



COMMUNITY PARTNERSHIP

AWARDS

2011

swap for swag

- 2 bottles = 1 bag
- 5 bottles = 1 lanyard
- 10 bottles = 1 poncho
- 15 bottles = 1 cap
- 25 bottles = 1 t-shirt
- 60 bottles = 1 hoodie



Food and Drink
Federation



Making a real difference

THIS YEAR'S JUDGING PANEL



John Stevenson MP,
Chair of All-Party
Parliamentary Food and
Drink Manufacturing Group



Lindsay Boswell,
CEO,
FareShare



Justine Fosh,
Skills Solution Director,
Improve & The National
Skills Academy for Food
and Drink



Christine Hancock,
Director,
C3 Collaborating for Health



Brian Harding,
Director,
Food and Farming Group,
Defra



Lorraine Hendle,
Executive Director of
Grocery,
William Reed Business
Media



Rick Pendrous,
Editor,
Food Manufacture magazine



Anna Simpson,
Managing Editor,
Green Futures magazine



It's now ten years since the Food and Drink Federation (FDF) launched its Community Partnership Awards and in looking back at some of the previous entries it's clear to see how much progress has been made in these important corporate social responsibility areas in that time.

Back at the start of the millennium, environmental issues were just starting to become a key area of work for many companies, but they are now firmly embedded in the working practices of our members. The healthy eating agenda and re-engaging schools with food and nutrition was also in its infancy, whereas this year we have been spoilt for choice with the many impressive initiatives in this area of work.

Over the past year, FDF has been working hard to position in the Government's mind that the food industry is a key manufacturing sector and critical to the future health of the economy. We are delighted that this has been recognised and we have established several very successful partnerships that put our industry at the heart of decision making.

This can only underline the importance of our industry's role in the local community. We are not just producers, but also members of that community – we are employers, we are educators, innovators and sponsors.

This year we added two new categories to the awards – Good Employer and Apprentices. Whilst these are inward facing categories, they reflect how our members champion the role of staff as our most important resource – and as we know, staff are influential ambassadors in the local community. The Apprentice category recognises the new FDF careers campaign 'Taste Success – A Future in Food' and I was delighted that this was so well supported. With increased emphasis on apprenticeships, the food industry is keen to play its part in ensuring high quality training opportunities and real job prospects are available to young people.

We were pleased to receive another record number of entries for this year's awards and our judging panel had a tough time selecting the winners from high quality fields in each category. I would particularly like to thank them for their contribution to the process.

I hope that the winners' case studies prove inspirational and that you will be encouraged to look at how you might take forward the ideas within your own business.

Terry Jones
Director of Communications

THE FDF PRESIDENT'S AWARD 2011



Jim Moseley,
FDF President and Managing Director of
General Mills UK

“Coca-Cola Enterprises’ Festival Recycle Zone was the stand out project for me from this year’s entries. It is an exceptional example of an innovative and extremely well targeted scheme that captures the imagination of young people and gets them to engage with the issue of packaging waste.

“Festival Recycle Zones shows how companies can be creative and tap into new demographics in a way that can induce real behavioural change.

“Not only was CCE’s Recycle Zone entry both inspiring and innovative, they have once again excelled in the CPA’s education category for the second year in a row for their education centres. These centres demonstrate how a big company can put their money where their mouth is and make a difference where society needs it most.”

“Well done CCE!”



This award has been selected by FDF’s president, and is based on the feedback received from the judging panel. The aim of the award is to acknowledge the best overall company or initiative in this year’s Community Partnership Awards.

APPRENTICE OF THE YEAR



Kraft Foods
Calum Marnock

Kraft Foods
Alexander Fleming

Calum started with Cadbury in September 2009 as a temporary operator. It quickly became obvious to his managers that Calum was capable of much more, so he was encouraged to apply for the role of confectionery apprentice.

Despite this being a less well paid position than his previous employment, Calum was keen for a long-term future with the company in a highly skilled role.

Since starting the apprenticeship in August 2010, Calum has progressed quickly through the apprenticeship stages - he completed the 12-month training for process operators in just three months, and is highly organised in his approach to his own development, earning praise from trainers and colleagues.

