



Corporate & Social Responsibility Policy

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LEADING TO A GREEN LONDON SUPPLIER





"Greening Your Cleaning"
CO₂ Free and Holders of the Carbon Trust Standard

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Introduction

Citrica lead the UK commercial cleaning industry through our pioneering approach to the environment helping our clients to reduce their CO₂ footprint by 'greening their supply chain'. We aim to keep this pioneering approach as part of our longevity CSR plan.

Citrica have been accredited with ISO 14001 for 8 years and we are proud to say that we were the first in the commercial cleaning sector to hold the Carbon Trust Standard and will remain committed to making further reductions year on year. Calculating our carbon footprint against ISO 14064 has enabled us to set out a strategy to continually reduce our emissions. Based on our footprint, we have had our carbon footprint recalculated for 2010 and have continued to offset our remaining emissions to be carbon neutral.

Our environmental management systems have been in place since 2002 and we see our commitment to reducing our impact on the environment as a key area of our Corporate & Social Responsibility. We strive to continually improve our approach to the environment and endeavour to fulfil our Corporate & Social Responsibility ensuring we improve on our performance whilst we are concentrating on the key issues that really matter to our staff and to our clients.

Fact

'Less than 1% of the earth's surface area is accounted for by cities, yet urban areas account for 75% of the world's carbon dioxide (CO₂) emissions'

'Calculating the carbon footprint of an organisation can be the first step in a company's programme to reduce the emissions it causes. Climate change is increasingly recognised as a major challenge, and it is widely accepted that GHG emissions, such as: electricity generated from fossil fuel power stations; burning gas for heating or driving a petrol or diesel car; and the production, transport and disposal of raw materials and consumer goods are having a negative impact on the environment'

'Current CO₂ emissions in London stand at 44 million tonnes. A 'business-as-usual' approach would see emissions rise to 51 million tonnes by 2025. This increase goes against the UK Government's commitment to reduce CO₂ emissions by 80% on 1990 levels by 2050. Forward thinking businesses in the UK have the opportunity to play their part in achieving this challenging target'

Core Values:

"Beliefs are the core values we live by and when they are shared with others a bond is created. A culture is thereafter formed which becomes a solid foundation."

Citrica believe in conducting business with integrity and so do our employees. This is our fundamental foundation that we approach every aspect of our business operation. Citrica has four 'Core Values' that form the foundation of our business operations and they are the Guiding Principles to the way we work:

✓ Leadership ✓ Visionary ✓ Sustainability ✓ Progressive



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Leadership - Citrica is a leader in environmental best practice. We are the most accredited commercial cleaning company in the UK. Greenfact – not greenwash!

Visionary - Always looking to the future and proactive in implementing new carbon reducing technologies. We have held ISO 14001 for 8 years and are very proud to be the first commercial cleaning company to hold this accreditation.

Progressive - Citrica embrace sustainability and measure our operations against the highest standards of carbon reducing accreditations as they are developed and become available, as a standard practice. We are committed to staying ahead and being the best at reducing our environmental impact positively.

Sustainability – Citrica is an advocate of sustainability and is proud to have a leading brand reputation. Citrica is committed to sustainable development, promoting the benefits of 'greening the supply chain' to inspire a change in behaviours and will endeavour to fight against Greenwash.

These guiding principles form the basis of all we do, and are going to do in future; in terms of sustainable growth; reducing our environmental impact of our operation and the subsequent communities as well as extending out through our suppliers, partners and clients.

Mission:

"It is Citrica's mission to address what is wrong within the UK commercial cleaning industry and change it. We are implementers of much needed environmental change within our industry and want to attract ethical clients by our honesty, transparency and the sustainable business operation and services we offer. We will lead by example and will continue to evolve to be most ethical, sustainable, transparent and environmentally aware commercial cleaning company in the UK. We are the only partner for clients to choose because our brand stands apart from the rest of the commercial cleaning industry. We continue to fight against greenwash by setting a precedent, working to the highest ethical and sustainable standards."

2010 Corporate Social Responsibility

In 2010 we see our commitment to reducing our impact on the environment as a key area of our Corporate Social Responsibility. Our CSR policy is designed to drive corporate change via defined objectives and measurable targets and is the foundation for steps towards running a more sustainable and ethical business operation ongoing. We are constantly looking for new ways to improve. We set standards and measure operating improvements in order to reduce our environmental impact, then go beyond to ensure we don't pass on to our clients any carbon footprint or the cost for being green. If this was replicated throughout the supply chain the carbon emissions from UK business would be substantially reduced.



