



Lyreco

Together for a sustainable future

Zero Waste Low Carbon



OUR ENVIRONMENTAL VISION

Sustainability Update

In 2010 Lyreco published a strategy for Corporate Responsibility with targeted actions to take us from our current position, through 'excellence' in 2013 reaching our 'vision' in 2015. The aim of the strategy was to clearly define our approach for all interested parties, with a road map and to ensure that we keep transparency on the areas we believe are important.

This document is a snapshot of our progress to date, providing the examples of which we are most proud.

Our Environment;

During 2011, our Fleet Manager has worked hard to influence driving patterns of our sales force and delivery drivers, issuing regular information on how to reduce fuel consumption. Interim results show a positive impact on both consumption and cost, which will in turn reduce our carbon footprint. Zero waste to landfill is a key objective and much work has been undertaken with our waste service providers to ensure that we maximise the amount of waste that is segregated and recycled. Plastic bottles, which have been problematic in the past, are now being recycled and food waste is also being collected separately in our Dublin operation. In early 2012, our food waste will be collected from our UK Head Office and National Distribution centre for use as Biofuel by Harper Adams University. A new packaging box has been introduced that is assembled in a different way and has reduced the cardboard in each of our large packages by 50g. In Dublin, a successful trial of bio-degradable envelopes for small orders was trailed and subsequently implemented.

Our Customers;

We continued to deliver excellence to customers in 2011, monitoring many, many indicators that impact service and performance. A new customer satisfaction survey is currently underway and will be achieved electronically for the first time, allowing us to gauge our performance through the eyes of our customers. Results will be available in early 2012. A number of new services for customers, such as waste paper collection, and vacant territory cover have been launched. The confidential shredding service has been requested often by customer over the years and extends Lyreco's offering from product to wider services for business. Similarly, we have often been told that customers miss their regular visits from our Sales Professionals when they are ill or on leave. To assist with this we have introduced a new team of sales agents who are phone based to 'fill the gaps'. This has been very well received by customers.





Our People;

Generally our progress in attracting, retaining, developing and keeping our people safe & healthy at work has been excellent. We have rolled out SL2 as a common language for development of employees across all managers during 2011, enabling all individuals to diagnose their task based development level. Leadership events have been held to reinforce the importance of the leadership role and foster a 'team' approach on an annual basis. Communication channels are now more plentiful than ever before, with the launch of the MDs blog, a quarterly company magazine, a weekly newsletter and company results available on our portal – all of this to facilitate engagement and ensure that people who are well communicated to have the right level of information to do their jobs and to delight their customers. Cross departmental functioning is better. Our approach to Health & Safety is improving all the time, with new risk assessments being carried out, more employees trained and certification to the Safe Contractor Scheme during 2011.

Our Community;

Lyreco's company charity; Lyreco for Education (LFE) is working to assist children in Togo. This year, we have raised in UK & Ireland our target of €45,000 through the efforts of employees, with activities ranging from a 24 hour sponsored cycle ride through to parachuting. As normal, we provided our call centre, manned by volunteers, for BBC Children in Need and took calls throughout the night. Our Financial Director provided mentoring to school-children on a Young Enterprise course at a local school and we are working hard on links to community activity that our employees can participate in during 2012. We are also particularly proud of 'Trees for Schools', a programme that was launched to celebrate the launch of our sustainability website. Over fifty schools in the Telford area and ten in Dublin area received a selection of native British trees for their school grounds, with the aim of improving their environments and giving the children hands on experience in plant care. This gesture was positively received and many schools have kindly sent photographs and letters of thanks. To view the video please go to: www.youtube.com/lyrecouk

Our Marketplace and Profitability;

The economic situation has continued to be difficult during 2011, but we remain resolute that our market share can continue to increase and as a result we will be able to provide more job security and wider product ranges in 2012. Changes to the supplier improvement programme will be made during 2012, increasing the emphasis on environment and sustainability of the suppliers. The sustainability criteria of product has been fully assessed and will also be launched in 2012 to ensure that customers are able to make informed decisions when buying. In a similar vein, all product managers received a short sustainable procurement training early in the year and we are also tracking expenditure on sustainable goods purchased that are not for resale. An additional range of 250 products, mostly seasonal, was introduced in autumn with the aim of allowing our customers to further rationalise their supplier base as necessary. Innovation has been a key part of our Marketplace planning and will have significant impact on the offering to our customers during 2012 and beyond.



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Finally, the launch of a dedicated sustainability website for the entirety of the Lyreco Group, inspired by the lead of Lyreco in the UK and Ireland, has been an additional exciting development. The site allows our customers and suppliers to keep up with the latest sustainability information at group or local level. Video clips and downloads are available covering a wealth of information.



For further information on Lyreco and Sustainability, please visit eco.lyreco.co.uk

To see our Trees for Schools and sustainability video please visit www.youtube.com/lyrecouk