Calum has also taken part in two business critical projects. In a project to bring a multi-packing operation in-house to avoid third party costs, he worked closely with the project manager to build the line and worked with the health and safety teams to write risk assessments and operating procedures. Calum analysed the line flows to ensure the maximum benefits were achieved and was also asked to give a presentation on the project to the senior management team at Bournville.

Calum has also taken part in a project to upgrade and improve changing facilities and lockers, which was a substantial culture change for many of Cadbury's 1500 staff. He organised tours of the new facilities for colleagues and was competent in explaining the changes to colleagues.

"It is clear that Calum has developed excellent skills during his apprenticeship and is someone who will be an asset to the business."

"Well done Cadbury for spotting Calum's potential and developing it within the business."

Judges' comments



APPRENTICE RUNNER UP

Alex is a multi-skilled engineering apprentice based at the Cadbury site in Bournville. He is currently in his third year, having already completed one year at college. He is now spending time training within the engineering and manufacturing functions at Bournville while attending college on a day release basis to work towards his BTEC III qualification.

Alex is currently working alongside experienced technicians and his day-to-day work involves attending and repairing mechanical and equipment breakdowns, bench fitting, equipment servicing and inspection and working with a computer based maintenance system. He is now starting to work on minor projects within the company and has volunteered his time to help work on equipment for the Paralympic shooting team.

Alex is highlighted by his managers for his focused approach both at college and in the workplace and his hard working attitude. He is well liked and respected by his colleagues and inspirational to his peers and young apprentices. He is described as "setting the standard" to which other apprentices should aspire.

GOOD EMPLOYER

GOLD

**William Jackson Food Group
Employee Engagement**



**WILLIAM JACKSON
FOOD GROUP**



The William Jackson Food Group started in Hull 160 years ago and is a fifth generation family-owned business. It includes the Aunt Bessie's range, Hazeldene salads, Parrisak salads and Jackson's Bakery.

Although the company sites are located all across the UK, the company has worked hard to build a sense of unity across all of its divisions. Its employee engagement programme has been central to this.

A key element of the programme is an annual survey, managed and benchmarked by external specialists. From the results gained, a plan of action is developed and the result of this is monitored over time.

The Group has developed a range of employee activities including an Employee Volunteering Programme – selecting a number of external partners that employees can volunteer to spend time while still being paid.

The programme is open to employees at all levels across the Group and is managed by the workforce rather than the senior management team.

Staff development is important to the company and retaining talent is a priority. The company's management development programme is a two-week residential course run in partnership with Hull Business School and features input from academic speakers and industry experts.

The Employee Benefit Trust is also a key feature of the engagement programme. Part of this scheme features confidential advice and practical support for those facing difficult times arising from serious ill health, financial problems or other complex issues outside of work. Some of the outcomes of this service have been life changing for the individuals involved.



“WJFG has managed to maintain a family-feel within its business while growing into a much bigger company which is no mean feat.”

“It shows itself to be a very forward-thinking business by the sheer range of support it offers its staff such as helping employees costs towards their children's higher education.”

Judges' comments

SILVER

Unilever UK and Ireland
Winning with People



Unilever employees have experienced a number of changes over the past three years as the organisation has evolved, and moved into a brand new head office.

To support its employees, Unilever implemented a Winning with People strategy to help the transition process. This strategy focused on a number of strands including: clearer careers development and goal setting, agile working, increased community and social activities, workplace health and well-being activities and greener environmental practices.

Unilever has also developed a training programme that includes a free internet based learning management system and bitesize 'Mind Gym' workshops which focuses on business related development areas. It has developed a Unilever Business Network, which is a diversity insight and discussion forum, and a mentoring system for highly talented employees to help accelerate their development.



"A very strong entry with good feedback from staff and excellent branding around the scheme."

Judges' comment

BRONZE

Tulip
Building winning Teams



Tulip's Management and Leadership Development Programme focuses on promoting 'One Tulip', driving consistency across its business, while at the same time identifying and building on all its best practices and developing its people to achieve their full potential.

Because the business has grown quickly by acquisition, before design commenced it was necessary to identify the levels of the business. Five levels were identified together with the behaviours necessary to deliver strong performance for each level. The training design was then mapped across to ensure that every employee receives training at the right level and is also able to network with colleagues across the business at a similar level to them to aid communication and the sharing of best practice.

