



CIWM



# Social Impact Report



Leading through excellence in  
corporate social responsibility





**Being awarded Gold CSR Accreditation is a proud moment for CIWM, and a significant milestone on our journey towards achieving our purpose, to move the world beyond waste.**

We have a responsibility to make change our legacy, as our **Strategic Plan** clearly states. As the leading professional membership organisation for the sustainability, resources and waste management sector, we are uniquely positioned to influence and shape the future of waste and resource management, and to help effect that change. Not just here in the UK, but worldwide.

Our goals are lofty, but our approach is very much down to earth: the earth we seek to protect. We are dedicated to leading through excellence and are taking practical steps towards this objective, as shown by [our commitment to Net Zero](#) and the initiatives outlined in this document.

Social responsibility sits at the heart of everything we do, and it is indeed the crux of all work towards caring for our environment and addressing the climate crisis. What could be more socially responsible than that?

Importantly, it's not simply about what we do, but also about the way we do it, as an organisation and as individuals – living up to our word, putting our pledges and promises into action, enabling and empowering our members to do the same and to make a real difference to the world we live in, both now and for generations to come.

Finally, I would like to say a big thank you to CSR-A for this recognition. Our journey has only just begun, of course, and we will work diligently to maintain our Gold CSR Accreditation and build upon the good that it represents.

**Sarah Poulter**

CEO, CIWM

**CIWM: Our Purpose**  
To move the world  
beyond waste.

# > CIWM CSR



**Net Zero Pledge**

**THE  
CIWM  
WAY**



**Health &  
Wellbeing**



**Resource & Waste  
Management Training**

**SUPPORTING  
CHARITY**



**CONNECTING  
OUR  
COMMUNITY**



**Taking our  
Message to  
the World**



**ENVIRONMENTAL POLICY**



## What is CSR-A?

Corporate Social Responsibility (CSR) is an expression of our commitment to achieving sustainable development economically, socially and environmentally.

It is embedded across our whole organisation, its values and the values of individuals. CSR Accreditation (CSR-A) represents how we integrate CSR into our culture, governance and strategy, and the collective approach of the good things that CIWM and our members, Centres, volunteers and partner organisations are doing. It also reflects the plans we have in place to improve the world we live in now and for future generations by reducing negative impacts on the environment and building a better, more collaborative society.

CSR aligns directly to CIWM's purpose, to move the world beyond waste, and our ambition to continue to grow as an organisation who invests in its staff and members and promotes collaborative working to achieve common goals and uphold shared values.

## The Four Pillars of CSR



### Elevating our purpose: 'To move the world beyond waste'

We have recently elevated our purpose, 'to move the world beyond waste', emphasising the importance of CSR to our organisation, particularly in relation to the environment and the community.

This purpose reflects CIWM's ambition whilst staying true to the objectives set out in our Constitution and Royal Charter.

“

To advance for the public benefit the art and science of waste management worldwide and so to promote education, the protection of public health and the preservation of the environment, and for that purpose to further promote and maintain good standards of practice, competence and conduct by all its members.

”

# Corporate Social Responsibility Environment

## Pledge to Net Zero

In June 2020, **CIWM signed up to the Pledge to Net Zero**, an initiative set up to make the environmental services sector a leader in climate change action. CIWM has long championed environmental protection, waste prevention and recycling, resource productivity and circular economy principles. We supported ESA's Net Zero Strategy to become a Net Zero GHG emission sector by 2040 and we are committed to launching our own Net Zero Strategy as set out in our **Net Zero Ambition**.

CIWM is also a signatory of the Professional Bodies Climate Action Charter and a member of the Climate Action Advisory Group which is due to launch in 2022.

## Circular Magazine

Our **award-winning magazine**, *Circular*, provides an authoritative voice regarding sustainable measures and the climate agenda across the resource and waste management sector, as well as up to date information relating to the workforce, topical issues, technical content, and other hot topics. It is sent to approximately 5,000 members and hard copies are made from 100% recycled and recyclable paper, with zero packaging.



## The CIWM Environmental Policy

CIWM's Environmental Policy commits to minimising waste, reusing and recycling, evaluating the way we work, and promoting best practice in our processes and daily lives.

Actions speak louder than words...

### Moving to a new office

When we **moved to a new office** in 2019, we committed to more environmentally friendly and efficient products and reusing and recycling everything we could. We worked with RypeOffice, an award-winning UK sustainable office design and furniture remanufacturing company, to minimise our carbon footprint by:



Sourcing custom pieces made from post-consumer recycled waste plastic, including tabletops made from yogurt pots, kitchen chopping boards, and difficult-to-recycle black plastic bin bags.



