

Clearer Thinking

Introduction

Founded in 2006, CSR Solutions is a dynamic, specialist consultancy focused on delivering 'added value' - through advice, products and services - to 'bridge the gap' between what makes environmental or social sense and what makes commercial sense. Work to date has focused on two areas, **environmental litter** - specifically, tackling the UK's biggest litter problem - and **employee well-being** - widely acknowledged as an increasing priority for boardrooms across the globe.

Our goal is to deliver intelligent cost effective solutions that benefit your business (your employees, suppliers, customers and shareholders) the local communities in which you operate, the wider environment and society generally.

Heading into an economic downturn, the role of Corporate Social Responsibility (CSR) may be viewed with uncertainty by some ...however we believe social and environmental challenges, and how your business responds, provide significant opportunities in determining who comes out on top in the recession ... CSR can add value for your business ... Read on...



Environmental Litter

Litter is receiving increasing attention as a major environmental and social problem. In May, Bill Bryson, as President of Campaign to Protect Rural England, launched the **Stop the Drop** campaign, followed up in July with a BBC Panorama Report, **Notes On a Dirty Island** where he identified the significant challenges involved in addressing the problem.



In September, Keep Britain Tidy launched its' **Big Tidy Up**.

So worrying is the problem that a recent MORI poll showed people are more concerned about litter than climate change. The Policy Exchange think-tank is currently undertaking detailed research on the problem. In June, David Cameron, Leader of the Conservative Party, observed "... the need for more street lights ...and less litter on our streets may sound like little things but they matter to millions of people...". The Department for Environment, Food and Rural Affairs' House of Commons Select Committee also have litter on the agenda in their examination of the UK

Government's Waste Strategy.



CSR Solutions are working actively with key stakeholders to change

consumers' behaviour and help deliver cleaner public environs. After speaking at the Chartered Institute of Environmental Health **Back to Basics** Conference, October 2007 - we were pleased to attend the Chartered Institution of Wastes Management's session on **Local Environmental Cleansing and Quality** at their Paignton Conference & Exhibition in June. Both conferences presented the opportunity to debate and discuss best practice and hear the progress that environmental health and waste management practitioners, environmental experts, local councils and other regulatory bodies are making in tackling the escalating problem of street litter.

See www.csr solutions.co.uk for presentations.

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Cigarette litter

CSR Solutions is working with a number of partners - local authorities, retailers, tobacco manufacturers and other stakeholder groups - to eradicate this UK-wide problem which has doubled in England over the last year. If we're to rid the UK's streets of cigarette litter, all stakeholders must work together to change what smokers do with their litter. This means raising awareness and providing disposal options - personal



ashtrays and cigarette bins. Personal ashtrays need to become part of the public psyche and that will only happen when they're widely available and visible at the 60,000+ retail counters and kiosks where cigarettes are sold. Once that happens the enforcement of littering fines can become readily legitimised.

Establishing personal ashtrays in the public psyche is one of CSR Solutions' principal aims and our flagship ButtsOut personal ashtray - key in over 500 successful campaigns in 16 different countries - has recently secured listing with 3 national retailers. As from January '09 ButtsOut will be available in Budgens and Londis stores. Henry Moran, Trading Manager Musgrave (owners of Budgens and Londis with + 2,000 shops in the UK), comments "We pride ourselves on working with local communities for a better environment and the time has come for practical action. ButtsOut makes sense for us, for our retailers and for the wider community."

Other retail listings will be announced shortly.

An integrated approach is necessary and by working with a coalition of stakeholders personal responsibility can be promoted. Building on the success of over 150 campaigns conducted with more than 100 UK local councils, a number of campaigns co-ordinated by CSR Solutions are scheduled for 2009.

Dickie Felton, Keep Britain Tidy's spokesman says "... we welcome all moves and partnerships working

together to try and tackle this problem. Smokers need to start disposing of their cigarette butts responsibly ..."