The five levels include various courses such as: Recognising Talent which enables operators and operatives to experience what it would be like in the next role of Area Leader; a Foundation Programme aimed at Supervisors and Team Leaders and a Graduate Development Programme.

The programme also supports the achievement of Tulip's Corporate and Social Responsibility objectives as each programme is linked to raising funds for Tulip's chosen charity,

the Variety Club, which is dedicated to improving the lives of children and young people who need help.

Key to the programme's success is the fact that there is demonstrable support for the development of Tulip's employees at all levels of the business.



"A very positive approach that develops employees' skills as part of a much wider and far-reaching scheme."

Judges' comment

EDUCATION

GOLD

Coca-Cola Enterprises Education Centres



Coca-Cola Enterprises

Coca-Cola Enterprises (CCE) has four education centres based in Wakefield, East Kilbride, Edmonton and Sidcup. These centres offer students the chance to find out more about manufacturing and business, from a basic level right through to advanced management techniques.

The aim of the centres is to inspire interest in manufacturing as a career by building on the old-style school factory visits and creating a new and innovative approach to learning about the food and drink industry.

In 2010, CCE hosted 586 visits reaching almost 13,000 students, and conducted around 15 teacher training events. Positive feedback on the experiences is high with a 99% approval rating from teachers.

The centres are run by fully-qualified teachers and visits and programmes can be tailored to fit in with the curriculum including GCSEs, International Baccalaureate, engineering diplomas and BTECs. For example, recent engineering diploma students had the chance to study 'Just in Time' production, Total Quality Management and the use of IT in manufacturing. CCE also offers schools an outreach service for activities that cannot be accommodated in the centre, including providing lesson material or an industry expert to speak at an assembly.

CCE employees are encouraged to take part in the centres' activities and to help develop lesson plans – almost 300 contributed to the work in 2010. Volunteering for education programmes has also been linked to the junior managers' development programme to ensure that the work is really integrated into daily business.



"CCE's Education Centres are a great example of businesses stepping in and making a valuable contribution where society needs it most."

"By helping students increase their employability and aspirations, CCE is also investing in Britain's future."

Judges' comments



SILVER

The Midcounties Co-operative A Co-operative Approach to Education

In 2008, Midcounties created a new partnership with the Sutherland Business and Enterprise College, a school located in a deprived area of Telford in Shropshire. The partnership was designed to bring clear benefits for the school but also to embed into its ethos the key values of the Co-operative.

As well as £70,000 of financial support, Midcounties Co-operative has invested in an employee volunteer programme for the school. This has provided almost 500 hours of support for Sutherland through academic mentoring, enterprise challenges, careers mentoring and eco/gardening challenges. In addition, residential activity was organised for 23 pupils with specific difficulties to build confidence and skills and this has resulted in many individual improvements.

At the outset, the aims of the programme included raising attainment and reducing absence; improving behaviour; and helping the school to create a model of parental engagement.

Two years on, the partnership has delivered significant change. The number of pupils achieving five A*- C GCSEs had risen by nearly 50% to 97.2% and those achieving maths and English within those five GCSEs has almost doubled (33% to 61%).

The partnership has also had a huge impact on absenteeism with persistent absenteeism reducing from 10% to 3%. This led to Sutherland being named as the most improved school in Telford and Wrekin and one of the most improved nationally.



The Midcounties Co-operative

"This Midcounties partnership has clearly made a significant impact on the students involved. Measuring attainment and absenteeism makes a compelling case for businesses to work in partnership with education providers in this way."

Judges' comment

BRONZE

Macphie, Rowett Institute and Auchenblae Primary School The S(o)uper Apprentice

macphie



"Using the BBC's 'The Apprentice' show as a model is a great way to raise awareness of the career opportunities in the food and drink industry for this age group, as well as provide good learning opportunities for the children."

Judges' comment



Taking inspiration from the hit BBC show, Macphie's S(o)uper Apprentice Challenge enabled pupils from Auchenblae Primary School to set up their own companies and compete to create a healthy new soup.

The S(o)uper Apprentice was a three-month project between Macphie, the school and the Rowett Institute of Nutrition, as part of the Scottish Food and Drink Federation's schools project to raise awareness of the diverse range of rewarding careers in the industry.

