

BUSINESS *in the*

COMMUNITY



BUSINESS *in the*
ENVIRONMENT

ISSUED MONDAY, JULY 14, 2003

FOR IMMEDIATE PUBLICATION



BUSINESS IN THE COMMUNITY'S AWARDS FOR EXCELLENCE 2003

'BUSINESS IN THE ENVIRONMENT EXAMPLE OF EXCELLENCE' ANNOUNCED

Shields Environment's Fonebak Scheme has triumphed over 14 entries to win the Business in the Environment category of the Award for Excellence 2003, sponsored by National Grid Transco. The Award was presented as part of Business in the Community's Awards for Excellence at a gala dinner on the 10th July, attended by over 1000 senior business leaders, community partners and MP's.

The Business in the Environment Award for Excellence recognises innovative environmental performance integrated into a company's sustainable development strategy, delivering proven business benefits. The Award is part of Business in the Community's Awards for Excellence in corporate social responsibility.

Announcing the Awards, Stephen Timms, Minister for CSR said: "Businesses do not operate in a vacuum, they depend on the support of their employees and the local community for their continued success. Corporate Social Responsibility brings very real advantages to business by benefiting all stakeholders which in turn has a direct impact on business performance and public perception. The Examples of Excellence represented here are proof of that."

Fonebak is the latest solution developed by Shields Environmental in consultation with their clients. Shields Environmental offers the first nation-wide mobile phone recycling scheme in the world, which has the endorsement of all major Network Providers and the Government in its domestic market place. In the first year of operation, this resulted in over 1 million phones re-used to provide affordable communication in developing countries and over 100 tonnes securely recycled. This equates to savings of over 250 tonnes of potentially hazardous landfill.



Gordon Shields, Chairman and Founder of Shields Environmental comments:

“The success of Fonebak and our Network Infrastructure services have proved Shields Environmental can deliver on all aspects of Corporate Responsibility while producing demonstrable financial returns for Clients shareholders. I am delighted this has been recognised through Business in the Community’s Awards for Excellence.

These services not only exceed clients legal responsibilities and provide secure risk management, they return considerable revenues that many of our clients use to fund their Corporate Social Responsibility activities. I am so pleased for all our clients, who have put aside competitive pressures to jointly support the scheme and our employees who have worked so hard to create and implement the software systems, develop the network of processing centres and firmly establish our global remarketing capabilities.

The award recognises Shields Environmental and our clients as a prime case study of how businesses can balance their aspirations for growth with care for the environment and society.”

The Business in the Community Awards for Excellence, now in their fifth year, are the most prestigious awards for corporate responsibility in the UK. In association with the Financial Times, sponsored by the Department of Trade and Industry, supported by ScottishPower, Company of the Year 2002 and assured by AccountAbility, they encourage companies to measure, continually improve and communicate their positive impact on society.

The judges also awarded The Scottish Nappy Company Highly Commended status. The Scottish Nappy Company provides a weekly home delivery service of fresh cotton nappies, the collection of soiled ones and their subsequent laundering in West Central Scotland. To date the company has prevented about 65 tonnes of nappy waste going to landfill. Three other finalists all received the Big Tick which demonstrates the measurable impact that an organisation has had on the environment and society, and they are BT, Carillion and Yell.

Jim Haywood, Director of Business in the Environment comments:

“The FoneBak scheme is a true example of excellence. The increasing sale of mobile phones has made safe and environmentally sustainable disposal a major issue. Shields Environmental have managed to combine inspiration, innovation and business vision to provide a valuable service which is also a good business enterprise. Indeed, all of this year’s BIG TICK companies have shown real innovation and the case studies demonstrate how successful companies are placing the environment at the heart of what they do.”



Full case studies of the winner and finalists can be found at www.bitc.org.uk/awards

For more information please contact: Jenny Singleton, Communications Manager for Business in the Environment at Business in the Community on 020 7566 8705 or email jenny.singleton@bitc.org.uk

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The Business in the Environment Award for Excellence 2003

Example of Excellence: SHIELDS ENVIRONMENTAL

Shields Environmental offers the world's first nation-wide mobile phone recycling scheme, to provide affordable communication in developing countries and equating to savings of over 250 tonnes of landfill.

Judges Quote: "When faced with a difficult business challenge they responded with an innovative solution showing strong leadership to the mobile sector and generating revenue whilst protecting the environment.

PR Contact: Sarah Bond

Tel: 01708 684000

Highly Commended: THE SCOTTISH NAPPY COMPANY

The Scottish Nappy Company was established to reduce landfill through minimising the "disposable" nappy mountain.

PR Contact: Fraser Hutchison

Tel: 01563 851161

Notes for Editors

1. The Awards for Excellence are the most prestigious UK awards recognising responsible business practice. They promote a better way of doing business by encouraging companies to measure, continually improve and communicate their positive impact on society. National finalists are awarded the BIG TICK impact endorsement mark. The Examples of Excellence and those awarded as Highly Commended will be announced at the gala dinner on July 10.
2. Business in the Environment is the business-led campaign for corporate environmental responsibility of Business in the Community.
3. Business in the Community is a unique movement in the UK of 700 member companies. Our purpose is to inspire, challenge, engage and support business in continually improving its positive impact on society. Together, our member companies employ over 15.7 million people across 200 countries. In the UK, our members employ over 1 in 5 of the private sector workforce. Membership of Business in the Community is a commitment to action and to the continual improvement of the company's impact on society. Our members commit to:
 - Integrate responsible business practice throughout their business
 - Impact through collaborative action to tackle disadvantage
 - Inspire, innovate and lead by sharing learning and experience.
4. Further information about Business in the Community can be found at the website www.bitc.org.uk and www.bitc.org.uk/environment