ButtsOut - the smart solution for cigarette ends



use is vital if smokers are to assume personal and financial responsibility for their litter.

CSR Solutions' has spent two years appraising the ButtsOut brand and product and are now confident it's the first personal ashtray providing a sustainable retail proposition.

See www.buttout.biz for further information.

Personal ashtrays have been integral in cigarette litter campaigns globally - government and public opinion are calling for their wider use and adoption. Giveaways are not a long term option - a personal ashtray that consumers buy and use is vital if smokers are to assume personal and financial responsibility for their litter.



Who's involved?

The business draws upon the extensive market experience of the senior team and a broad network of contacts from a diverse range of industries.

Charles Hamshaw-Thomas: Principal of CSR Solutions, Charles is a lawyer who has spent over 17 years in industry - with Hanson plc, Beazer Homes Plc and Imperial Tobacco Group PLC - working in several functional areas - legal, company secretarial, business development and corporate affairs.

Andrew Eyles: Non-Executive Director and co-founding shareholder of CSR Solutions, Andrew is CEO of Blue Marlin Brand Design - www.bluemarlinbd.com - one of the world's leading independent brand innovation and development consultancies.

Roger Batty: Non-Executive Director of CSR Solutions, Roger recently retired as National Accounts Director for Imperial Tobacco UK and has over 30 years' experience of the tobacco industry. Roger's extensive knowledge will be invaluable as we take forward our work on cigarette litter.

Caroline Jameson: Marketing Consultant to CSR Solutions, Caroline has over 15 years of international experience, working on some of the leading global brands across a broad range of sectors. Responsible for Mars M&Ms and the launch of Dove Deodorant across Europe, Caroline's expertise is delivering brand marketing strategy, creating engagement and implementation.

Nick Pellaw: Business Planning and Financial Consultant to CSR Solutions, Nick holds a diploma from the Institute of Directors and has extensive experience in financial strategy and fund raising for small companies. Previously Nick was Chief Marketing Officer for Esprit Telecom plc and has over 15 years of experience on the boards of public and private companies.

ButtsOut in 2008



Eden Sessions:
ButtsOut enthusiastically received. "We were delighted to work with ButtsOut and have them at the Sessions. We want to promote environmentally positive behaviour as much as we can."

Peter Hampel, Creative Director, Eden Project.



Dundee University:

The first university in the UK to endorse ButtsOut. Discussions are taking place for a wider campaign and also with other universities.



Eko-Tignes, Tignes, France:

Cigarette litter has long been a problem in ski-areas with the true scale of the problem unseen until the snow melts. "The launch of ButtsOut in Tignes in January 2008 was a huge success and widely welcomed. Bigger and wider plans with ButtsOut are afoot for next season!"

Jan Willem Hamel, Eko-Tignes.



Discovery Channel Bristol International Balloon Fiesta:

ButtsOut teamed up with the organisers. "Ashton Court Estate is a beautiful piece of land and while we have a team of recyclers working throughout to ensure that we leave it as we find it, we hope that as people take to the idea of ButtsOut there's even less mess to clear up."

Susan Tanner, Event Director



ButtsOut listed by one of the UK's leading provider of office, factory and workplace equipment and materials.

See www.slingsby.com for more details.

WOMAD

(World of Music, Arts and Dance): endorsed ButtsOut for the second successive year.



Cigarette bins

A range of disposal facilities is a key part of the solution to cigarette litter. As Paul Bettison, Chairman of the Local Government Association Environment Board comments: "the most successful cigarette litter campaigns are those that combine education and the provision of cigarette bins and personal ashtrays ... [and] ... local authorities working in partnership with businesses and the wider community is vital ..."

Research shows smokers will litter if ashtrays are not readily available and conversely that 80% of smokers will dispose properly of cigarette butts if disposal options are available. It's therefore vital to have the right



receptacles in the right places.

