



CommunityMark Survey – Cadbury in the UK

It is a requirement of those companies who attain the CommunityMark that they disclose part of their CommunityMark submission. This is important for two reasons:

- It gives extra confidence in the rigour of the company's submission
- It communicates to stakeholders exactly why a company has achieved the CommunityMark

Please see below for key information relating to the company's projects and employee engagement as at December 2008. The commitments relate to the three year CommunityMark period 2009 – 2012.

Key projects

<i>Project name</i>	<i>Inputs to this project.</i>	<i>The sustainable difference you are trying to make in the community.</i>	<i>What the project has contributed to the community so far.</i>	<i>The difference you the project has made to the business.</i>
World of Work - Engineering & Manufacturing (Bournville and Sheffield factories), and Leisure & Tourism (Cadbury World)	Our 15 employee volunteers contributed 45 days in 2008 develop this programme with teachers from participating schools. Other inputs include: developing materials, presentations, case studies, and programme delivery onsite including Action Days, factory	Overall, our aim was to develop and launch WOW in Birmingham and Sheffield, focussing on WOW Engineering & Manufacturing and Leisure & Tourism (for Cadbury World). Targets for 2008 were to develop the WOW programme and materials linking to new Diplomas in Engineering &	WOW successfully developed and launched an education-employability programme that teachers, students, and education authorities believe works. We achieved our 2008 targets in terms of WOW programme development and funding. We were shy of	We have established an innovative programme that will help bridge the skills gap and help attract future potential employees to Cadbury in two areas where we need skilled people - engineering & manufacturing and leisure & tourism.

	<p>tours, project mentoring & coaching and evaluation, and Community Affairs Team leadership and coordination.</p> <p>In 2008, The Cadbury Foundation contributed £50k to Birmingham City Council and £50k to Sheffield City Council for this initiative.</p>	<p>Manufacturing and Leisure & Tourism.</p> <p>Targets for 2008 were to deliver the WOW programme in 8 schools, reaching @ 128 students.</p>	<p>reaching the number of schools and number of students we targeted - we reached @90 students who participated from 5 secondary schools in Birmingham/Bournville and Sheffield. We also worked with over 10 teachers and 2 Learning Education Authority leaders on development and delivery. We helped bridge the gap between business and education in terms of programme development and delivery. We helped expose young people to the real world of work. We provided the financial investment to help address the social issue of enhancing employability skills in young people and encouraging them to work in engineering & manufacturing and leisure & tourism (Cad. World).</p>	<p>We have increased Cadbury's profile as a leader on employability - education & enterprise and as an employer of choice.</p> <p>We have engaged and skill developed 15 employee volunteers (e.g project management, leadership, presentation skills, mentoring).</p> <p>We have helped create a future pool of potentially interested employees (90 students).</p>
Young Enterprise (YE)	<p>34 employee volunteered 75 days for YE programme delivery, including YE Company programme and Business Advisor programmes(30 emps), and YE Primary modules (4 emps). In 2008, The Cadbury</p>	<p>Overall, we aim to strengthen and build this flagship programme - including increasing the number of employee volunteers and number of schools and students reached.</p>	<p>YE continues to remain a flagship UK education enterprise charity - in part through the leadership and financial support of Cadbury.</p> <p>Specific participation targets</p>	<p>We continue to strengthen Cadbury's profile as a leader on YE and education and employability.</p> <p>We built our reputation as</p>