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Employees & Development

Citrica recognise that its employees are a key part to its success, including: delivery of excellent customer service and consistently exceeding their expectations as a standard part of the services we offer. Every employee is responsible for ensuring that any contact with the public reflects professionalism, efficiency and integrity of our services. In a continuously improving business environment, ongoing success requires training and regular updates to ensure employees are stimulated by information and engaged by their own individual progress and achievements.

Citrica are committed to developing its employees to maximise their personal and professional progression. Employees also have the benefit of environmental training which focuses how to minimise Citrica's impact on the environment through our sustainable cleaning service and operation. This new 'Environmental Initiative', is due to be rolled out over 2011. The training will be regularly followed by refresher courses, ensuring our employees operate best environmental practice at all times.

Rewards & recognition

Citrica will continue to aim to attract, retain and develop high calibre staff by providing all its employees with a good working environment and conditions. Citrica will increase its incentive programmes over the next two years to increase employee engagement and will effectively implement more rewards and recognition programmes to inspire motivate and encourage environmental best practice; excellent customer service; to employee recycling initiatives open to all employees from cleaning operatives to senior managers.

Customers

Citrica is committed to putting customers at the centre of its strategy. We believe in building strong client relationships. We are proud of our bespoke personal service to our clients. Every employee is responsible for ensuring that any contact with customers and the public at large reflects professionalism, efficiency and honesty of our services. Citrica understand the importance of team work, and that is why each client has a dedicated manager 24 hour dedicated service from a senior manager ensuring all their needs are met and the areas serviced are always clean. Our managers regularly spend time evaluating the buildings we clean for our clients making sure their expectations are met and surpassed. We work closely with our clients offering recycling initiatives.

In the future, our aim is to pull together the most effective strategies for changing client attitudes towards sustainable cleaning services. Our next steps include extending an offer to our clients to send a selected number of their employees to be trained alongside Citrica employees in our regular 'green training & sustainability workshops'.



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Suppliers (Supply Chain)

Citrica believes that Corporate Social Responsibility is a differentiating factor between Citrica and the rest of the commercial cleaning industry in the UK. Citrica is committed to ensuring that it deals ethically with its suppliers and that these suppliers recognise the importance of Corporate Social Responsibility to us and to them in their operations. We assess our suppliers, and we are committed to working with our supply chain to provide the most environmental solution to our needs and for our customers' needs.

Citrica expect its suppliers to have a current environmental policy. We expect to see a commitment to prevent pollution and comply with current environmental legislation and some reference to the environmental controls it has in place or initiatives it is running. Such as: control of emissions, the training and involvement of employees and the selection of the organisation's own suppliers based upon evidence of their environmental criteria.

Communication

Appropriate and well-timed communication to and from employees is essential to ensure the continued effectiveness of the business. A variety of communications; Enews letters, briefings and internet communications giving more specific information, are being incorporated into Citrica's broadening & developing communications program.

Citrica are realising the importance of letting everyone know about who we are and what we do that is good for the environment and for the community as a whole. This year we are expanding our range of media used to communicate our latest achievements.

Community

Offsetting – Carbon Neutral Project - One of the projects we have decided to offset to is Low-Smoke Cooking in Sudan. This involves replacing non-renewable biomass and traditional cooking stoves with lower carbon fuels and appliances. This project helps to improve livelihoods in the Darfur region of Sudan, an area going through what one expert has called, "the world's first climate change war". Switching from solid fuels to gas dramatically reduces CO₂ emissions, helps to preserve the local natural resource base, reduces energy costs for poor households and helps to reduce excess illness and death from indoor pollution.

Citrica are going to increase its initiative to work more closely with its clients and their employees by encouraging client employees to join our training courses. The aim of this initiative is to encourage more of our client's employees, to increase their efforts to recycle more of their waste in the workplace. This is an initiative Citrica are rolling out this year.

In 2010 Citrica have employed Carbon Clear who calculated our carbon footprint for this year and have again offset our remaining emissions meaning we are Carbon Neutral which impacts positively on our employees, our community and on our clients, helping them to 'green their supply chain' and fulfill their Corporate and Social Responsibilities.



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Environment & Climate Change

Through a diverse range of initiatives, we are committed to reducing the environmental impact of our operations. We are also continually developing further ideas on green products as well as providing staff education and customer information.

Reducing our environmental impact is our long term goal. Citrica realise its activities have a wider impact on the society in which it operates. In 2010 Citrica's key focus areas all contribute to towards this aim:

Waste and Recycling

Increase in waste-to-recycling and to reduce waste-to-landfill. Our target is to achieve 100% no landfill waste by the end of 2010. The proportion of waste per month being taken to landfill has fallen between 2008 and 2009, while the proportion of waste being recycled has increased over the same period. A number of initiatives are continuing which have a positive environmental benefit.