Twenty-five primary school children in years four and five (eight to ten years old) took part in the challenge which also helped to develop their skills in core curriculum subjects such as maths, English, science and IT. They were split into teams to set up their companies, which included developing a recipe using healthy local ingredients, creating a brand, packaging design and formulating a marketing campaign.

Seven Macphie employees supported the project with regular school visits as part of the Apprentice Panel to ensure the teams were progressing well. The final results were presented to the panel along with teachers, pupils and parents at a special school event where they found out which team was 'HIRED'.

HEALTH & WELLBEING



MARS
uk

GOLD Mars in the UK Winning with Wellness

Mars believes that its employees are its greatest assets and that providing schemes that care for them is driven by two of its guiding principles, Responsibility and Mutuality.

It believes that good health is good business and that its Winning with Wellness programme is a fundamental element of achieving this aim.

Mars' programme aims to provide all its employees, nearly 2500 people, with opportunities to be better informed about their health and help them to make choices about how to lead healthier lifestyles.

There is a strong focus on nutrition, physical activity, stress management and stopping smoking. The programme is constantly evolving and recent additions include the introduction of Wellness Weeks; more free activity classes; and displaying nutrition information in canteens.

Winning with Wellness is managed by the occupational health team who are also available to provide personalised advice to each employee throughout the year. Health testing takes place during Wellness Weeks including cholesterol, blood pressure, glucose and BMI checks. Free chiropody sessions and massage sessions have also been offered as part of Mars' holistic approach to wellness.

Gyms have been installed at many sites that are available for use seven days per week. Physical activities are offered at the sites including football, circuit training, pilates and salsa along with the provision of facilities such as showers, changing rooms and bicycle racks to make exercising easier.

Mars also runs specific events to support national initiatives including National Salt Awareness Week, Change4Life and 'Biggest Loser' diet challenges.

The programme also supports charities. Employees have raised money for both local and national charities through Bike4Life and Walk4Life events with money being raised for each mile walked or cycled either indoors on a treadmill or static bike or outside around dedicated site walks that cover a distance of up to ¾ mile.



"A good example of a large company getting it right and leading the way on workplace wellbeing."

Judges' comment



SILVER United Biscuits WellWise

Employees at United Biscuits (UB) are encouraged and empowered to take personal responsibility for their own health, safety and wellbeing and that of their colleagues.

Through its WellWise programme, employees are entitled to a full health assessment every three years and receive information on smoking cessation, alcohol and drugs awareness, stress awareness and mental health education. They also have the option of mini MOT lifestyle checks looking at blood pressure, cholesterol, weight and BMI and advice on musculo-skeletal issues in order to reduce injuries. Partnerships have been developed with external organisations such as healthcare providers and leisure centres and companies are invited to health and wellbeing events to provide treatments such as Indian head massage, reflexology and aromatherapy.

UB also links its workplace wellbeing to helping charities and an increasing number of employees have become involved decorating a local hospice and garden makeovers for schools and residential homes. They also take part in high profile national events such as Race for Life, the Sport Relief Mile and Genes for Jeans.



BRONZE

Cargill Health & Wellbeing in the Cargill Workforce

Cargill has built on an existing package of medical benefits and an assistance scheme to develop a more rounded health and wellbeing offer for employees.

There is a clear focus on helping employees to incorporate activity into their daily routine including providing facilities such as towels, hairdryers and toiletries in showers to assist people who want to cycle to work, take part in lunchtime walking clubs or yoga/pilates classes.

The company offers regular mini health checks including blood pressure and BMI and healthy lifestyle consultations are also available.

The programme integrates national initiatives such as British Heart Month by running taster sports and exercise sessions and supporting staff on fundraising 10k runs.

There have also been changes in the on-site meal provision – a new range of salads has proved popular in the staff restaurant and free fruit is also available to employees.

The programme is linked to charity work and all employees are entitled and encouraged to give two hours per month to community work. In addition there is a calendar of activities for supporting local schools and charities.



LOCAL COMMUNITY



GOLD

Maloney's Retail Stores Maloney's Budgens Sustainability Plan

The judging panel found Maloney's Budgens to be an excellent example of a small business punching above its weight.