	Foundation contributed £100k to YE Primary programme development. Moreover, The Cadbury Foundation Chair has a seat on seat on the national UK YE Board and contributes to YE at a leadership level	Targets for 2008 were 40 employees delivering YE programmes	for 2008 were achieved in terms of the numbers of employee volunteering. We reached @ 100 participating primary and secondary students from the W Midlands and the Rickmansworth area and engaged and inspired them on business.	an employer of choice enhancing our corporate brand. We engaged, motivated and developed 34 employee volunteers (presentation skills, business advising, mentoring).
School Engagement/Links	In 2008, we had 22 employee volunteer School Governors each volunteering 5 days, 47 Reading Volunteer employees averaging 5 days p.a., 18 volunteers conducting School Career/Business Talks unrelated to WOW/YE averaging 1/2 day each, 17 volunteer Mentors averaging 2 days p.a. volunteer time.	Overall, we aim to engage with local schools in communities especially where we have operations. There are a variety of ways we can do so that will benefit young people, engage and develop our employees and benefit our business. Targets for 2008 individual programmes were set for WOW, YE. We did not set targets for other school programmes.	We reached students in participating schools. See YE, WOW. We positively exposed, influenced and impacted young people on business, enterprise and work.	We continue to build Cadbury's profile as an employee of choice and also build goodwill in local communities. We engaged and developed over 100 participating employees. We strengthened relationships with schools and teachers in in local communities.
Business Action on Homelessness	In 2008, over 50 employees from Birmingham, Chirk, Sheffield and Somerdale/Keynsham who volunteered an average of @ 3 days as either a work placement buddy or job coach	Overall we aim to continue support on BOAH through programme delivery and our leadership on this in the community. Continue to support BOAH at	In 2008, we provided employability skills and experience to homeless people which will help them move on in their lives - this positively impacts their Wellbeing as well as	We engaged and motivated over 50 employee volunteers. We strengthened our culture and commitment to community

	<p>for Work placements Job Coaching arrangements for homeless people in BOAH. One of our Heads of Manufacturing provided leadership by sitting on the West Midlands BiTC BOAH Steering Group in a region where we are most active. The Cadbury Foundation provided £20k to fund participation in BAOH. The Community Affairs department offered meeting rooms and catering for BAOH training sessions onsite.</p>	<p>our 4 main participating sites: Bournville, Sheffield, Chirk, Somerdale.</p> <p>Targets for 2008 were 40 onsite Work Placements and 20 Job Coaching arrangements.</p>	<p>Employability.</p> <p>We provided 38 Work Placements and over 10 job coaching arrangements to homeless individuals.</p> <p>We funded training for 3 new job coaches who can be added to the pool of locally trained job coaches from which BAOH can draw to fill job coaching needs.</p>	<p>contribution as our support for the homeless really touches the hearts of our employees.</p> <p>We have helped developed coaching and mentoring skills in over 50 employees (coaching, mentoring). We filled employment needs for the business through 38 two week work placements.</p> <p>Through our participation in BAOH, we enhanced our corporate reputation as an employer of choice and leader in the community on this social issue.</p>
Youth Sport Trust (YST)	<p>Around 50 employees volunteered a day each to participate in a Big Mini-Olympics School Sports Day in July 2008 in the new home of the BILT, Uxbridge community.</p> <p>In addition, 9 employee volunteers ran 9 YST Activities with local schools contributing @ 33 days of volunteer time.</p>	<p>Overall, we aim to grow and strengthen our programme and support and encourage physical activity in young people across the UK. This means recruiting and training more volunteers and champions and running more sports activities.</p> <p>Targets for 2008 were to train @55 employee volunteers</p>	<p>Although we hosted a successful Big School Sports Event in Uxbridge in 2008, we were disappointed in our overall performance.</p> <p>Re. the Big Sports Event, our target was achieved as 12 local primary schools and @ 150 young people participated - and Cadbury</p>	<p>We contributed to our business commitment of promoting activity as part of a healthy lifestyle.</p> <p>The young people, teachers and our 50 employee volunteers were energised by the programme and the importance of sport as</p>