Transport

To further reduce our overall fuel usage. We are implementing initiatives to make use of vehicle sharing schemes, therefore reducing the number of company vehicles we use. Alternative transportation methods are actively being encouraged through employee rewards and recognition schemes.

Products and Services

We will ensure our products do not contain hidden conditions or rely on complex technical definitions and can be easily explained.

Our service will be shaped by listening to our customers and understanding what is important to them. We will take responsibility for meeting the needs of our customers and these needs will be at the heart of our business. We will always look for ways to improve the quality of our service.

Sustainable technology

We are continuing to improve upon the cleaning services we offer by developing our environmental staff training and refresher training, helping our staff use the most efficient processes in their work, which in turn reduces our environmental impact as well as the clients we work for, helping the client to fulfil their CSR policy.



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Sustainable Equipment

The equipment sourced for our cleaning operatives again are at the forefront of sustainable technology. Citrica are replacing all vacuum cleaners from its sites and replacing them with Numatic's latest vacuum that uses 50% less electricity than the next industry leading brand and they are made from entirely recycled materials and are 100% recyclable too.

Sustainable Materials

“Research into the chemicals used in the products used in both the commercial & domestic cleaning markets gave cause for concern surrounding the use of ‘chemicals’ used in cleaning products. The use of traditional toxic, harmful or corrosive chemicals has resulted in a rise in the number of health problems and diseases such as cancers, allergies, and respiratory problems and increasing levels of pollution and depletion of the environment according to REACH.”

Similarly Citrica are always looking to improve upon what we already have in place. Our cleaning materials we use via the service to our clients are already compliant with DEFRA. Materials are sourced from a sustainable and reputable supplier. Our materials therefore do not contain any hazardous or toxic chemicals, again reducing our impact on the environment positively.

Citrica only use environmentally friendly cleaning products which are at the forefront of technology which have been developed by our supplier, BUNZL. These products do not require toxic, harmful or corrosive labelling and are the first cleaning products manufactured in the UK to be accredited with the EU EcoFlower which is the symbol for products that satisfy stringent controls with respect to their effects on the environment and people. The Flower is administered in the UK by the DEFRA, supported by the European Commission. The cleaning materials used by Citrica operatives all comply with EU Detergents Regulation 648/2004 and the European Biocidal Products Directive. This legislation is designed to reduce the effect chemicals have on the environment, our health and our way of life. This legislation will dramatically effect the future of the cleaning industry.

Monitoring

Citrica has continued to collect data to measure its CO₂ emissions and identify its carbon footprint, thereby enabling a reduction of its environmental impact.

Citrica - 2009 carbon footprint report

The footprint decreased by 52% in comparison with 2008. – This is really good!
Now 52% is dramatic and this can be explained in Citrica's PAS2060 assessment and report.



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Reductions happened mainly in two areas:

1. Commuting
2. Company vehicles

	2008		2009		% Change	
	Units	Tonnes CO ₂ e	Units	Tonnes CO ₂ e	Units	Tonnes CO ₂ e
Company Vehicles (miles)	163,576	57.66	43,424	17.90	-73.5%	-69.0%
Commuting (miles)	364,754	47.40	169,000	30.78	-53.7%	-35.1%

Pas 2060 -The first independent standard for Carbon Neutrality

PAS 2060 is a new carbon neutrality standard launched in April 2010 by the British Standards Institute (BSI), developed with input from government, public and the private sector.

Publicly Available Specification (PAS) 2060 gives general requirements to be met by anyone wanting to achieve and demonstrate carbon neutrality.

Attaining carbon neutral status will help Citrica to substantiate and communicate our commitment to environmental responsibility – strengthening our CSR strategy, building trust and helping us to win new business.

The PAS 2060 standard is awarded to organisations, products or brands that are able to prove that their activities will not result in any increase in GHG emissions. If you wish to achieve carbon neutral status you will need to report your carbon footprint, reduction strategy and offset programme to the minimum standard set out by the standard.

The standard makes sure Citrica are collecting and presenting the right data so our declaration is transparent and robust.

PAS 2060 will help Citrica’s Business Operation to:-

- Reduce its greenhouse gas (GHG) emissions
- Meet your environment and sustainability objectives
- Allow your customers to know that your carbon neutrality statements are true and reliable
- Allow you to use the same criteria as your competitors
- Improve on your energy performance which will save you money on your energy bills
- Get rid of the negative views of your staff about carbon neutrality

Citrica is carbon neutral which means that there will be no increase in GHG emission to the atmosphere as a result of our products, services, or business operations.