Unfortunately cigarette bins carry problems - forcing smokers together -creating clusters of litter and people around exactly the place an organisation is trying to keep clear and clean, catching fire and requiring regular cleaning - but they're a fundamental part of the disposal infrastructure ("binrastructure") and a starting point in encouraging responsible behaviour.

We're working with partners

who can help provide the right bins for the right locations.

Smokin Station: strong, reliable and clean, the Smokin Station is a stainless steel 4 mm thick wall mounted bin with easy access for cleaning and maintenance. Endorsed by Keep Britain Tidy, it's lockable, fire proof and with space for messaging - providing a simple and robust, yet functional, disposal option.

For more details see www.smokinstation.co.uk

The Multi Litter Bin: designed after detailed analysis of litterers and the complexities of how, where and why they litter, the Multi Litter Bin changes our approach to litter. 3 clearly designated compartments accommodate the main constituents of street litter and their respective characteristics. Its' contemporary style compliments city



and town landscapes - encouraging acceptance and usage, whilst GSM technology and optical sensors alert operatives when it needs to be emptied, providing cost and environmental benefits. Furthermore it pays for itself with revenues from advertising panels.

For more details see www.nocigbuttsorgum.com





Chewing gum

It's estimated a piece of gum costs 3p to buy but 10p to remove it from the pavement. Irresponsibly discarded gum now ranks a very close second to cigarette butts as the UK's most prevalent form of street litter.

Research indicates that the answer to the problem is making consumers aware of the problem and providing means of disposal - encouraging and enabling gum chewers to dispose of their gum in a responsible way.

After extensive research CSR Solutions have identified GUM-RAP - a unique folded cardboard pack which holds small paper sheets, in which to wrap and dispose of gum.

Across the UK and Ireland, it has been used by local councils, transport companies, retailers and entertainment venues in delivering - in an appealing and effective manner - a discreet, clean and non-sticky way to dispose of chewing gum. With opportunities to promote events, products and services, our aim is to see GUM-RAP being made widely available - and the blobs on our pavements becoming a less frequent sight!

For more details see www.gum-rap.com

GUM-RAP



Wellbeing

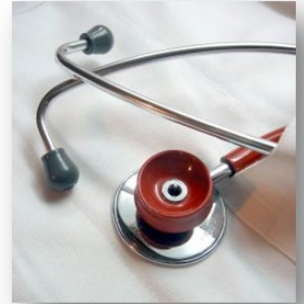
Absenteeism and ill-health impose significant costs on business with +40 million working days lost every year. It's estimated UK companies spend £13 billion every year on sickness absence so a focus on health and well-being strategies and solutions has to make sense. By improving the well-being of employees, businesses can reduce absenteeism and the costs associated with ill-health, reduce insurance claims, improve productivity, employee performance and retention rates, develop employee morale and enhance the business's reputation - demonstrating real CSR leadership.



Wellbeing initiatives - providing the right working conditions, access to the right health and wellbeing services and enabling and encouraging employees to manage the work/life balance that is best for them - can add significant value for every business and employer organisation, its employees and the wider community; a win, win for all involved.

"Good health is good business" and CSR Solutions is working with The Transition Group to help employers deliver wellbeing to the workplace. Having brought together leading organisations, practitioners and thinkers from the wellbeing and preventative health management arena, The Transition Group audits wellbeing within an organisation before identifying and implementing an appropriate range of wellbeing products and services, from a network of approved partners.

See www.transitiongroup.co.uk for more details.



CSR - its' scope?

A business's CSR agenda can be conveniently described as the manifestation of its' social conscience and like it or not that is of unquestionable and ever-increasing importance. How responsibly a business behaves matters. It matters to employees ... to suppliers ... to customers ... to third parties ... to shareholders ... ultimately therefore to the business. This means CSR extends to all parts of a business and has to be embedded within its' entirety if the true strategic value of CSR is to be realised.

CSR - a legal requirement?

The UK Companies Act 2006 requires company directors to consider their businesses' impacts on people and the environment.

A very useful explanation of the rules can be found on www.corporateresponsibility.org

Contact us

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