

RESPONSIBLE BUSINESS PRACTICES

This document describes some notable examples of the initiatives that we undertook in 2008 which demonstrate that sustainability and responsible business practices are at the heart of our culture.

THOUGHT LEADERSHIP: FUTURE SCENARIO PLANNING

In June 2008 we commissioned Forum for the Future to facilitate a sustainability workshop entitled "A Positive Future for PRUPIM". All PRUPIM Board members and the company's Leadership Forum attended the workshop which aimed to raise their awareness of sustainability and to encourage them to consider future trends when making operational and strategic decisions.

Our Leadership Forum was established in 2007 and comprises of over 30 individuals from across the business who report to members of PRUPIM's Board. The overall aims of the Leadership Forum are to improve idea generation, productivity and communication across PRUPIM.

The workshop was opened by Jonathon Porritt (founder director of Forum for the Future and chairman of the UK Sustainable Development Commission) with an introduction to sustainability. During the workshop, participants agreed to undertake a number of actions in order to ensure that the company adjusts to anticipated future social, environmental and business trends which are of relevance to the property sector.

Actions Included:

- Promotion of environmental benchmarks
- Development of a Sustainable Refurbishment Framework to complement PRUPIM's Sustainable Development Framework
- Reduction in office space and cost of occupation through establishing flexible working arrangements, such as hot-desking and home working and developing initiatives to increase the energy efficiency of buildings
- Development of an education programme for PRUPIM staff, investors and occupiers.

Since June 2008 we have made excellent progress towards implementing some of these actions and we will continue to build on this work with Forum for the Future. In 2009 we plan to involve the Leadership Forum in developing and communicating key sustainability messages effectively.

Achievements:

- Increased the awareness of sustainability amongst attendees
- Increased the understanding of future sustainability trends and how these may relate to property investment and development
- Helped participants to recognise that future trends will present both business risks and opportunities and to identify the actions that are required to minimise risks and maximise opportunities.

"Forum for the Future has worked in partnership with PRUPIM for a number of years, and has found them to be one of the most progressive companies in their sector."

Martin Hunt, Head of Built Environment, Forum for the Future

COMBINING NATURE CONSERVATION AND TEAM BUILDING: LONDON

In September 2008 over 40 volunteers from PRUPIM and law firm CMS Cameron McKenna participated in conservation activities at Stave Hill Ecological Park, South London. The event was held in partnership with CMS Cameron McKenna, who generously organised and funded the day, and PRUPIM employees were able to use one of their two annual volunteering days to take part.

The park contains a 5.2 acre nature area located on the site of Stave Dock, directly south of the river Thames opposite Canary Wharf. The nature reserve is managed by BTCV's Trust for Urban Ecology, and is also an educational facility, research area and place of recreation for the local community.

The group was split into four teams, and spent a day at the site undertaking a variety of tasks including preparing the land for next spring, planting bulbs and clearing riverbanks, with the overall aim of ensuring that a variety of plants and habitats can thrive in the exceptionally poor soil found at the site. In the absence of modern tools, manual labour was required to prepare areas of compacted ground for bulb planting and to clear a meadow of knee-high grass.

"Despite the gruelling nature of the work, the blisters, aching knees and creaking backs, I think we all agreed it was a really worthwhile event and a great opportunity for us to make a real contribution to a charity which is very reliant upon people's generosity with their time."

Charles Mordaunt, PRUPIM volunteer.

The event had the added benefit of introducing people who often work closely together without necessarily meeting face-to-face and cementing relationships with CMS Cameron McKenna outside the office.

GREEN GYM: COMMUNITY CONSERVATION IN DUNDEE

A community group in Hilltown, Dundee, spent many years trying to develop a community garden in a neglected green space in their area. In 2008, with the help of BTCV Scotland and with £10,000 funding from Prudential Grass Roots, their dream became a reality.

The Hilltown project is a new type of partnership: between Prudential Grass Roots and a BTCV Green Gym. The BTCV Green Gym programme has been running since 1998 and aims to combine physical activity with practical conservation work. Green Gym offers an alternative way of keeping fit for local people whilst they improve the green spaces in their area. It is a free resource for the community, which brings people from different backgrounds together on local environment projects, creating new friendships.

Local people, including adults with learning disabilities and complex needs, were involved in the removal of weed-ridden piles of glass, bricks and remains of old furniture from the Old Piggery Allotments. Weekly Green Gym sessions evolved into digging sessions to prepare the earth for planting and to create walkways between flower beds. Now cleared, it is hoped that the new community garden will inspire people to make more of their local green spaces, as well as growing their own food.

Many of the volunteers had little experience of growing plants or understanding of what a healthy garden needs to keep going. Through the Green Gym sessions, many of them learnt valuable new skills, to the extent that one of them is now pursuing gardening as a career.

This project was brought to life by the commitment of the volunteers, the Old Piggery Committee, PRUPIM staff at the Wellgate Centre, and the Green Gym, all of which comprise people from the wider Dundee community who saw the potential in this piece of neglected green space. Through co-operation and enthusiasm, they were able to achieve support from Prudential Grass Roots in order to fulfill their ambition.

"The relationship between all involved here at the Dundee Green Gym project is a perfect example of a solid partnership working between the private and voluntary sectors and is a good model for future projects."

Peter Blackburn, BTCV Scotland, Central Services Manager.



Conservation: volunteers from PRUPIM and law firm CMS Cameron McKenna



Grass Roots: combines physical activity with practical conservation work

GREEN GYM: COMMUNITY CONSERVATION IN DUNDEE CONTINUED...

"The funding provided for the Dundee Green Gym and what the volunteers have accomplished really shows what can be achieved if people are given the opportunity. As the Wellgate Centre is at the heart of the community, we always try to be more than just a shopping destination."

John Morton, Centre Manager, Wellgate Shopping Centre.

Achievements:

- Site clearance of large amounts of fly-tipped waste
- Perimeter fence erected around site
- Site prepared for planting
- Garden designs in development
- Launch event attended by volunteers, BTCV staff and local VIPs
- Press coverage including five articles in local newspapers, four broadcasts on local radio and one broadcast on STV, equivalent to £5,517 in advertising value
- Planting of spring bulbs and flowers to brighten the site while further plans are being developed.

Project Costs: £10,000 of funding provided by Prudential Grass Roots covered all project costs:

- Staff costs – 20 days including 12 days project delivery and 8 days development
- Training costs including Green Gym leadership training for staff and Volunteer Officer
- Vehicle costs
- Project running and equipment
- Evaluation and wider area development
- Administrative costs
- Volunteer costs including training
- Publicity, including materials, banner, launch and completion events.



Grass Roots: combines physical activity with practical conservation work