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Carbon Clear have helped Citrica to achieve the most robust standard for carbon neutrality available on the market: PAS 2060.

The PAS 2060 Carbon Neutrality standard was launched in April 2010 by the British Standards Institute (BSI) with input from government, public and private sector carbon management experts.

PAS 2060 Carbon Neutral status can be achieved by any organisation, product or brand that can demonstrate that there has been no increase in GHG emissions in the atmosphere as a result its activities. Carbon Clear's PAS 2060 framework has helped Citrica to report our carbon footprint data, reduction strategy and carbon offset programme in a robust and transparent way.

Now Citrica has achieved the standard requirements, Carbon Clear awarded Citrica with the 'PAS 2060 Carbon Neutral' accreditation logos to showcase our achievement.

Next Steps - What Are We Working On?

Next Steps – Introduction

We also need to work hard to influence the wider property management industry to raise awareness of, and encourage, the adoption of sustainable & environmental best practice which should start becoming more commonplace within their sectors day-to-day running of their portfolio of properties. We are trying to encourage them to 'green their supply chain', which will give them more credibility ethically and environmentally. Citrica promote that by working together, we can make a difference.

Our key areas of focus are

- Increasing waste-for-recycling and reducing waste-to-landfill;
- Reduction of fuel used for transportation;
- Environmentally friendly service offering; and
- Environmentally friendly materials, and equipment

Next Steps

Stand out from the rest of the commercial cleaning industry, and will continue to fight Greenwash, by promoting our transparent, ethical and ecological business operations to all our existing and future customers. If companies are serious about their Corporate & Social Responsibility and reducing their carbon footprint by 'greening their supply chain' then Citrica is the only partner to choose.

- Set targets and action plans for improvements in our organisation and thereafter our supply chain.
- Regularly review our sustainable practices to determine areas for improvement.



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Next Steps – Equipment

Vacuums which are 50% more efficient in their electricity usage than the leading brand equivalent; they are also made from 100% recycled plastic and are completely recyclable. Numatic are signed up to the European Climate Change Agreement.

Next Steps - Waste & Recycling

Supplier- No Landfill - WasteCare offer a unique online recycling and waste management service that enables waste producers from all industrial and business sectors to manage and report their waste, from collection to recovery regardless of the type, volume or location.

Next Steps –Suppliers

Citrica require our suppliers to manage their carbon footprint. We require our suppliers to have a waste management strategy for packaging incorporating: a take back system, reuse, recycling and the nature of materials used in production as well as have effective controls to reduce the amount sent to landfill. Citrica are striving to ensure that our suppliers act in a socially responsible manner and recognise the importance of their role in supporting the local communities in which they operate. We aim to establish mutually beneficial relationships with our suppliers, based on the same high ethical standards that apply to all our dealings: open, professional and honest.

Next Steps – Communication

- **Social Media Networks** – 2 Degrees, Twitter, Linked-In, Facebook
- **Regular e-news**, Solus email-shots to our subscribers and followers

Next Steps - Bench Marking

As our company grows, we asked Carbon Clear, how could it affect our recent 52% reduction in carbon emissions? If there are more employees surely there would be an increase in carbon emissions?

Carbon Clear explained:

The methodology we use does allow for growth in absolute carbon emission in cases where organizations expand – grows in size. That is why we use benchmarks. Benchmarks are useful tools in all business management practices. Setting benchmarks can help monitor how the company is improving over time, particularly as the company expands. Benchmarks are also useful in making comparisons with other organisations. Benchmarking against turnover and numbers of staff are two meaningful intensity ratios. For Citrica we used both of them. So even if Citrica double in size and your absolute emissions increase, your benchmark emission might decrease.



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The table below shows the results of Citrica's carbon benchmarks for 2008 and 2009.

	2008	2009	Change	% Change
Footprint (Tonnes CO ₂ e)	122.20	58.54	-63.66	-52.1%
Staff (no. FTE)	32	21	-11.00	-34.4%
Turnover (£million)	1.7	2.2	0.50	29.4%
Tonnes CO ₂ e / no. FTE	3.82	2.79	-1.03	-27.0%
Tonnes CO ₂ e / £m	71.86	26.61	-45.25	-63.0%

Benchmarked against staff numbers the Citrica's footprint has fallen by 24.2%; compared to turnover it has decreased by 61.5%.