	<p>The Cadbury Foundation provided £30k in 2008 for YST.</p>	<p>across all sites so that they could run Activities with schools, launch YST-Cadbury website, and host a big Schools Sports Event in Uxbridge.</p>	<p>encouraging them to be active and participate in sport.</p> <p>However, targets for training @ 55 employee volunteers and running 55 YST Activities were not achieved (2 emp volunteers were trained and 9 Activity events took place and even though the YST-Cad. website development began the site was not launched. (See uploaded YST Dec 2008 YE report).</p>	<p>part of a healthy active lifestyle was reinforced promoting active lifestyles.</p> <p>We connected and built relationships with our new local community in Uxbridge.</p> <p>We quickly and impactfully connected with our new Uxbridge-Hillingdon community profiling 2 of our BILT senior leaders who attended.</p> <p>The Big Sports Event allowed Cadbury to quickly and impactfully connect with and start building relationships with our new local community -Uxbridge/ Hillingdon including profiling 2 of our BILT senior leaders who attended the event.</p> <p>In total, in 2008, over 60 employees were enthused and energised by participating in YST</p>
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				community activities.
Ghana for the Source- GFS (programme for fundraising for building fresh water wells).	<p>Cadbury funded and commissioned its community partner (WaterAid) to build 15 water wells (see WaterAid report upload).</p> <p>In Dec 2008, Cadbury hosted its 6th annual Ghana Wells Fundraising Ball and Employees, suppliers and business partners were invited and contributed £28,441 (CI measured as leverage) which allows for 15 more water wells to be built</p> <p>In 2008. Cadbury also paid admin fees of £1200 for Pennies from Heaven payroll giving for 381 employees to donate money via per period payroll deductions.</p> <p>Additional employee led fundraising contributed £23,240 (CI measured as leverage) some of which was supported by our company CashMatch scheme.</p>	<p>Overall, we aim to build GFS as an integral part of the Cadbury Cocoa Partnership.</p> <p>A specific target for 2008 WaterAid well building was to build 15 fresh water wells (see WaterAid report uploaded). This will bring the total number of fresh water wells built over the years to 850 by YE 2008.</p> <p>The target for Ghana Wells fundraising ball was to raise a similar amount of money in 2008 (@£28,500) (as in 2007) to fund additional fresh water wells in 2009.</p> <p>There was no set target for Pennies for Heaven nor for employee-led fundraising in 2008.</p>	<p>We continue to strengthen and embed GSF.</p> <p>We achieved our targets in 2008 - and surpassed them with additional employee led fundraising which will allow 14 more wells to be built.</p> <p>Each well benefits @ 150 people in the local community (as assessed in 2005/6 by WaterAid). Fresh water wells provide safe potable drinking water which improves health & hygiene and the close proximity of the well frees up time for women and children (who typically travel miles to fetch and carry water) to participate in other activities such as education for children and contributing to home/family/business in the case of women. Fresh clean water is also better for the environment.</p>	<p>By helping improve livelihoods in rural cocoa growing communities in Ghana through building fresh water wells, we help to these communities to thrive which helps support the short and long term growing of cocoa. Without cocoa there would be no chocolate.</p> <p>Sustainable cocoa production is vital to Cadbury's success.</p>
Team Challenges	Community Affairs, Leadership Teams, UK sites, and line managers support Team	Overall, we aim to encourage Team Challenges as they are a synergistic way to build team	Team Challenges continue to be popular and desired even though in 2008, 40 Team	Team building and development.

	<p>Challenges by encouraging and providing employees time off during work to participate.</p> <p>In 2008, 40 Team Challenges were organised by volunteers and around 400 employees contributed a day in the community.</p> <p>In 2008, The Community Affairs department provided £10k towards BiTC Cares Team Challenges as well as T-shirts and caps for teams.</p> <p>Departments and sites contribute team challenge costs (e.g. administration, materials, food, equipment).</p>	<p>morale and team build and to do good in the community.</p> <p>Our target for 2008 was to maintain a similar number of Team challenges as in 2007 (58 team challenges) including participation by all sites. We do not set specific targets per site.</p>	<p>Challenges took place (18 fewer than in 2007) - this is attributed to business reorganisation, demerger, and 2 major office moves that took place in Q1-Q2.</p> <p>Team Challenges have helped to regenerate garden areas and green spaces for local gardens, land, communities and schools. Other Team Challenges have involved working with students in schools or special groups.</p>	<p>Raised employee awareness about environmental and other key social issues in the community.</p> <p>Strengthened our corporate culture and commitment of live our values by contributing to our local communities.</p> <p>Helped build Cadbury's profile in the community - which helps grow our corporate and product brands.</p> <p>Engaged and motivated around 400 employees.</p>
<p>Company Cash Match for Employee-Led Fundraising - that supports our 3 Key Issue/Community areas: employability, wellbeing, environment</p>	<p>Cadbury has contributed £40,835 in CashMatches to 185 UK charities.</p>	<p>Overall, we aim to continue our company CashMatch scheme to support and encourage employee-led initiatives that they are passionate about and close to their hearts.</p> <p>Target for 2008 was to maintain similar levels of CashMatch as 2007 (£45k to 189 charities).</p>	<p>We were just shy of achieving our targets in 2008.</p> <p>And in total, almost £200k of money (from employees and the company) was donated to 185 UK charities.</p> <p>Press and media helped raise the profile of the charities and their causes.</p>	<p>We engaged, motivated and supported over 185 employees who led fundraising and volunteering efforts.</p> <p>We enhanced Cadbury's profile in the community and indirectly profiled our product brand.</p>

How does the company enable employees to contribute to the community?

