

Clearer Thinking

Welcome!

Welcome to the first issue of Clearer Thinking, CSR Solutions' newsletter.

Every few months, we'll be keeping you up-to-date with the latest news from the firm and providing updates on what we feel are some of the most current, useful and relevant resources for those companies and other organisations that are keen to use the Corporate Social Responsibility (CSR) agenda to develop their businesses.

Please feel free to respond to any item that interests, pleases, amuses or irritates you - we'll be sure to reply

personally to every communication (the irritated ones in particular).



What we do

CSR Solutions is a specialist consultancy set up in 2006 to help businesses and other organisations develop CSR led business initiatives - initiatives that have a CSR focus but are also business development and marketing exercises with a solid commercial rationale.

A company's approach to CSR is firmly established as an important means of assessing its 'quality' as a business - and we were

delighted at a recent conference to hear Stephen Howard, Managing Director of Business in the Community (formerly CEO of Cookson Group plc and Novar plc), call for CSR to be viewed more widely as an opportunity:

"... any business that regards CSR merely as a cost or a reporting requirement is missing a great business opportunity," he said. Outlining his vision of business be-

ing "a force for good" he said that "it's a lost opportunity for businesses who don't realise that the CSR agenda can be a win-win - i.e. for the business and for the community."

Bitc's Forum: Reaping the Rewards: Responsible Business Bristol, April 2007

We agree entirely and that's what CSR Solutions is all about - assisting in the development of those business opportunities.

Stop press! - www.buttout.biz



As of October/November 2007 ButtsOut becomes available for purchase online.

Whether you are an individual or a business keen to see less cigarette litter on our streets and pavements click onto www.buttout.biz

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Charles Hamshaw-Thomas

Who we are

Charles Hamshaw-Thomas

Principal of CSR Solutions, Charles qualified as a lawyer with Slaughter and May, practiced in Tokyo and London with Clifford Chance and then spent over 17 years in industry with Hanson plc, Beazer Homes Plc and Imperial Tobacco Group PLC across several functional areas - legal, company secretarial, business development and corporate affairs.

Charles has a breadth of commercial experience, gained at a senior executive level and across a range of industry sectors in different countries. He has witnessed first-hand the emergence of CSR as a key priority for business and believes it has to become

embedded within the entirety of a business - rather than be treated as a separate operational adjunct - if its true strategic value is to be realised.

Andrew Eyles

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. With over 20 years of building brands for a range of businesses - multinational corporations and owner managed businesses - Blue Marlin delivers creative and commercially effective strategic solutions from its expanding global network of studios.

The need for businesses to identify environmentally and socially responsible solutions for the marketing and promotion of consumer goods and services, product packaging and brand environments has never been greater. Blue Marlin encourages and helps its clients to address these challenges in the development of their brand plans.

Over the last 12 months, Blue Marlin has launched a new coconut beverage brand whose profits support the poor in Brazil, developed and engineered a new water brand with possibly the lightest weight PET* bottle in the world and started a project to improve sanitation in Africa.

*(polyethalenetetrachloride)



Andrew Eyles

Environmental Litter

Environmental litter— on streets, pavements, parks and public spaces— affects local communities across the world. In the UK clean streets have recently been identified as a top three factor making somewhere a nice place to live.

We at CSR Solutions are working with a growing number of parties who want to see a reduction in street litter—whether for the needs of their business, for the benefit of the local community in which they operate or for the benefit of the wider community.

Cigarette litter —is one of the most prevalent forms of street litter and experience from around the world in recent years shows that more cigarette litter outside is a consequence of indoor smoking restrictions. There have been some notable developments in 2007.



Defra Response

In May, CSR Solutions submitted a detailed response to a consultation document from the UK's Department for Environment Food & Rural Affairs (Defra) on their proposals to extend Street Litter Control Notices (SLNCs) to make pubs, bars, cafes, restaurants and other venues in England responsible for the cigarette litter outside their premises.

"We believe that Defra's approach would simply lead smokers justifiably to assume that their litter is for someone else to clear up," said Charles Hamshaw-Thomas.

"We believe an integrated approach - combining education, sanctions and a disposal infrastructure - that encourages more consumers to dispose of their litter responsibly is vital. "It's an approach that has worked well in some 500 cigarette litter campaigns carried out in the UK and around the world by councils, retailers, businesses and environmental groups, in which driving behavioural change has led to litter levels falling by up to 87% - it's the only way to go!"



ButtsOut™ - the smart solution for cigarette ends



ButtsOut - the new quirkily designed, fire-resistant box for cigarette ends - is integral to CSR Solutions' programme of behavioural change.

ButtsOut is an environmentally intelligent brand and it comes as part of an integrated solution. It's proven that consumers will buy and use the ButtsOut which means it makes commercial sense for businesses to support. It can provide a clean win for all concerned.

Indoor smoking restrictions were introduced in England on 1 July this year, and since then CSR Solutions have been approached by a

growing number of businesses and other organisations who have identified ButtsOut as a sensible solution to the escalating problem of cigarette litter outside.