In 2006, Vince and Dennis Maloney acquired three previously owned company stores in villages in Surrey and Berkshire and set about creating a sustainability plan to ensure long-term survival. They have worked to embed the stores into the heart of village life and support local food producers.

They take their role as a family owned business and employer of 115 staff seriously and last year invested more than £60K (20% of total profit) and over 1000 staff hours in community and environmental projects.

Their work includes supporting two local schools through providing food and drink for breakfast and after school clubs and working with them to create an allotment and obtain seeds from a local garden centre. Constantly looking to promote small and family owned retailers, Maloney's re-established the Chamber of Commerce in Shepperton, working with local business representatives to create a sustainability plan for the village.



But it's in their role as champions of local food producers that Maloney's has particularly excelled. It has promoted local produce in store through food fairs and sampling under the Quality from Small Producers brand mark, leading to over £500K of producer sales. Through this initiative many small producers have now also gained access to other retailers.

The environment has also been important to the development of the stores. Food and produce waste is donated to local animal sanctuaries and a 1p donation is made to local schools and charities for every plastic bag that a customer forgoes.

"It has united other businesses with it. It shows real community engagement."

"I'd love to see this in more high streets. It's learning that a business of any size should notice."

Judges' comments

SILVER

Cargill Cargill Manchester and Henshaws Society for Blind People

Cargill, Manchester, supports a number of community projects through giving time, expertise and financing. Employees are offered two paid hours per month to volunteer for a local organisation. Its partnership with Henshaw's involves Cargill employees spending time working with the school's education programme.

Nineteen volunteer employees work in four groups to support Henshaw activities including an arts and crafts class, IT training and two friendship and activity clubs for older people. They also assist with days out, helping to describe the environment to the participants. All Cargill employees working on the project receive visual impairment awareness training, a certificate course, and work on a rota basis, interacting with visually impaired people ranging from the very young to 102 years old!

The latest project between Cargill and Henshaw's has seen the funding and creation of a sensory garden for the visually impaired at the Yew Tree Lane residential home. As well as providing a calming environment for users, some of whom also have emotional difficulties, they can also take on their own jobs to help look after the garden.

Cargill has also extended its work with Henshaw's to offer work placements to two visually impaired people, in delivery planning and on reception, and it's hoped that the skills gained will be confidence boosters for those involved.



"A very touching scheme – a classic example of a company reaching out to its local community."

"Very local. A stand-out entry showing two-way learning for both Cargill and Henshaws."

Judges' comments

SPECIAL AWARD

Kraft Foods Cadbury Spots v Stripes Community programme

Cadbury has always believed that play is not only fun, it connects people, can improve lives and helps to build stronger communities. In the early 1900s, the Cadbury brothers set up playing fields in Bournville for employees and the community. More recently, as the Official Treat Provider of the London 2012 Olympic and Paralympic Games, Cadbury saw a unique opportunity to create an innovative community programme inspired by the Games that aims to get people of all ages, backgrounds and abilities across the nation rediscovering the spirit and benefits of play and also serve as a catalyst for community development.

Cadbury's Spots v Stripes Community Programme aims to make a positive impact with people in neighbourhoods, help the company deepen its relationships with communities, reach thousands of people with the Cadbury brand and strengthen corporate reputation - all of this leaving a legacy beyond 2012 that is good for business and good for the community.

Cadbury is working with the charity Groundwork and has put in place a national network of Spots v Stripes Community Games Co-ordinators – community development workers to make this happen. They focus on disadvantaged neighbourhoods, work with hundreds of community groups and recruit and train hundreds



of volunteers, organising games events across the country.

Achievements from August 2010 to the end of June 2011 include: nearly 63,000 people game playing at 981 grassroots events, 1645 volunteers recruited, and 560 community groups engaged. Its ambitious goals by the end of 2012 are to get 75,000 people playing games, hold 2500 events and recruit 2000 volunteers.

"By focusing on the importance of play and its benefits, Cadbury has created a unique opportunity for people around the country to engage positively, and to build communities."

Judges' comment

LOCAL COMMUNITY

BRONZE

Bettys Cookery School Breadmaking for Schools

The Breadmaking for Schools project aims to bring the fun back into food for local children by teaching them the art of bread making the Bettys way.

