

Appendix 3. Corporate Social Responsibility

Merseyside Waste Disposal Authority (MWDA) recognises that its activities and services have a significant impact on the wider social, environmental and economic well-being of the Merseyside area and further afield. By addressing these impacts we can also improve the quality and performance of our core organisational processes and responsibilities.

Our published vision is “to improve people’s quality of life by ensuring that waste is considered as a valuable resource and is managed to deliver the best combination of environmental, social and economic benefits”. By embracing Corporate Social Responsibility (CSR) we will broaden our vision by actively looking for opportunities to improve our environment and contribute to the well-being of the communities in which we operate.

Tackling the challenge of addressing our wider impacts and reflecting our vision will require a corporate and systematic approach towards identifying these impacts, demonstrating continuous improvement and delivering wider benefits to our core business, stakeholders and environment.

For the purposes of this policy, CSR is defined as **the integration of social and environmental concerns into the business of the MWDA and the MWDA’s interactions with its stakeholders.**

The MWDA is committed to establishing a CSR system which is guided by the following principles:

- **Shared responsibility** – CSR involves everyone in our organisation, which means sharing the responsibilities of ownership as well as its rewards.
- **Openness and accountability** – We will communicate our CSR policies, objectives and performance openly and honestly to our people, partners and other stakeholders. We will also seek their views and encourage them to communicate with us.
- **Continuous improvement** – In line with our Best Value approach, we are committed to measuring and improving our CSR performance. We will develop and implement specific environmental and social policies and procedures, monitor our performance, set targets for improvement and report our progress.
- **Demonstrate compliance** – As a minimum we will meet or exceed all relevant legislation. Where no legislation exists we will seek to develop and implement our own appropriate standards.

Policies and programmes will be developed in the following thematic areas of CSR, which reflect the nature of our day to day business activities and wider involvement with society:

- **Environment** – To recognise the need to deliver services in an environmentally sustainable way and to include concern for the environment in all our activities. To address impacts arising from the energy, water and resource use, transport needs and waste generation, of our services and activities.
- **Relationships** – To deliver our vision through developing strong relationships with our partners, other external organisations and individuals, which are conducted with integrity and courtesy, and by ensuring that we honour our commitments. To work with our contractors and suppliers to implement 'green' procurement and to develop a partnership approach for the delivery of our strategies and services.
- **Communities** – To build relationships with our service users, and the local communities which we serve, and to support local social businesses who share our aims. To encourage our people, and those acting on our behalf, to consider the needs of others in our day to day business. To encourage feedback from the local community on our CSR policies and programmes.
- **People** – To respect our staff and encourage their development and training. To promote and maintain equality and to have constant regard to the happiness of our people as a whole, including their welfare, health and safety, empowerment and communication. To encourage and promote team-working and the sharing of skills and knowledge, whilst recognising outstanding individual contribution and rewarding our people fairly.

1. ORGANISATION

In line with this policy, CSR processes will be incorporated into the MWDA's Service Planning process. This will include provision for monitoring and reviewing the effectiveness of CSR measures and will identify the resources required for implementation.

The Director of Waste Disposal will have ultimate responsibility for CSR management within the MWDA.

Senior management will be responsible for identifying and analysing CSR aspects arising from their service activities and will champion CSR in these areas. In conjunction with an identified CSR co-ordinator, managers will also identify and implement an ongoing programme for embedding CSR into the MWDA's mainstream activities.

The CSR Co-ordinator will be responsible for the provision of advice and guidance on all CSR matters.

The internal auditor will be responsible for monitoring the compliance and effectiveness of CSR measures, as part of their ongoing audit programme.

2. ARRANGEMENTS

The CSR Co-ordinator will provide an annual report to the MWDA and summarise progress towards CSR targets and objectives in the previous year and a proposed action plan for the following year. On approval, the report will be published and made widely available to staff and stakeholders.

CSR training will be provided to the management team and all staff via a number of facilitated sessions, with the aim of ensuring that they have the skills necessary to identify, evaluate and manage the CSR aspects associated with the services they provide.

This policy will be clearly communicated to staff and subject to review on an annual basis.