

Title: British Nuclear Fuels plc - Awards for Excellence 2004 - The Shields Environmental Award

In 1999, BNFL faced its toughest communications challenge to date following the MOX Data Falsification (MDF) scandal, which caused the company's reputation to plummet among all stakeholders.

Organisation: BNFL

Processes: led by the Chairman and Board, BNFL committed itself to the challenge of restoring public trust through communicating openly and honestly with stakeholders.

Impact: BNFL produced a report on corporate social responsibility (in addition to their annual environment, health and safety reports). It was aimed at their 23,000 employees, in 16 countries across the world and widely available in a range of formats including on the website, on dvd and in hard copy.

As a result of the report they have made significant savings on energy reductions and waste minimisation, have implemented processes into their business plan as a result of consultation with employees.

The report focused on the triple bottom line - social, environmental and economic impacts and demonstrated how the implementation of a corporate social responsibility programme was not only good business practice, but showed the company's commitment to health, safety, employees, human rights, the environment and effective community relations.

For BNFL, CSR is more than integrating management policies across the full spectrum of their business. It is about being accountable for everything they do. It is about demonstrating as well as reinforcing that accountability, by ensuring that it is reflected in the right attitudes and behaviour realised through open, honest and trusting relationships with their stakeholders.

BNFL has five key values that help to underpin the right attitudes, behaviours and relationships with stakeholders that are fundamental to good business. These values are widely communicated throughout the company and provide the foundations on which they are building and implementing their global CSR strategy.

Nine business principles, which are based upon these values, provide a framework for the actions and behaviour of everyone at BNFL and help focus the company on achieving their CSR goals.

Communicating these values and principles and consulting with stakeholders, has demonstrated that BNFL are an economically viable, environmentally responsible and socially beneficial company.

Other benefits resulting from the CSR report have been that local liaison committees have been established at all operating sites to help, listen and respond to local views and opinions. BNFL's investment in their staff, in research and with customers and suppliers has not only enhanced their reputation with these groups, but contributed towards their economic performance including significant savings being made from energy reductions and waste minimisation – which will impact directly on the bottom line.

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