

Baroness Judith Wilcox

non-executive director and chair of the corporate and social responsibility committee



journey logbook. Throughout my career in business and public life, I have always believed that good business is conducted competitively but fairly, honestly and with benefits for all those involved. I have found those beliefs to be rooted in Cadbury Schweppes' traditions too. I am delighted to play an active role as we build on them, in every part of our business and in diverse cultural settings around the world.

We are halfway through a planned five-year programme to review, update and embed our CSR commitment, while incorporating the rich and varied CSR traditions that we have inherited from the companies and brands that now make up Cadbury Schweppes. We are building around five CSR pillars: human rights and employment standards; ethical sourcing and procurement; marketing, food and consumer issues; environment, health and safety; and community investment. We also publicly committed in 2003 to the principles of the United Nations Global Compact.

In the period covered by this report we have developed frameworks to enable us to deliver higher performance in key areas. For example, our Human Rights and Ethical Trading (HRET) committee has concentrated on putting the detail of our HRET policy into practice. We learned much from pilot study visits to five key countries: China, Ghana, Indonesia, Mexico and Turkey.

This learning has been reflected in our Ethical Sourcing Standards, which are underpinned with a system for supplier evaluation, training for our people and engagement with our suppliers.

Another highlight is Growing community value around the world, a global strategy to demonstrate the part we can all play to assist local communities. We aim to invest one per cent of our pre-tax profits, and have established guidelines to measure and manage our community investment activities.

We are pleased that we continue to receive encouraging external feedback on our performance, including positive ratings in the FTSE4Good, Dow Jones Sustainability and Business in the Community indices. But the most important feedback is from consumers, employees, shareowners and other stakeholders, who continue to trust us to create brands that people love with honesty, integrity and responsibility.