Choosing remanufactured furniture, avoiding the equivalent of 7.06 tonnes of embodied CO<sub>2</sub>.



Introducing water controls, with no wasteful plastic water machine bottles, just tap water.

### Recycling with Teracycle

We are committed to reusing, upcycling and recycling waste instead of sending it for incineration or to landfill.



Everything from pens and coffee pods to crisp packets and toothbrushes are collected by staff for recycling.



These items are sorted, separated, cleaned and extruded into plastic pellets.



The pellets are then used to make recycled products like outdoor furniture, decking, playground surface covers and sports pitches.

### Flexible working

We have offered staff a flexible 'Working from Home' option post lockdown, minimising travel and therefore significantly reducing our carbon footprint, as well as contributing to our people's 'wellbeing'. We will continue to monitor this as one of our Net Zero measures.

## Environmental Supply Chain Management

### The Circular Economy & Multi-Sector Working

The [CIWM Presidential Report for 2021/2022](#) reflected industry views about what the next ten years might hold in terms of sector evolution and what skill gaps we will need to fill to drive a greener, more circular recovery. On this basis, we have planned the development of new training courses, qualifications, information sharing and partnership working.

We plan to collaborate across the following five sectors to integrate standardised and environmentally responsible multi-sector practices:

- 1 Materials and Chemicals
- 2 Design
- 3 Producers and Manufacturers
- 4 Retail 2.0 and Logistics
- 5 Information Technology

### Responding to Government Consultations

To influence policy and legislation for the future, we provide an impartial, influential and respected voice in policy discussions in Belfast, Cardiff, Edinburgh and London and continually respond to government consultations.

### Influencing the Sector to Develop an EDI Strategy

In April 2021, we established an [Equality, Diversity and Inclusion \(EDI\) working group](#) to develop an EDI strategy which covers the policies in our organisation, guidance to members, and collaboration with the wider sector.

### Professional Standards

CIWM actively promotes education and good standards in the practices of the sector and the conduct of all its members.

### Work Activities

#### CIWM Resource and Waste Management Training

We have **25+ established courses** to meet a range of requirements and experience levels, developed and maintained by industry experts, ensuring that a standardised approach to resource and waste management is embedded across the UK, and, more recently, exploring how we embed this overseas.

#### Overseas Training

We are discussing the delivery of CIWM courses and development of in-country bespoke training with countries such as Malaysia, Saudi Arabia, Nigeria, Qatar and West Africa. Some currently have minimal or no legislation or training around resource and waste management and we are eager to support them. We are currently working with one country to establish a training academy and with the government of another to develop mandated training.

#### CIWM (WAMITAB) Qualifications

CIWM is focussed on the development, delivery and awarding of sector-related funded apprenticeships and qualifications from entry to managerial level.

#### Brand Guidelines

We are committed to being a digital first organisation, operating paperless where possible and only using environmentally friendly paper and inks.

#### Other projects include....

- EU Life – award-winning edoc project
- ‘Right Waste Right Place’ campaign
- National Fly-Tipping Prevention Group (NFTPG)

# Corporate Social Responsibility Workplace

## The CIWM Way Together, we stand for more

Our aim is to provide a stimulating, supportive and fair work environment where everyone is given the time to think; all views, ideas and suggestions are of equal value; and our team is empowered to collaborate, experiment, and play a part in moving the world beyond waste.

We respect individual differences and believe in supporting our colleagues to succeed by providing the right resources, the right environment and timely feedback to enable everyone to flourish and share accomplishments.

### COLLABORATION

We're all in this together and achieve more by sharing challenges and experiences.

### CONSIDERATION

We're respectful, fair and mindful and always look out for, and after, each other.

### ADAPTATION

We continually learn and, through understanding and insight, we embrace and are ready to change.



### CREATIVITY

We love ideas, look beyond the expected and are not afraid to fail.

### DETERMINATION

We can take on any challenge and believe that, together, we've got it!



## The CIWM Way in Action in the Workplace

### Communications Audit

An employee questionnaire was issued in May 2021 to establish the number and frequency of meetings across the average working week and determine whether their frequency and duration was appropriate. The aim was to address workloads and help staff achieve their objectives by freeing up their time and improving productivity, leading to a sense of achievement when work is completed to agreed timescales.

### Saying 'Thank You'

During our Monday morning staff meetings, recognition for good work and collaboration is shared through our 'Thank You' session - an important opportunity to boost morale by celebrating staff's hard work towards our objectives.

