



Helping Highland Spring to Develop a CSR Strategy



"Working with Valpak helped us develop a Sustainability Policy that will ensure we continue to reduce our impact on the environment whilst meeting the needs of our customers." **Bryan McClusky, Group Technical & Procurement Director**

The Challenge

Highland Spring has always been committed to environmental sustainability; catchment protection and water resource management is at the core of everything they do.

As such, they have implemented many initiatives to improve their environmental performance. To build on this, and in partnership with Zero Waste Scotland, they identified a need to formalise and gather these efforts into a clear Sustainability Strategy.

The Solution

In 2012, Zero Waste Scotland commissioned Valpak to support Highland Spring with the development of their Corporate Sustainability Strategy. Valpak's expertise and knowledge of Corporate Social Responsibility (CSR) and environmental sustainability was used to:

- Identify Highland Spring's current achievements and initiatives to date
- Review their major competitors and customers sustainability strategies and frameworks
- Develop a sustainability matrix that would enable Highland Spring to develop their own Corporate Sustainability Strategy

Highland Spring had a clear vision of where they were at in terms of sustainable performance and what they wanted to achieve. This allowed Valpak to work closely with them to ensure that the final policy would meet their needs, would involve all staff and could be implemented across all their sites.

The Results

The outcome of the project was a dynamic Corporate Sustainability Strategy for Highland Spring that:

- Is in line with relevant competitor and customer strategies
- Is based on five core pillars: Water Resource Management / Waste & Recycling / Carbon & Energy / Resource Usage / Bio-diversity
- Meets customer, consumer and wider social requirements
- Engages all staff
- Sets ambitious but achievable targets
- Can be communicated effectively internally and externally
- Has clear objectives that can be measured and independently verified

This new Sustainability Strategy will ensure that Highland Spring remains to be one of the top performers for environmental sustainability within their sector.

Highland Spring is the UK's biggest bottled water supplier and provides one in every five litres of bottled water consumed in the UK. In 2011, it sold nearly 375 million litres of bottled water and expects to achieve sales of 400 million litres in 2012.