



one destination

The Corporate Responsibility newsletter

WELCOME to One Destination, British Airways' Corporate Responsibility newsletter. This month we celebrate the 1st birthday of One Destination, the strategy driving our Corporate Responsibility agenda, it has been a busy year with much more work ahead of us. We would like to thank all our colleagues who have contributed to the achievements of the past twelve months.

2009 Corporate Responsibility achievements across the airline



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EVERY year we pay a tribute to our colleagues for the admirable work they do to support causes near to their heart and here in the Workplace. This year, we are proud to award...

Community category

- Terry Chaudry, Aircraft movements, for dedicating 20 hours a week to Angel of Brazil charity.
- The apprentices from BA Maintenance Glasgow, for spending a week volunteering at the Children's Hospice in Scotland.
- Steve Mills, BA Cargo, for the 1000 hours of work a year, spent with Spelthorne MS Society to raise the profile of the charity.
- Ian Stephenson, IM Newcastle, for spending 500 hours a year to the North Tyne Search and Rescue Team.



Ben Shephard
Terry Chaudry



Ben Shephard
and Tim Dence

- Tim Dence, Cabin Crew Director and founder member of YUYO a charity that provide an education for disabled children, orphans and those living with HIV in the Wakiso district north of Kampala Uganda. Tim dedicates 520 hours annually to this cause.
- Carol White, Resourcing, for her work and 360 hours a year dedicated to the Chernobyl Children Life Line Charity.

Diversity category

- Irene Flynn, People department, for her work in putting together a Diversity subgroup in Gatwick.
- Rob Johnson, IT project leader, for his contribution in raising awareness and understanding of LGBT issues in BA.
- Tim Stratton, P&I Manager, Revenue Management, for his contribution to the harassment and bullying agenda in his area.



Nigel Dowdall
and Rob Johnson

Wellbeing category

- Kevin Capel, Technical Services, for volunteering 1400 hours annually for Christopher's Smile charity founded in memory of his son.
- Nicola Hinxman, World Wide cabin crew, for her work with the British Disabled Water Ski Association, giving 800-1000 hours a year.



Nigel Dowdall
and Nicola
Hinxman

Environment category

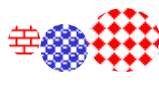
- Jon Taylor, facility manager, The Link, Engineering, for his contribution to manage and reduce waste and recycling.
- Vinod Patel, Flight Operations for his contribution to improve fuel efficiency.
- British Airways Maintenance Glasgow team, Engineering, for their work in improving energy efficiency.
- Special award, nominated by the Environment team, for outstanding performance in improving recycling, goes to BA World Cargo.



Jon Taylor and Jonathon Counsell



Silla Maizey and Vinod Patel



Environment and Diversity

Environment

Much work has been carried out by the Environment team and these are only some of the main achievements of the 2009:

Over the past 12 months we achieved an overall 13% reduction in the property carbon footprint by consolidating our administrative departments in Waterside (BA head office) and reducing the space used in Jubilee house (BA office at Gatwick).

We consolidated our operation into Terminal 3 and Terminal 5 and saved a lot of energy by regulating the lighting in car park at TBC building and Waterside. As a result of all the work done, we achieved the Carbon Trust Award.

Over the past 12 months we saved 67000 tonnes of CO₂ by working on 55 key projects that contributed to greater fuel efficiency.

We also saved 17,000 tonnes of CO₂ through straightening all flight routes.

We achieved our target of sending 0% waste to landfill sites and additional recycling facilities have been installed, Cranebank, the recruitment and training centre near Heathrow, is the latest office to have recycling bins introduced this month. Thanks to facility improvement and the work of our colleagues, we have increased recycling from 35% to 44% with the target of reaching 50% in 2010.



Cargo

Our Cargo department worked tirelessly to support the CR agenda. During the past twelve months, they conducted a full waste audit of Heathrow and Gatwick premises and significantly increased the recycling rate to 60%. Other significant changes were made to reduce energy consumption by trialing the latest energy saving lighting (LED) for implementation.

Their attention was not only focused on the environment, they set up a Cargo wide group of diversity champions including overseas representatives. They also doubled the number of our colleagues who have been taken through 'Dignity at Work' and recruited more harassment advisors. And to document it all...they launched their own Diversity newsletter, well done Cargo!

Engineering

Our Engineering departments show an excellent example of team work and dedication to improving performance from all angles, for example, weight reductions on aircraft contributing £2.4m annual savings and using 13.1% less energy than last year, beating target.

They have exceeded recycling targets and removed waste bins from the TBC office. BA Components Engineering now works with SOS Metals to recycle all their scrap components, so that the various alloys remain within the aerospace supply chain. They have developed a strong network of champions who oversee the work from the environmental perspective. (This year they banked on three awards for their work on the community and for the environment).

Well done to a wonderful team work!



Diversity

A lot of work has concentrated on the disability agenda in support of our customers and employees with disabilities. The team have produced a video, a 'Reasonable Adjustments' guide, held a customer forum for 30 disabled passengers and Paralympic athletes.

