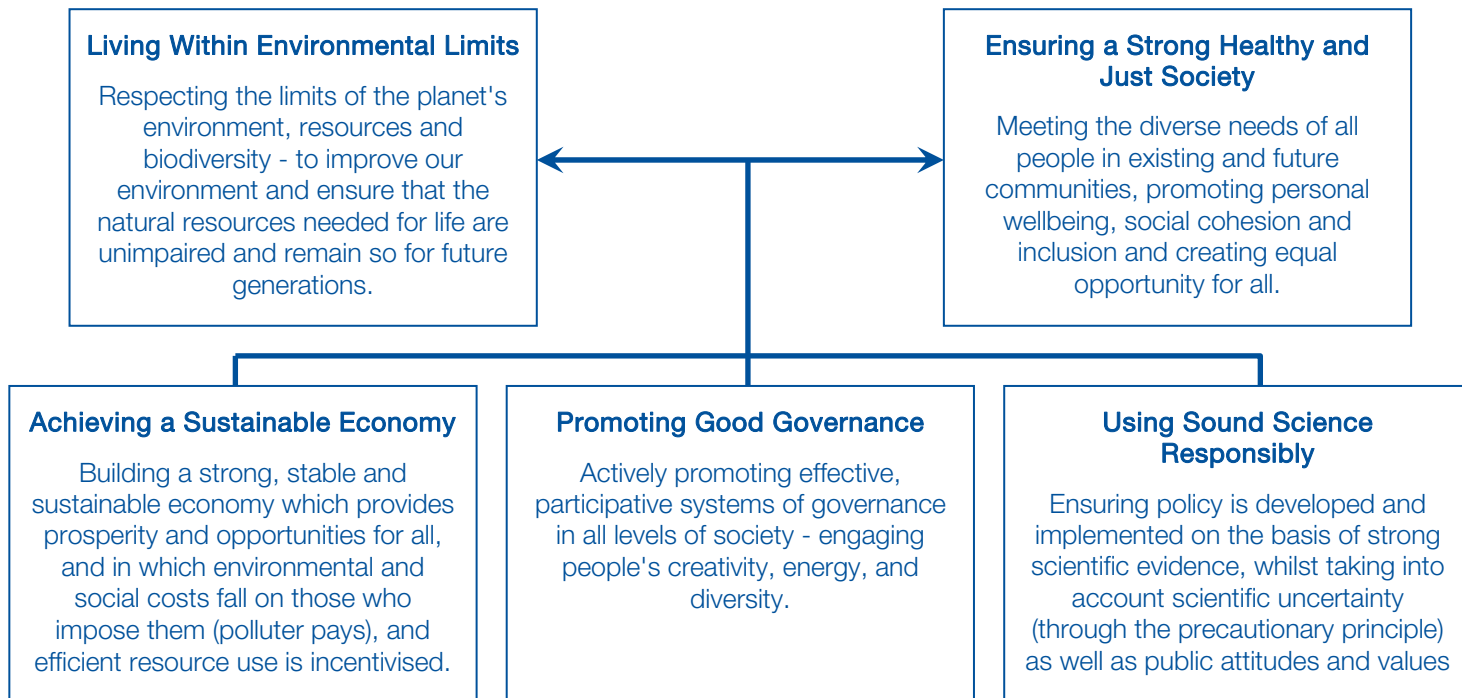


APPENDIX

What is Sustainable Development?

The following is a set of shared UK principles that we will use to achieve our sustainable development purpose. These have been agreed by the UK Government, Scottish Executive, Welsh Assembly Government and the Northern Ireland Administration. They bring together and build on the various previously existing UK principles to set out an overarching approach, which the separate strategies can share.



These principles will form the basis for policy in the UK. For a policy to be sustainable, it must respect all five of these principles, though we recognise that some policies, while underpinned by all five, will place more emphasis on certain principles than others. Any trade-offs should be made in an explicit and transparent way. We want to achieve our goals of living within environmental limits and a just society, and we will do it by means of a sustainable economy, good governance and sound science.

Four dimensions of Sustainable Development

Applicants are asked to consider the significant contributions of the product, service, or approach to management under the dimensions and sub-heading in the table below, and to use those sub-headings to explain the ways in which they are making a contribution to sustainable development. **Whilst it is not necessary for applicants to show that their contribution is equally strong under all dimensions, it is expected that all four will be addressed to some degree in the application.**

Where an application is principally based on achievements in the social, economic and/or leadership and management dimensions, it will still be necessary for the application to demonstrate a significant level of environmental commitment. This can be achieved in a number of ways including, for example, by demonstrating:

- (a) **specific and direct environmental benefits; or**
- (b) **a commitment to more general but progressive environmental actions, as reflected in the publication of a thorough environmental report, adoption of ISO 14001 or the EU's Eco Management & Audit Scheme (EMAS).**

It is possible that, for some sub-headings in the table below, the contribution may be insignificant, unknown or negative. The applicant must indicate this, and describe any steps taken to investigate and, if applicable, improve this.