The community programme was the idea of Lesley Wild, Non Executive Chairman of Bettys and Taylors, who felt that many cookery skills were being lost as food education in schools became more technical.

As a result, Bettys Cookery School sets aside two days every month for pupils to visit, learn about the skills needed to make bread and to have a go at making their own using a Bettys recipe. Almost 200 schools have so far benefited from the initiative. It's hoped it will inspire children to consider a career in food; develop a love of cooking; and show how a few simple ingredients can make something delicious to eat.

As well as seeing demonstrations by master bakers and having a go themselves, the children get a chance to tour Bettys Craft Bakery and watch cake decorating and chocolate making.

It's a unique opportunity for children to peek behind the scenes and see wood-fired ovens in action and, if they are lucky, they see Bettys famous Fat Rascals being made.



"A simple but very effective concept – getting people engaged in a fun way with food and how to cook."

"Impressive investment of 5% of turnover in the project."

Judges' comments

BRONZE

Cargill Planting Seeds for the Future with the Gardens in Schools Project

Although many schools in the Manchester area wanted to teach their pupils about the importance of the environment and nature, a significant number lacked the facilities, such as a garden, to do so.

As part of its commitment to the community, Cargill worked with the Salford Foundation, which specialises in developing links between business and schools, to develop a schools garden competition. Cargill provided £100 grants plus gardening tools to each school entering the competition and challenged them to create their own garden area. Ten schools took part in the initial competition in 2009 and this has now risen to 25 across Manchester and Runcorn where Cargill sites are based. The prize for the winning school is £500 and £250 each for two runners up. The winners were not the 'best' gardens as everyone had entered at a different stage, but the school that had achieved the most.

Cargill has also worked to support the schools taking part, and last year committed a further £5000 for an extension to a garden in one particular area where there is significant deprivation. The company has also developed a partnership with the Wetland and Wildfowl Trust (WWT) and it is hoped to incorporate visits to the WWT's Martin Mere centre into the competition.



"Both local and educational – this project recognises the therapeutic benefits of being in green spaces and opens it up to schools."

Judges' comment



GOLD

Unilever UK and Ireland Unilever Sustainable Living Plan

Unilever's Sustainable Living Plan was launched in 2010 after looking at the environmental impact across the lifecycle of over 1600 products. This resulted in three objectives:

1. to help more than one billion people globally take action to improve their health and wellbeing
2. to enhance the livelihoods of hundreds of thousands of people in the supply chain
3. to halve the environmental footprint of Unilever products.

Their plan approaches sustainability holistically, setting targets that require engagement and action by suppliers, retailers and consumers. Overall it is a ten year work programme with over 50 targets and linked to Unilever's business vision and strategy.

During 2010, Unilever made a number of achievements including helping 38,000 tea farmers achieve Rain Forest Alliance certification and sourcing 30% of the company's palm oil via GreenPalm certificates.

Unilever is reducing its UK green house gases by delivering a 20% cut by 2015 through best practice in transportation and warehousing; reducing UK green house gases from clothes washing by product reformulation and innovation and savings on packaging and transport; using only recycled or sustainably sourced paper for 80% of all UK packaging.

Training has also been a key feature of the plan and Unilever has developed a sustainability training programme for managers - to date 1000 have attended the three-day course.



"This is a really impressive project - truly embedded in the business."

"The strength is that they take a whole business approach - not just focusing on the factory but also consumer use."

Judges' comments



GOLD Nestlé UK Nestlé Biodiversity Butterfly Meadow

Whilst being a relatively small project in scale, the CPA judges felt that the Butterfly Meadow had taken environmental forward thinking to a new level. Although many companies have now mainstreamed business commitments on water, waste and carbon, few had begun to tackle their responsibility to the local natural habitat.

In addition to publicly stated targets on reducing water usage, carbon emissions and reducing waste, Nestlé decided to establish an integrated sustainability approach to be tested at a 'lighthouse factory'. The purpose of the lighthouse factory is to pilot techniques which can accelerate progress towards Nestlé's sustainability vision and which can be scaled up and used in other factories and across the business.

The chosen factory was the confectionery plant in Fawdon, near Newcastle, located within an industrial/residential area where there had been little focus on natural habitat.