### EDI Strategy

All staff were invited to share their ideas on what should be included in CIWM's EDI (Equality, Diversity & Inclusion) strategy and take part in EDI focus groups.

### Personal Objectives

CIWM works towards five objectives, known as the 'Big 5', each year. For 2021, these were Identity, Impact, Inspire, Integrate and Income. These objectives determine our priority business activities beyond business as usual and every staff member is set yearly personal objectives directly relating to them.

## Health and Wellbeing

### Resources available to staff:



HEALTH AND WELLBEING STRATEGY



EMPLOYEE ASSISTANCE PROGRAMME (EAP)



WELLBEING PORTAL



HEALTH E-HUB MOBILE APP

### Wellbeing resources for members

We continually add to the member wellbeing resources in our **Knowledge Centre** with podcasts, reports, and advice, such as '3 sleep habits to boost your wellbeing', 'Don't forget to breathe', and 'How to motivate your team to stay physically active whilst working from home'. We also actively promote the importance of health and wellbeing during the annual Mental Health Awareness Week. Last year, we arranged a subsidised subscription to a mindfulness app for members.

During the pandemic, these resources were opened to non-members to support their mental health and wellbeing.

### Our Health and Wellbeing Vision

“

To embed a culture across CIWM that promotes health and wellbeing through collaborative initiatives, empowering us to make lifestyle choices which help to build a motivated, fulfilled and creative team ”



# Corporate Social Responsibility Community

## Connecting our Community

We are united in the knowledge that, together, we can build a more resilient and sustainable future.

## The CIWM Impact Report Autumn 2020

**This report** looked at the ways in which CIWM responded to the challenges of the Covid-19 pandemic and how we adapted to the changing circumstances to continue to connect with members and strengthen our community as a whole.

By sharing knowledge, ideas and advice, and collaborating to solve problems, CIWM maintained and built vital connections across the resource and waste management community.



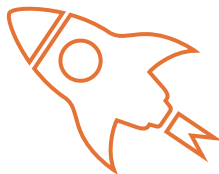
## Other Lockdown Initiatives

- WasteSupport, a 'virtual marketplace' for local authorities to share resources.
- Free access to member resources, advice and guidance for non-members who were identified as key workers.
- Event bursaries, with Centres sponsoring people to attend events.
- 52 free webinars, open to anyone in the sector.

## CIWM Connect

During lockdown, CIWM also launched a new online community, **CIWM Connect**, where our members can share ideas and advice, solve problems, ask and answer questions, and, above all, connect with each other. Post lockdown, CIWM Connect continues to grow and go from strength to strength.

**4667** log-ins  
on launch day



**10,000+**  
log-ins in week 1

**20,000+**  
page views in week 1



**700+**  
posts in 1 month

## Free Advice and Guidance, Open to All

Our Technical Team provides advice, guidance, support and sense checks to CIWM members and members of the public free of charge. Examples include providing agricultural data to support an Environment Agency campaign, interviews with students to help with dissertations, 'why and how' recycling advice, guidance to parents on career paths their children could choose, and advice to schools on what they can do to help raise awareness around waste and recycling.

## Supporting Prisons and Prisoners

In 2019, WAMITAB (now CIWM) won a contract with the Ministry of Justice to exclusively award waste, cleaning and facilities management qualifications across prisons in England. To ensure prisons could access these qualifications, a blanket reduction of fees was offered.

We committed to providing free of charge training to prison officers nationally. As a result of training officers, qualifications were able to be delivered to prisoners, benefitting their overall rehabilitation and future employment prospects, as well as keeping prisons clean and managing waste more effectively.

## We also...

- Helped prisoners develop their CVs for waste and cleaning jobs and supported those who wanted to set up their own businesses.
- Provided electronic activity packs for prisoners during lockdown, as well as presentations on how to keep clean and safe.

At HMP Ranby, one of the prisoners successfully achieved our Level 2 Diploma in Sustainable Resource Management and gained employment with Veolia on release.



## Free Health & Safety e-Learning Games

**Free e-learning content** has been developed for entry-level employees across the resource and waste management sector, focussing on improving the user's ability to identify hazards in the workplace, fire evacuation procedures, and aiming to overcome language barriers and literacy and numeracy challenges.

# Corporate Social Responsibility

## Philanthropic

### Our Charitable Objectives



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### Those objectives in action...

