

# Corporate Social Responsibility Initiatives

Ofgem – Customer Service Reward Scheme

Scottish and Southern Energy's core purpose is to provide the energy people need in a reliable and sustainable way. The only way to do this is for SSE to operate responsibly in every area of its business; treating customers respectfully; suppliers fairly; employees responsibly and the communities in which it operates sensitively.

The key to ensuring SSE operates responsibly is to make sure every one of our colleagues works that way. That is why there is no Corporate Responsibility Department in SSE; nor a Corporate Responsibility Strategy. It is part and parcel of everything we do as a company.

Corporate Responsibility is embedded in everything we do.

## Protecting Communities..

### ..from the dangers of electricity

We believe we have a moral obligation to educate communities, especially children, on the dangers posed by electricity, not only by our overhead lines and substations, but also in their homes.

We participate in safety campaigns aimed at school children across Northern Scotland, which use interactive learning experiences to provide an education in safety, involving members of the local police force, community safety, trading standards, and ambulance service.

"As a science teacher, I am regularly looking for ways to link what we do in the classroom to the outside world...  
...your talk complemented this work very well."

Margaret Kihlken, Science Teacher

Within our electricity distribution business, SSE Power Distribution (SSEPD), staff are supported and encouraged to contribute to their community by carrying out talks and presentations. We provide free materials for children on environmental issues and electrical safety that staff can easily obtain and are also available on our interactive website for kids.



Our free-to-enter educational facility, set in a genuine Edwardian Power Station located in Christchurch, Dorset gives a fun and novel experience, filled with nostalgia and suitable for children of all ages and family groups.

Finally, SSE employs 17,000 people, through which it is able to reach out to many families. Frequently, staff are requested by friends, family or their children's schools to provide talks on various aspects of the power industry, including renewable electricity, electrical networks, and electrical safety.



### ..from danger on their roads

To bring our electricity customers the service they require, our staff drive over 125 million business miles every year. Of that total, over 65 million business miles are directly related to SSEPD.

At SSE we believe that we have a responsibility not only to our staff, but also to other road users, to improve our driving safety and prevent accidents wherever possible.

In general, business drivers have collision rates that are 30-40% higher than those of private drivers.

We record and investigate all road traffic collisions and use these to issue safety briefs and run campaigns to highlight learning points for our staff.

We have a 30 minute reporting rule, requiring staff to report safety incidents such as road traffic collisions to our safety team within 30 minutes.

As inattention and tiredness increase the chance of having an accident, we introduced a Driving Risk Assessment for journeys involving more than 250 miles in a 24 hour period. We have also appointed two Driving Advisors, trained to the ROSPA Gold Standard, who work with our staff to improve driving safety, to ensure as far as possible that when we put our people on the road, they will not be endangering themselves or other road users.

### ..by reducing environmental impact

Sustainability is one of our core values, as we believe operating sustainably is key to not only our future but everyone's.

In line with this, one of our key targets as a company is to send zero waste to landfill by 2016.

As a distribution business, we frequently have to excavate roads and pavements in order to repair failed cables or install new ones. This generates un-useable excavated material which, in the past, went straight to landfill. In 2008, we started a project to recycle our excavated material in the Tayside region. This required our staff to adapt their digging methods and increase their understanding of what materials can be re-used.

The success of this initiative has resulted in similar projects being set up in Inverness and Aberdeen.

We also minimise our impact when laying cables by using innovative methods such as cable ploughing, directional drilling, and the use of a horizontal directional drill with the addition of a washover head. This allows an old cable to be removed and recycled, and a replacement cable installed in its place, all without opening a trench.

In the case of cable faults, we apply an unobtrusive device, a 'sniffer', to more accurately locate cable faults and reduce the volume of digging we have to do to find the fault and repair it.



## CSR Initiatives

### Providing a Step Up..

#### *..for our young people*

With one of the worst rates of 16-19 year olds 'not in education, employment or training' (NEET) in Europe, reaching out to these youngsters is a national priority in Scotland. With this in mind, SSEPD entered into a unique and ambitious partnership with Barnardo's Scotland alongside Dundee City Council to provide first class training and development in January 2008.