Part of the strategy was to establish a natural capital site, encouraging indigenous wildlife to return back to the site and act as indicators of its environmental fitness. Over 100 Nestlé employees and members of the community helped to plant a wild flower meadow on site to attract back to the area a wide range of butterfly species. Until recently there had been only a small number of local varieties.

Nestlé worked closely with Natural England, the Northumberland Wildlife Trust and the local Butterfly Conservation Group to ensure that the planted species created the perfect habitat for re-colonisation by local butterfly species. Regular visitors to

the meadow include the Large White and Red Admiral and it is hoped that the meadow will attract a further ten varieties.

Nestlé will continue to work with its local partners to maintain and monitor the area. Employees have been trained to identify the species and to keep a daily log of those appearing in the meadow and the success of the project will be measured in part by the number of species returning to the area.

"They are forward thinking beyond their own footprint. If we look long term at food supply chains this type of work is vital."

"This is real outreach and philanthropy. They have got involved with other organisations and it's excellent that they are involving staff on site."

Judges' comments



SILVER United Biscuits Achieving zero waste to landfill

In 2006 United Biscuits (UB) was sending around 9000 tonnes of non food rubbish to holes in the ground. By the start of 2011 it had reduced its waste to landfill by 83% and four sites had met the target of zero waste to landfill by 2012. A further five sites achieved zero landfill status by mid 2011.

This ambitious transformation started with an analysis of the factory lorry contents sent to landfill. Around a third of waste could be put into existing recycling systems, a third such as excess packaging could have been avoided and only one third was genuinely appropriate for landfill.

Since then, UB has worked to create new recycling initiatives within the business including collection points for batteries and a project to collect and donate old safety shoes to the third world. Employee engagement has been critical and around 100 of the adopted new initiatives were put forward by staff.

The company also took decisive action on avoidable waste and worked with suppliers to minimise packaging and introduce



reusable containers. In most cases inbound packaging was reduced or eliminated altogether and the work proved so successful that some UB suppliers replicated the process with their own suppliers to make the effects as far reaching as possible.

“I liked this because it takes a holistic approach, also involving suppliers.”

“There was lots of employee involvement and creating progress league tables between sites helped to maintain momentum.”

Judges' comments

BRONZE

James Graven
Littleport Forecourt

James Graven



James Graven is a 150-year-old family-owned business with four garage forecourts and two supermarkets across East Anglia.

The company had a vision to build a 'green' forecourt at Littleport, incorporating the best environmental initiatives for its garage facilities and using locally sourced produce in its forecourt shop.

A car wash and toilets that use rainwater from the site, an energy efficient LED canopy and sliding chiller doors all contribute to the company's drive to be more energy efficient.

Staff have access to information on stock wastage to ensure more efficient ordering and everything possible is recycled – even as far as giving out of date carrots to local horse owners.

James Graven is also a dedicated supporter of local producers and all produce is labelled with the distance travelled from supplier to forecourt. One of the senior managers has a chilled van as a company vehicle so that stock can be moved more efficiently between sites and cut down on unnecessary journeys.



“James Graven's work at Littleport shows an innovative approach to environmental responsibility with strong community links.”

Judges' comments

ENVIRONMENT CONSUMER



Coca-Cola Enterprises

GOLD

**Coca-Cola Enterprises
Festival Recycle Zone**

Coca-Cola Enterprises (CCE) is aiming to educate and inspire young people to behave differently when disposing of packaging. Its research found that whilst the majority of under 25 year olds had good intentions towards recycling, it did not translate into action.

The 'Rock Your Rubbish' campaign involved creating recycling zones at eight summer music festivals attended by the target age group. The zones were designed to be a fun demonstration, using a baling machine, of how a PET bottle could be given a second life. During the festivals the CCE team also created a recycle garden, a clean relaxing space built with the recycled PET bottles collected from around the sites. From tables to sofas, festival goers were able to watch the progression of the garden throughout the events.

CCE operated a popular 'Swap for Swag' scheme that allowed festival goers to trade their empty PET bottles for essentials such as T-shirts, fleeces, ponchos and lanyards. Recycling stations were also set up around the sites, operated by recycling partners Recoup, and over the life of the campaign over 18 tonnes of bottles and cans were collected.