A: Systems and policies

We encourage all employees at all levels to volunteer in the community and support them doing so during company time. How much time and how this is done must be discussed and agreed with their line manager - there is no written set policy on exactly how many hours or days, as we wish to keep this flexible to encourage volunteering as per our corporate responsibility commitments, Our Business Principles and how we live our values. Employees and their line managers are encouraged to include Community work in personal development plans and appraisals. The company pays the administration fee to encourage and support the payroll giving schemes, Give as You Earn and Pennies from Heaven. We also offer a company CashMatch scheme to encourage and support employee-led fundraising that supports our community strategy and help address key social/community issues of: employability (education & enterprise), wellbeing (health & welfare) and environmental sustainability). We have established a formal network of Community Site Champions at each site who help employee volunteers and the Community Affairs team coordinate and implement our community programme - we provide them with support, information and guidance to enable them to do so. We communicate and dialogue regularly with employees through site champions and through regular online communications, posters, videos, briefings and face to face meetings. We have written information, presentation briefings and packs on our community programmes including: Employee Volunteering, Team Challenges, CashMatch etc that line managers, community champions and others can use to communicate and brief employees.

B: Ways that employees are engaged

We have established a network of Community Champions who coordinate and help implement programmes. We regularly consult and dialogue with them and others so that we continue to offer locally relevant community and employee activities. We invite employees to participate in our Climate Survey where they are asked to rate how well 'Cadbury gives me the opportunity to support local community activities'. In the UK, we hold Big Purple Hearts community awards every two years to recognise, award and encourage outstanding employee community volunteering and this includes the efforts of our champions and volunteers. We also regularly communicate about activities in our local and global internal e-newsletters, posters and face to face meetings which is a good way of recognising and showing support to employees as well as providing information. We feature employee volunteering photos and highlights in internal and external company presentations made by and to senior leaders. We encourage and support external press releases through a retained PR agency so that our employee volunteers can be recognised in their communities for their contributions. We help our sites submit Big Tick award entries and celebrate their successes. Super active volunteers and champions are invited by senior leaders to attend community related dinners e.g (Big Tick awards, Sweet Charity Candy Ball, etc). Cadbury UK also participates in global Cadbury's Chairman's Community Volunteering Award and have the opportunity to be nominated and granted a global award. see online: www.cadbury.com/ourresponsibilities/community/ourcommunitycommitments/ Recognising Employees

Key commitments for the next three years

Commitment	Measurement
We am to contribute 1% pre-tax profit to community investment per year	CI dbase system, tracking & monitoring, and regular performance updates
We will publicly report our UK Community Investment	CI dbase system, tracking & monitoring, and regular performance updates
We want to engage the wider community in the London 2012 Olympics and Paralympics by establishing partnerships and community programmes	London 2012 Programme Management. CI dbase system, tracking & monitoring, and regular performance updates
We will build upon our World of Work programme, focussing on Engineering & Manufacturing and Leisure & Tourism	CI dbase system, tracking & monitoring, and regular performance updates
We will actively support Young Enterprise and provide leadership	CI dbase system, tracking & monitoring, and regular performance updates
We will strengthen our School Engagement/Links programme, especially with local schools.	CI dbase system, tracking & monitoring, and regular performance updates
We will actively support Business Action on Homelessness including through our leadership	CI dbase system, tracking & monitoring, and regular performance updates
We will grow Ghana for the Source as an integral part of the Cadbury Cocoa Partnership	Monitoring and tracking locally and globally. CI dbase system, tracking & monitoring, and regular performance updates
We will encourage and support Team Challenges and CashMatch	CI dbase system, tracking & monitoring, and regular performance updates