into external stakeholders as well as their employees. Research shows that customers as well as employees care about the ethical behaviour of the organizations they use or invest in – thus it is important for an organization such as British Airways to clearly communicate all its extensive Corporate Responsibility activity to demonstrate that it takes this very seriously. So what about the environment? Why do we sometimes feel bad about flying? Why is it bitter sweet? Because maybe the environmental damage could be too great. Could we be using resources now that are too precious and can never be replaced? In all of this, there must be a balance between personal responsibility and Corporate Responsibility. Corporate Responsibility for an airline means controlling and managing its impact on the environment; finding ways to use less fuel, investing in new technology. For the individual, personal responsibility means making better choices about when we do or don’t travel, maybe questioning if it really adds benefit to ourselves or to our businesses. BA could be the first airline that allows us to travel with a clearer conscience. This starts with enabling customers and employees to make informed decisions and play their part in helping the environment and then for BA demonstrating that it is exploiting every opportunity to protect that environment in which it operates.

Q) In your view, is it acceptable to continue to fly?  
A) We live in a global economy, we are a global community. People want and need to travel for business, to visit friends and relatives and to see the world. I love traveling, seeing new places and experiencing other cultures. It is one of the things I enjoy most in my life. As aviation has developed over the last 40 years, we have been able to travel to more places, more easily and more cheaply. I am South African, I live and work in the UK and I am currently traveling in Amsterdam. So is it acceptable to fly? Is it acceptable to drive a car? Whatever the answer to this, we probably can’t just stop doing these things but we do need to be more informed about the choices we make. We all need to do all we can to ensure that we help to make the products and services we produce more sustainable. I genuinely believe there are opportunities for airlines to make customers feel good about flying by continuing to focus on all the ways that they can minimize their impact on the environment.

Hints and tips to save energy at home and a work

FIT 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.

REPORT unused IT equipment to the IM Service Centre. This can be done through the intranet by raising a “request for service”. The airline will reuse or donate to charity where it can.

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

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.