



CORPORATE AND SOCIAL RESPONSIBILITY REPORT 2010-2011

Strengthening our commitment to the community and environment

Combining CSR and commercial success

Contrary to common misconception, CSR is so much more than cheque giving. Our programme is about local engagement, relationship building and sustainable business activities and its cost is negligible compared to the business benefits we have experienced.

At Octink, we believe that we can achieve commercial success while behaving in a responsible way that considers the needs of our stakeholders – employees, customers, suppliers, partners – as well as of the local community and environment.

Octink has always been a responsible and ethical company, actively involved in supporting the local community, although our early activities were not part of a formal strategy.

In early 2008, we achieved the Business in the Community CommunityMark, the national standard of excellence in community investment.

We refined our CSR strategy in 2009 to focus on activities that provide positive and measurable benefits to our business and the community. We wanted to strengthen relationships with our customers and suppliers, to make our employees proud of Octink and to reduce our impact on the environment. At the same time, we hoped our CSR policy would win new business and strengthen our company.

We are proud of our successful CSR programme to date, but see it as a continuing and growing process. It is not about window-dressing; we are striving for bold, powerful plans that make a genuine difference.

Mike Freely, Managing Director



Octink's CSR policy is included in our induction programme for new joiners and in employment packs for potential employees; it is also part of staff appraisals.

Our annual staff survey showed, in 2010, that 72% of staff were aware of Octink's CSR activities. A campaign is in place to improve awareness increased this figure to 90% by 2012.

In the 2011 Sunday Times Best Green Companies list, where Octink was once again ranked in the top 60 listing - and for the third year in succession.

'90% of staff agreed that Octink is a leader in its approach to environmental management and say that green issues are an everyday consideration at work' . . .

Staff involvement and volunteering

Staff are closely involved in both Buglife and the Shooting Stars Hospice, our main charities; We actively encourage employees to participate in community activities and we have targeted 10 employee days for volunteering in 2010, equivalent to one day for around 10% of our employees.

Recruitment

Brentford is an area of high unemployment. To support the community, we recruit locally whenever possible, using employment agencies, our staff referral scheme or school leaver programmes.

Through the government's Way to Work programme, Octink takes on one full-time apprentice each year, allowing day release to college to study for a NVQ. To date, three apprentices have been recruited in this way.

"It is always a pleasure working with Octink and their support for young people is very much appreciated. They are an excellent company with great principles, morals, and a supportive corporate culture. Way to Work hopes to build upon this fantastic working partnership for many years to come."

Barri Ghai, Way to Work

"It's our moral duty to assist in the development of local young talent. The business case for us is clear; we are meeting and engaging with exceptional local students, and gaining valuable publicity and recognition as a result."

Mike Freely, Managing Director

Workplace targets 2010/11

- Maintain staff turnover under 10%.
- Achieve 90% awareness of CSR amongst staff by 2012.
- Encourage greater staff involvement in community/charitable activities.
- Participate in one event with staff involvement for a charity partner.
- Recruit one new apprentice via the Way to Work programme.



CSR and the Environment

Octink has received a string of awards for our environmental practice and is recognised as one of the UK's greenest companies.

Our award-winning R3 – Recover-Recycle-Reuse – programme was launched in 2008 and has significantly reduced the amount of waste sent to landfill. All waste material generated by Octink, together with redundant display material collected from clients, is pre-sorted at our premises ready for recycling. We currently recycle on average at least 66% of waste each month; the highest level achieved to date is 75%.

Encouraging others to recycle

We encourage clients to recycle more by providing advice in the early planning stages. Our 'Green Box', with samples of recyclable materials, helps clients understand the options available.

For a small fee, we collect and recycle clients' redundant signage/display material. We provide reports showing the amount recycled, which clients use to demonstrate their green credentials

Octink also chooses to work with suppliers who can help further our recycling policies.

"We want to show our customers that, with a little planning, re-cycling waste generated by display materials can be easy, affordable and even profitable."

Will Tyler, Chief Executive

Involving staff

There is a strong commitment to good environmental practice by staff across the company and our communications constantly reinforce the environmental message.

"Attitudes have changed hugely. Being more aware of the environment and costs is ingrained in all of us. Now, our team in the factory even turn off the lights and computers when they go to lunch."

Brad Candy, Operations Director

Reducing Carbon Emissions

We are an ISO14001 accredited company seeking to manage the carbon reduction and impact of our key impact areas. We have also made a series of environmental pledges to the Princes May Day Network to take action to reduce our emissions; to report on these emissions publicly and to encourage employees, clients and suppliers to take similar action.

In November 2009, we signed up to the Green500, a pioneering carbon management scheme funded by the London Development Agency to support the Mayor of London's target to cut emissions in the capital by 60 per cent by 2025.



CSR in the Community

Octink has identified social issues that are relevant to our business and priorities for the community by engaging with key community stakeholders, and participating in local organisations: Hounslow Education Business Partnership (HEBP), Brentford Chamber of Commerce and Slough Business Community Partnership (SBCP). Our CEO, Will Tyler is also a trustee for the Hounslow Education Business Partnership.

Supporting local charities

Shooting Stars Children's Hospice: this remains our main charity, provides care, support and advice for children and young people with life-limiting conditions and their families. We provide free promotional banners/graphic material, cash donations and organise employee fundraising activities. In 2010 we pledged / raised £2600 in work in kind and cash donations to this charity.

"It is fantastic to have the support of OCTINK, as a local children's hospice we rely on the support we receive from the community. As a local company OCTINK is the perfect partner who can hopefully promote our work to their contacts and provide vital funds to continue our work. They have also generously provided us with new fundraising materials which of course will save us money on our fundraising costs"

Alex Robinson - Corporate Fundraiser.

Supporting community projects

Community Re-Paint: through this scheme, run by the London Borough of Richmond upon Thames, we donate our surplus paint to the local community for redecoration and art based projects. In 2009/10 we donated 85 litres, valued at c. £275, to 25 beneficiaries, including community groups, nurseries, schools, local residents, students, youth and the church.

Creative Spaces & Places we donate scrap materials for art projects.

"The relationship with Octink has allowed me to develop an awareness of recycling on a bigger scale than otherwise might have been possible in terms of building large outdoor structures. It has meant that the children have changed their understanding of sustainability"

Linda Jane James, facilitator and artist.

Supporting local people and suppliers

We place a priority on recruiting locally and we source, as far as possible, raw materials and services from local suppliers. We estimate that a third of our suppliers are located within 10 miles of our head office.



KEY ACHIEVEMENTS

- **ISO 9001:** Octink achieved ISO 9001 in 2010
- **ISO 14001:** Octink achieved ISO 14001 in 2009
- **Investors in People:** first achieved in 2002, we successfully retained IIP accreditation following a five-year review in 2010.
- **BITC CommunityMark:** we successfully achieved this national standard of excellence in community investment in June 2009.
- **Sunday Times Green Companies List 2009-2011**
- **Green Guardian Award:** Winner Greenest Business in South West London 2008.