Designed to be easy to open and use as a merchandiser and includes a postcard to help you pass on the message

Retail launch

ButtsOut has been trialled by a leading UK supermarket chain and we're confident of being able to announce its retail launch very soon. The ButtsOut has been a retail phenomenon in its birth-place of Australia where it has listings with two multiple retailers, including Coles supermarkets, selling in excess of 4,500 across 500 outlets every week.

WOMAD

World of Music, Arts and Dance (WOMAD), under Peter Gabriel's guidance has been bringing artists together at rock festivals around the world for over 20 years - and it introduced the ButtsOut at Charlton Park in Wiltshire in July.

As Charles Hamshaw-Thomas explains "WOMAD's stated aim was to leave the beautiful estate in the condition in which they found it and we were delighted they identified the ButtsOut, as part of their practice to adopt as many environmentally intelligent practices as possible, to help them deliver on that aim."

Charlton Park was WOMAD's 25th anniversary. 5,000 ButtsOut were snapped up by more than 20,000 festival goers and the CSR Solutions team worked closely with WOMAD to deliver an accompanying communication programme.



Conservatives go ButtsOut™ for cleaner streets

In May, the Conservative Party adopted the ButtsOut- "an innovative product with the potential to make a real difference to the condition of the nation's streets, pavements, parks and other public places."

The ButtsOut was made available within the Conservative Party Campaign Headquarters, when it launched its local election campaign, as evidence of the party's commitment to champion the social responsibility agenda.

"We're very pleased" said Charles Hamshaw-Thomas.

"Cigarette litter is viewed by many as the world's largest environmental litter problem. Therefore it's great to see a leading political party identify the need for behavioural change and adopt an imaginative approach to encouraging its people to manage their litter more considerably."

Manhattan, New York City

The CSR Solutions team has recently returned from a trip to New York, where it has been invited to help put together a major street-cleaning project. New York implemented smoke-free legislation in 2003 and four years on there is increasing demand, from the NY City Department of Environmental Protection among others, for urgent action to be taken.

Charles Hamshaw-Thomas believes any city can learn from the intended approach in Manhattan.

"They're looking at an integrated programme, which will focus on behavioural change and involve an alliance of the key stakeholders, that's designed to radically improve the environment for people living and working on the island" he says.

CSR Solutions are working on similar projects in other cities in Europe and the Far East.

Chewing gum

- is the second most prevalent form of street litter.

In our work on cigarette litter, we have received a number of enquiries regarding solutions for chewing gum.

We have a project team working on it and we will report further in our next issue of Clearer Thinking.

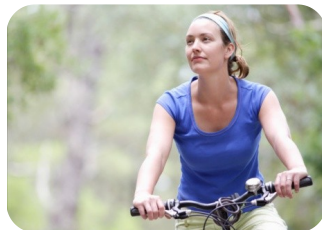
HR Practices

We believe that CSR, like charity, begins at home. Best practice HR policies and procedures are therefore a logical first step in establishing a business's CSR credentials.

Providing employees with the opportunity to proactively manage their health and their fitness has to make sense, and CSR Solutions are delighted to be working closely with The Positive Health Alliance (PHA) in the promotion of their Balanced Living product.

Balanced Living

Balanced Living is all about preventing illness, through personalised nutrition, activity and lifestyle recommendations from qualified experts - all of which is conducted on-line through the development and implementation of individual and personalised plans.



- Under Balanced Living, each employee receives:
- a 20-minute health assessment, with a qualified nurse at the employer's site, that captures key personal health information
 - an online assessment relating to family health history and current levels of activity and lifestyle
 - a nutrition plan, that provides specific dietary and nutritional advice to reduce any identified health risks
 - an activity plan that



recommends activities appropriate to current fitness levels, age and lifestyle

- access to a secure interactive system, enabling progress to be tracked and weekly feedback to be provided.

Balanced Living has recently been adopted by a leading US law firm in London as well as a healthcare PR agency. It's being reviewed by a number of other law firms and media businesses.

To date, provision for employee healthcare e.g. private health insurance/access to treatment has been reactive but we believe a proactive approach has to be the future. From the Responsible Employer standpoint, it must make sense and the costs of absenteeism alone make the commercial case for Balanced Living totally compelling.

For further information see www.csrsolutions.co.uk and click on the HR Practices section.



Business Regulation— a CSR opportunity?

An increasing burden of regulation is a challenge faced by many businesses. For such businesses, CSR and corporate affairs can quickly become marketing.

Take tobacco as an example. A product used for over 300 years, the health risks became apparent and an ensuing welter of government and other regulation - covering how the product is made, sold and consumed - have denied it access to all traditional forms of marketing and promotion.

While some may contend that tobacco manufacture and CSR is of itself an oxymoron, CSR and public affairs is one of the few arenas in which the tobacco industry can maintain its visibility. CSR has therefore become an important platform for its business development and marketing.

There are other industries that face a similarly escalating burden of regulation. Will one of those be "the next tobacco"? More importantly, are they ready to turn those regulatory challenges into business development and/or marketing opportunities?

Contact us

For any further information please contact Charles Hamshaw-Thomas - charles@csrsolutions.co.uk - or speak with either Donna McClelland or Chloe Jervis at our office in Bath, England - tel +44(0)1225 731355

CSR Solutions

