



Engine
Corporate Social Responsibility Statement

We believe that Engine and its businesses should make a beneficial contribution to our communities, the environment and wider society.

We do this by:

- Managing our business well
- Respecting and protecting our environment
- Giving our expertise to civil society organisations that promote socially beneficial causes
- And especially through a commitment to the nurturing and growth of young people and talent

Engine’s Corporate Social Responsibility (CSR) statement is built on three pillars:

1. Giving our time and expertise
2. Protecting our environment
3. Looking after our people

The work which Engine produces on behalf of our clients is seen and read by millions of people every day. Engine will give appropriate consideration to the impact of the advertisements, marketing materials and other communications we produce on society.

1. Giving our time and expertise

Engine Group companies are encouraged to provide their specialist skills to support charities and other civil society organisations involved in the area of youth development, education or support.

Civil society organisations that have recently received support from Engine Group companies include:

- The Children’s Music Workshop & Pocket Opera
- The NSPCC
- Changing Faces
- The Idea Foundation
- The Sheila Mckechnie Foundation
- The Cricket Foundation’s ‘Chance to Shine’
- The Royal Parks
- Amnesty International
- The Black Cultural Archive
- Malaria No More



There are two specific ways in which we can give our time and expertise.

1. Through pro-bono professional relationships with charitable organisations, where our skills in branding, marketing and corporate communication will help these organisations to improve their profile and succeed in achieving their goals. Many employees in Engine hold voluntary positions as board members or trustees of charities. Engine supports and encourages these positions.

In order to monitor the contribution Engine makes to society we will account for our pro-bono work through internal time logging systems, from 1 July 2007.

2. By allowing staff time to work on projects in our local communities. Engine will approve three projects every year, and any Engine employee may spend one day a year working on these. The employee's time will be donated by the company that employs them.

As well as our time and expertise, Engine is committed to giving something to community by donating our old IT and office equipment in support of good causes.

Protecting our environment

Engine companies will help protect the environment by minimising the impact of their:

- Travel and transport
- Use of paper and other materials
- Energy consumption

We will encourage good environmental behaviour at a corporate and individual level by:

- Monitoring our consumption of energy and materials and setting targets for reduction. Currently we are in the initial phase of implementation of an ISX web based monitoring system which will deliver a detailed breakdown of our site energy consumption, and further enable us to set targets for change.

Our targets are to:

- Reduce our waste by 10%
 - Reduce our transport (Air travel, taxis and couriers) by 5%
 - Reduce our energy to 191Kwh per year per M²
 - Reduce our paper use by 17%, to 2.59 Reams per person per year
- Ensuring that, where possible, we switch to sources that have a less harmful impact on the environment. We switched energy supplier to a 100% renewable provider when we moved premises in June 2008.
 - Discouraging a 'disposable' culture and switching, where possible, to products which are reusable, recyclable or naturally degradable.
 - Encouraging 'low-carbon' personal and business travel, ensuring all Engine employees are aware of the Group's aims and expectations.



- We are proactive adopters of legislative requirements. We make it our business to know when new UK or EU legislation comes into force.

Furthermore we actively encourage our suppliers to act environmentally responsible, and plan to develop an Engine Group preferred suppliers policy. This is a part of our ISO14001 EMS strategy.

Engine received ISO 14001 accreditation on the 7th April 2009 and re-accredited on 20th April 2010.

3. Looking after people

Engine Group companies are committed to looking after its people by providing a safe, comfortable and stimulating working environment and a commitment to training and personal development. In addition:

- We will consider with an open mind any employee’s objection to working for clients, or projects, that they find objectionable on religious, moral or ethical grounds.
- We actively encourage people from diverse backgrounds and ethnic minorities to work for Engine.
- We encourage, and will endeavour to facilitate, employee initiatives that further the aims of our Corporate Social Responsibility, such as fundraising, giving blood and so forth.
- Engine is a people business and we aspire to high standards of employment. We will support training and career development for all Engine staff.

Setting out goals

In order to ensure that Engine is meeting its CSR goals, it is important to regularly audit progress, and then set new goals. It is equally important to be able to measure ourselves against our competitors, clients and other sector leaders.

Having qualified for ISO 14001 we will encourage our suppliers to do likewise.

Signed:  Debbie Klein, Joint Chief Executive, Engine

Date: 21/04/10