We donate furniture, equipment and materials to charities, schools, NHS Trusts and other not-for-profit causes. Every project generates a circular economy and social value report, detailing good causes helped, in-kind funding figures, carbon avoided, case studies, weight diverted from landfill and more – all of which is good for the environment, business and communities.

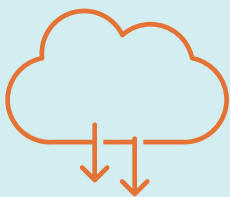
### Our office move in partnership with 'Collecteco'

As part of the merger between CIWM and WAMITAB, our colleagues from WAMITAB moved to join us in our existing CIWM office. With the help of Collecteco, this generated a significant donation to charity and savings to the community.

#### From WAMITAB's move...

**£26,725**

of furniture and office equipment donated



**6,938kg**  
CO<sup>2</sup>e avoided

**6,934kg**

diverted from landfill



#### Plus, at CIWM, a further...

**£43,240**

in-kind funding generated



**2.6 tonnes**

diverted from landfill



**7.6 tonnes**  
of CO<sup>2</sup>e avoided



Furniture that was no longer required, and some technology, was donated to local schools and charity, and we worked with Collecteco to repurpose any excess furniture and equipment via their networks.

## Terracycle and Our Support for Worldwide Charities

Money generated from our ongoing office recycling system, operated under Terracycle, supports charities around the world, including work in Thailand focused on collecting river plastics and debris from polluted waterways and engaging the local community to offer collection and recycling platforms for waste.

## Commitment to Eradicate Modern Slavery

In June 2021, CIWM and ESA signed [a joint commitment](#) to work collaboratively to reduce the risk of modern slavery across their membership base and the wider sector.

## Working with WasteAid

Our collaborative work with WasteAid includes the development of 'Making Waste Work', a toolkit for community waste management in lower and middle-income countries, and a joint partnership to advance waste and resource management in The Gambia, building a professional community, and supporting a circular economy through education and investment – a project which fully aligns to the Global Sustainable Development Goals and CIWM's five-year strategy.

## Award Winning

In October 2018, WasteAid was awarded an International Solid Waste Association publication prize alongside Ad Lansink, the creator of the waste hierarchy.



## Donating to Kettering Food Bank

Each year, CIWM staff donate to Kettering Food Bank. This is an individual charitable donation, not an organisation initiative, and therefore demonstrates individual staff commitment to social responsibility around charity contribution.

## What CSR-A said about our Gold Accreditation

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It was with great pleasure that we received such a thorough CSR Accreditation application from CIWM. It showed that their commitment to social responsibility is deeply engrained in the organisation and supports their ambition to lead through excellence as outlined in their five-year strategy. Their application demonstrated that CIWM has comprehensive oversight across all four of the CSR pillars of environment, workplace, community and philanthropy.

This is closely aligned with their purpose to move the world beyond waste, emphasising the true importance of CSR to the organisation. The independent CSR Accreditation assessment panel were suitably impressed by CIWM's application which was very much reflected in their achievement of Gold CSR Accreditation. Now that CIWM have started on their CSR journey, CSR-A will continue to help and encourage them to continue to record, measure and report on their significant contribution to making the world a better place to live and work.

Richard Collins, CSR-A founder and CEO

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# > What Comes Next?

## Maintaining our CSR Gold Accreditation

CSR Gold Accreditation lasts for three years and we're already planning to build on our credentials and initiatives to ensure we maintain it when it's time to apply again.

A cross-organisation CSR Team was established at the start of the application process and will continually monitor and record any related activity against the four CSR pillars. The team will also meet on a quarterly basis to discuss the measurement and impact of activities so we can be sure that what we are doing is making a real difference and that we can appropriately validate it. We'll have yearly check points with CSR-A who will help guide us through the maintenance process and help us communicate the good things we continue to do.

## Sharing our CSR Values with the Sector

CIWM's mission is to unite, equip and mobilise our community of members to lead, influence and deliver the science, strategies, businesses and policies for the sustainable management of resources and waste.

To achieve this, our plan is to share our CSR values through the delivery of CSR training to members, and by telling them about our accreditation journey to help guide them if they want to go through the CSR-A process themselves.

Interested? We think you should be! More information will be available soon. In the meantime, we encourage you to start thinking about what you and your business or organisation is already doing around CSR and what you could do going forwards; you may be surprised at how much you are already doing and what more you could achieve.

If you have any questions about our CSR journey, or about setting out towards your own accreditation, please don't hesitate to contact [Jacqui.brunton-douglas@ciwm.co.uk](mailto:Jacqui.brunton-douglas@ciwm.co.uk)