**Believe in children**  
**Barnardo's**

As this initiative was so successful within SSEPD, we rolled it out across our company nationwide.

Since the Barnardo's Works (previously Youthbuild) initiative began, we have taken in 33 young people, 16 of which are now employed full time with our company, and 2 of which received commendations at the Youthbuilding UK Awards in 2008.

#### *..in our customer service*

Providing a high level of customer service is very important to us. SSEPD is running an initiative, Power2Promise, aimed at empowering our staff to deliver outstanding customer service, by making and keeping promises to our customers.

We achieve this by keeping our customers informed at all stages from the first phone call through to completion of the works, whether this is for a new network connection or due to a supply failure. We even call customers back to ask what they think about the service they received.

The customer feedback we have gathered so far indicates Power2Promise is delivering an improved service, which we are aiming to bring to a world class level.

#### *..above and beyond*

At SSE, we look after our customers and want to provide them with the best service possible. That's why, when SSEPD found that the community of Luss, an idyllic village on the West Shores of Loch Lomond, was not happy with their electricity service, we rose to the challenge.

As the network of Luss is electrically fed by another electricity distribution company, and only 50% of faults were within our control, we decided to be proactive in addressing the needs of this community, by first establishing communication with the local council to identify exactly what we could do to help. We met with the council and engaged with our customers through a Community Open Day, where customers from the community of Luss could express their concerns directly, in person, to our SSEPD distribution staff.

By demonstrating to the community of Luss that we cared, through listening and taking steps to improve their situation, we transformed their complaints into compliments and now this community would describe themselves as "raving fans" of SSE.

Worth going above and beyond for.

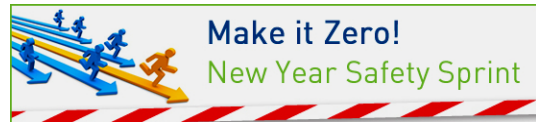
SAFETY SERVICE EFFICIENCY SUSTAINABILITY EXCELLENCE TEAMWORK

### Actively Giving..

#### *..by rewarding safety*

Within SSE, we reward staff for improvements in safety.

One of our recent company-wide campaigns, the Make it Zero Safety Sprint, ran for 3 months, and required business areas to have zero safety incidents in the three month period, January 2009 to March 2009. Successful business units were rewarded with £1,000 to donate to a charity of their choice.



The total raised was £104,000, of which £21,000 was due to Power Systems. Donations were made to a variety of charities including Cancer Research UK, the Multiple Sclerosis Society, Wiltshire Air Ambulance and the Scottish Cot Death Trust.

#### *..by encouraging interaction*

We recognise the value of our staff's contributions to local communities, youth sports groups or UK-based registered charities. We have set aside a fund called Into Action, which matches fundraising or time given by individual employees, and aims to encourage our employees to take an active role in their communities. In the



past year, Into Action has donated £300,000 to charities, with £95,180 attributed to the

efforts of our SSEPD staff. We also have a unique payroll giving scheme, Quids In, which many of our SSEPD staff contribute through. In the past year, our staff have donated £160,000 to charity through Quids In.



Our company is also actively involved in supporting the charity Maggie's Cancer Care. With one in three people affected by cancer at some point in their lives, our staff are passionate about undertaking fundraising activities and events for Maggie's.

Our involvement with the charity runs through all levels of our company; for supporting marathon fund-raising events to our Chief Executive Officer who is a Non-Executive Director and Chairman of the Audit Committee. Our Company Secretary assists with their Corporate Governance Review to ensure they are adhering to best practice, and our Director of Corporate Affairs is a mentor to their Communications Director.

In the past five years, our staff have raised awareness and over £1.5 million in funding for Maggie's.

#### *..to improve communication*

During a power cut due to storms in our more isolated communities, a sure way to keep our customers informed of progress and provide them with reassurance is through local radio networks. In recognition of the benefits such facilities provide to our customers, SSEPD made a donation of £82,000 to Isles FM radio in 2005, and have continued providing support, with our most recent donation of £10,000 paired with a promise to provide the same value of donation in 2010, providing the station with secure funding in this year and the next.