Volunteers played a key part in the campaign – CCE has recruited locally based volunteers to spread the recycling message in order to minimise carbon footprint. Over the last two years, CCE has recruited 200 staff and family members to help run the recycling zone.

“High marks for an innovative approach, the number of festivals is increasing so this is important. I really liked the employee participation.”

“Communities are changing, there is a wider online community that can drive behaviour and this is aimed at the target group that can create a conversation.”

Judges' comments





Young's Seafood Limited's entry highlighted the importance of bringing under-utilised and sustainable fish species to public attention.

Young's is a previous CPA award winner for its Fish for Life procurement initiative, and the next step of the programme has seen the launch of a limited edition mackerel product into its 'Chip Shop' range. A sustainably sourced mackerel product had been under discussion and development at Young's for some time, and its launch was timed to coincide with celebrity chef Hugh Fearnley-Whittingstall's Fish Fight campaign.

The mackerel in the product is sourced from a longstanding Scottish supplier to Young's, from the Marine Stewardship Council (MSC) certified Northeast Atlantic and North Sea mackerel fishery. This mackerel is caught using a selective

SILVER

Young's Seafood Young's Chip Shop Mackerel Fish for Life Initiative

pelagic trawl method which minimises discards as few 'non-target' fish are caught, and the mid-water fishing method causes no damage to the sea bed. The vessels in the fleet also use modern technology that allows the average size of the fish in each trawl to be gauged by weight before trawling, thus avoiding collecting smaller juveniles.

"Full marks for this initiative for riding on the wave of interest in sustainable fish."

"A bold attempt to get people to start eating more oily fish – not an easy thing to do."

Judges' comments

HIGHLY COMMENDED

Elior UK,
Pig Project



St Fagan's Museum is an open-air museum where historic buildings are re-created to show visitors historic Welsh life. Native breeds of livestock live in the grounds to help with education about farming methods in past times.

Elior is committed to championing local food suppliers and producers, and its locally themed menu features key Welsh produce. As the company runs the catering operation at St Fagan's, it was particularly keen to use the resources of the museum farm to help support its environmental aims and minimise food miles.

The restaurant devised the Pig Project – to use meat from St Fagan's farm reared, free range pigs as a key ingredient for many of their dishes. A local butcher helps to create bespoke products including thyme and honey sausages and pork and herb pies.

The restaurant and museum worked closely to ensure visitor awareness of the initiative and the progress of its food from farm to plate.

Elior's catering manager works with local schools, through the museum education centre, to involve them in the ethos of the project and the local community's taste panel has been involved in choosing the new sausage flavour for 2011.

"Elior's Pig Project is a good example of a small-scale closed loop sustainable food supply project – well done."

Judges' comments

HIGHLY COMMENDED

Nestlé Waters UK, 'Recycle on the Go'
Nestlé Waters project in Buxton,
Peak District



Nestlé Waters UK launched its Recycle on the Go project in Buxton, Peak District to make it easier for people to recycle out of home and reduce the volume of bottles and cans going to landfill.

The company worked with recycling company Recoup and High Peak Borough Council to develop recycling stations and now has 21 sites throughout the town – a further 15 are planned.

The launch of the sites was backed by an advertising and poster campaign in local media. Local interest has been impressive with 98% of local people supporting the scheme.

During the eight month pilot phase of the project, 1,440 kg of recyclates was collected.

About FDF

The Food and Drink Federation is the voice of the UK food and drink industry, the largest manufacturing sector in the country.

FDF's membership comprises manufacturers of all sizes as well as trade associations dealing with specific sectors of the industry.

Our role is to help our members operate in an appropriately regulated marketplace to maximise their competitiveness.

We communicate our industry's values and concerns to Government, regulators, consumers and the media.

We also work in partnership with key players in the food chain to ensure our food is safe and that consumers can have trust in it.

In representing the interests of our members, we are focusing on four core priorities:

- Food Safety and Science
- Health and Wellbeing
- Sustainability
- Competitiveness



Making a real difference

6 Catherine Street, London WC2B 5JJ

tel 020 7836 2460 **email** generalenquiries@fdf.org.uk **web** www.fdf.org.uk

This document is printed on paper which is made from 100% recycled fibres sourced only from post-consumer waste

Designed by Red Ant Solutions