The wider economy as a whole, not simply the commercial success of the business in question.

APPENDIX (CONTINUED)

What are assessors looking for?

Assessors are looking for evidence which shows that the organisation understands its sustainable development impacts (good and bad) and has taken steps to make its sustainable development performance outstanding.

Sustainable development depends on organisations assessing their performance thoroughly, and the assessors look for evidence that organisations recognise those areas where they still have some work to do, as well as where they have made outstanding process. Where the core activities depend on something which is inherently unsustainable, assessors expect to see evidence of what you have done to reduce their negative impacts. Where claims of outstanding achievement are made, assessors expect to see evidence to justify the claims.

The assessors particularly welcome evidence in the form of performance data, achievement of accreditations or awards, and other substantiated detail.

Dimensions of sustainable development with sub-headings and examples

Environmental dimension	
Resources	Reduce use of fossil fuels, metals, aggregates and minerals. Increase use of renewable and recycled materials. Generate or use renewable energy.
Efficiency	Use materials (including water) and energy efficiently.
Wastes, emissions and pollution	Reduce waste of all kinds. Reduce emissions to air, water and land of greenhouse gases, ozone-depleters, toxic substances, radioactive substances and persistent synthetic substances.
Biological diversity and productivity	Protect and enhance native species and their habitats. Increase the proportion of resources that are from sustainably-managed sources (e.g. not over-fished, over-harvested, clear-felled or taken from the wild).
Social dimension	
Health, safety and support	Promote good health and safety at work, in (global) supply chains and more widely. Promote skills and activities which help people live more healthily. Reduce nuisance (e.g. noise, odour, visual impact). Promote access to work and services for people with special needs. Contribute to the local environment and to local infrastructure to improve safety and provide opportunities for people to become more healthy.
Social skills, participation and life-long learning	Encourage people to be involved in giving their ideas and views and making decisions. Promote employee development. Increase people's opportunities to learn critical skills (e.g. IT) and to keep on learning throughout their work and personal lives.
Building strong communities	Working in partnership with local communities: - promote and support community activity and volunteering; - take part in activities which reduce prejudice and promote understanding; - share resources (e.g. equipment, knowledge, skills, buildings) with community, voluntary, educational or charitable groups.
Economic dimension	
Work, productive and socially useful activity	Create jobs. Take part in schemes which utilise the potential contribution to society of people who might otherwise not be employed (e.g. the long-term unemployed, disabled people), and which help all individuals contribute to society and realise their potential.
Finance and sustainable economy	Contribute to the prosperity of the wider local, regional or national economy. Consider environmental and social impacts when making decisions about internal financial management systems and the financial services bought by the business unit. Use purchasing power to support the local economy and to support organisations which are contributing to sustainable development.

APPENDIX (CONTINUED)

Leadership and management	
Trust, access to information, good governance and stakeholder relations	<p>Increase the flow of information to stakeholders.</p> <p>Increase consultation with stakeholders and use it to inform decision making.</p> <p>Do business ethically and actively oppose corruption and unfair practices.</p> <p>Review the role and challenge the record of the business unit's relevant senior decision making body in relation to sustainable development.</p>
Promotion of sustainable development	<p>Use indicators, targets, policies and management processes which integrate business practices with sustainable development. Monitor and evaluate their success.</p> <p>Promote sustainable development to employees, through the supply chain, within the business sector, to local communities and to other stakeholders.</p> <p>Promote and support sustainable development in international operations and supply chains.</p> <p>Take part in demonstration and pilot projects, accredited and verified schemes, benchmarking, business sector initiatives, local initiatives, consultation processes which explore and promote sustainable development.</p> <p>Use management systems which enable the business unit to manage and improve its social and environmental impacts.</p> <p>Publish information about the environmental and social impacts of the business unit.</p>
Management innovation	<p>Include sustainable development in the organisation's mission and values.</p> <p>Have processes in place which address dilemmas and constraints on action.</p> <p>Develop innovative ways to engage employees, the local community and other stakeholders in sustainable development.</p> <p>Develop innovative ways to enhance the business unit's reputation through engaging with sustainable development.</p> <p>Develop innovative ways of rewarding employees for improved environmental and social performance.</p>