Isles fm

## CSR Initiatives: Supplement

**SSE** achieved top-rated **Platinum status** in the Corporate Responsibility Index, compiled by business ethics promoters Business in the Community, for the third year running.

## Protecting Communities..

### ..from the dangers of electricity

"thoroughly informative and balanced in its approach to what is for many a very contentious issue".  
Simon Pengelley, Rector, Morrison's Academy

"When you have someone in the profession, you understand it better than if a teacher talks to you about it"  
"It was a great and interesting lesson, thanks"  
S1 Pupils at Morrison's Academy

Feedback on talks for Morrison's Academy, Crieff, by  
Landel Johnston, Group Design Manager North

### ..from danger on their roads

DRIVING IS RECOGNISED AS ONE OF THE MOST DANGEROUS ACTIVITIES IN OUR COMMUNITIES, WITH A TOTAL OF 2,946 INDIVIDUALS KILLED ON OUR ROADS ACROSS THE UK IN 2007

THERE ARE AN ESTIMATED 3 MILLION COMPANY CARS ON THE ROADS AND ROUGHLY 1 IN 3 WILL BE INVOLVED IN AN ACCIDENT EACH YEAR

ABOUT 4 IN 10 TIREDNESS-RELATED CRASHES INVOLVE SOMEONE DRIVING A COMMERCIAL VEHICLE



## Providing a Step Up..

### ..for our young people

"I am writing to say thank you to Barnardos and Scottish and Southern Energy for giving me the opportunity to work and train in the company. I have been trained in different parts of the company, they are also putting me through my driving licence and forklift training which I am very grateful for. I would like to say it is very much appreciated."  
Carl Alexander Webster (25)

"Thank you for the career opportunity Barnardos and Scottish and Southern Energy have given me. I found this course to be a great learning curve, it has given me many valuable things, a passport, a job. I am currently doing my forklift training and a its great experience to look back on."  
Duncan MacKay (20)

"I have never been in employment before and now thanks to Barnardos and Scottish and Southern Energy they have given me a wonderful opportunity to work, learn new skills and visit places."  
Stewart William Nicol (19)

"It has been great to pass on some of the skills and experience that I was taught way back when I first started with the company to these young people. They always show willing to learn and work hard."  
Raymond Stewart, Resource Controller, Inverness

### ..in our customer service

#### Customer Survey Feedback

"We were really helpful, very efficient, helped (the customer) as internal fault and explained what to do for the future"

"12 out of 10! Superb!"

"The service was very good. Really appreciated the call backs and found them very useful."

"Call taker was very good, said we would call back within the hour and the engineer called (the customer) and was there within 10 minutes. (The customer was an) elderly lady who really panicked and we were very sympathetic to her, she was treated very well. We couldn't have treated her better. Top marks."

Dear Mr Ingram,

Now the works are completed satisfactorily we would like to record in writing our appreciation of the way all SSE staff, particularly yourself and the gangs who came on site, treated us and our property.

We were always kept informed and things were done as promised. If they could not be done then an explanation as to why and a re-scheduled timetable was given to us. The gangs always tidied up as best they could afterwards. We were very pleased and are now able to progress our extension.

Thank you once again.

*Matthew N Mace*  
*Barrie*

Mr & Mrs Mace

## Actively Giving..

### ..by encouraging interaction



**maggie's**  
cancer caring centres



"SSE has worked with Maggie's for several years, and the reasons are straightforward. Maggie's is an inspiring yet practical cause: helping cancer patients and their families when they most need it. It is also a unifying cause: everyone knows someone affected by cancer. And the spirit of Maggie's is also something special, with its ability to put the 'fun' into 'fundraising'."

Ian Marchant, Chief Executive of SSE

### ..to improve communication

"On behalf of our entire community, can I heartily thank you for your most amazing and generous support to date. If you or any of your team are ever in Stornoway, we would be delighted to meet with you and show you the massive impact your company's gesture has made on us."

Ann Moqbel, Managing Director, Isles FM, Dec 2005

"Our engagement of a Manager has already started to make a big difference to the station."  
Allan MacAskill, Director, Isles FM, March 2009

**Isles fm**