Much attention was also paid to the on going work to eradicate harassment and bullying, the Diversity team produced a toolkit for managers and 18 new harassment advisors were recruited.

The team provides ongoing support to the sexual orientation agenda and for the 4th year running participated in London Gay Pride.

They also launched a new race strategy and have recruited overseas diversity champions.

Community Investment

Raising money for good causes

This year, there have been many initiatives to raise money. BA staff raised £25,829.05 for Cancer Research UK and £10,484.31 was raised for Red Nose Day in aid of Comic Relief by teams across the airline. In February 2009 £1,255.75 was raised for Children in Need. An 80's party night fundraiser, held at the BA Concorde Club in April in aid of Kidzone Kenya, a BA supported charity based in the Nairobi slums raised £7971.69. In July, the London City Airport Family Day raised over £41,000 in aid of Richard House Hospice. In September £6,600 was raised at the BA Concorde Club for Street Action, a non-governmental organisation committed to dealing with the issue of street children.



Community Learning Centre

This year 7,317 children have attended educational sessions at the Learning Centre. The CLC team won the prestigious Lord Mayor of London's Dragon Award for our Corporate Community activity with specific reference to our education programmes. In addition in November the CLC won Business Language Champion and in December another award came their way with the Honorary Fellowship to Slough Grammar school. In September, 1,100 year 6 children attended the Spelthorne Junior Citizen Event. This year a new programme was introduced: BA Young Language Learner, currently running in French.

British Airways Community Investment in the Regions

Across the UK, we have an active programme of supporting registered charities and groups based within the local communities at the airports we serve. Community investment in Scotland includes setting up a vocational training programme for young people from Govan, Glasgow called "Get Ready for Engineering" and has developed opportunities with other business partners with the long-term aim of employing a number of the students. We have introduced programmes to support their learning and development with the aim of raising educational standards and increasing the opportunity for employment. Partners on this programme include BAE systems, Rolls Royce, Glasgow Science Centre, University of the West of Scotland.



Working overseas

Kenya

We have funded two vocational centres in Nairobi which provide hairdressing and ICT training, these support a network of four schools of around 4,000 children and young people.

South Africa

We have been working on a project funded by the Foreign and Commonwealth Office in partnership with the Metropolitan Police and Charlton Community trust for the past four years. This work is being delivered in six township communities in SA. 1500 young learners have attended the football coaching and Safer Cities programme. 16 township teachers and 25 South African police officers have been coached in running school activities in partnership with each other. 50 Street Children have been taken through football sessions and given a 'voice' in police training sessions.

Change for Good

British Airways celebrated its 15th year of partnership with UNICEF UK through Change for Good. The total raised to date for children around the world is £26,787,713. British Airways has 2,212 active Change for Good volunteer champions from around the business, working to maximise donations from staff and customers, and helping to drive the partnership forward.



“WHAT a year we had, one of the most challenging for us as an airline, so many changes, so much work has been put in to drive BA through these tough times. We are proud to say that throughout the 2009 we never lost sight of what is important besides the work carried out to ensure top performance.

One Destination celebrate the 1st birthday and with the work of the Environment team, the Community Investment team, the Diversity Team, the Wellbeing team and the local Corporate Responsibility supporting groups we have achieved substantial and sustainable changes.

One of the focal point of the work carried out by the Environment team has been the detailed preparation for the Copenhagen Climate Change summit, after almost two years of detailed preparations the conference is now over.

Overall it fell short of expectations but there was an agreement which will provide a basis for on-going negotiations during 2010.

For aviation it is clear that we are well ahead of most other industry sectors in having a unified industry position with clear ambitious emissions reduction targets. Indeed, this conference demonstrated that our industry is also ahead of most governments in wanting to play its part in the global reduction of CO₂.

It is clear 2010 will be a critical year as we progress these detailed negotiations following on from Copenhagen we are very well placed as an industry to face this challenge.

I would like to thank you for all your support this year.”



Jonathon Counsell, head of Environment

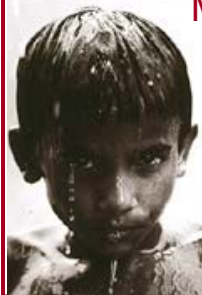
“AS another year draws to a close, the annual Community and Conservation Open Days were a timely reminder of the enormous contribution made by BA colleagues across the business to the wellbeing of others. It was great to see the volunteering efforts of colleagues being recognised, both as individuals and in teams and the various categories, and it was a particular pleasure for me to present the awards in the new category of Wellbeing.

The work that goes on is truly inspiring and I hope that we will be able to recognise the efforts of many more of our unsung heroes in future years.”



Nigel Dowdall, head of Wellbeing

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.

Help Sreepur to make a difference this Xmas...

Sreepur Village
handmade
charity Xmas
cards

www.sreepurcards.org



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.

Alessandra



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

