

Case Study

Embedded CSR is Good for Business

Hill Dickinson, a long standing client for co2balance, talks about their carbon initiatives in the battle for top talent.

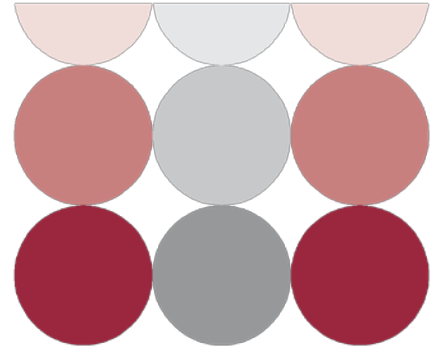
“As an international law firm Hill Dickinson's greatest asset is its human capital - the talent, experience and creativity of the team.”

This is not just a statement from the website; this is the essential thinking behind the growth of one of the UK's most successful legal partnerships and winners of the National law firm of the year, in the Legal Business Awards in 2010.



About co2balance UK Ltd

Established in 2003, co2balance UK Ltd is a leading, UK based, carbon management provider offering carbon calculation, management and reduction services to leading blue chip companies including, BSKyB, Toshiba Europe, Gaz De France, Fiat and Flybe. As a project developer, co2balance UK Ltd creates African Gold Standard and CDM projects that focus on social, health and community benefits to the families within the project area, in addition to carbon savings.



HILL DICKINSON



Long Established and Ahead Of the Times.

Originally established in 1820, Hill Dickinson are one of the UK's leading legal practices with 190 Partners and 1,300 people operating from offices in Liverpool, Manchester, London, Chester, Sheffield, Piraeus (Athens) and Singapore. In a customer service business it's the people who interact with the clients that are the key asset. Recruiting the very best graduates and qualified staff at every level is the key to a successful business.

As a leading business and major employer in the UK, Hill Dickinson is committed to active and progressive corporate citizenship. This was most recently recognised with a short listing for the Lloyd's List Awards Global 2011 in the Corporate Social Responsibility Award category. On the carbon front, Hill Dickinson were the first legal firm in the UK to achieve CarbonZero status.

Working with co2balance, each year Hill Dickinson accurately measure the carbon footprint of the business and their carbon footprint per employee is 40% lower than the industry average. However as with most organizations there are some residual carbon emissions that are unavoidable in a modern environment. This is where Hill Dickinson go the extra mile and fully offset these emissions via verified carbon credits from co2balance. In addition to fulfilling their corporate and social responsibility targets, Hill Dickinson sees further benefits to the business bottom line from these actions.

Andrew Rushworth, head of CSR and HR, explains. "People are the life blood of this business and recruiting the best young talent possible is important to the long term prosperity of the business. Our CSR policy and in particular our environmental activities such as carbon offsetting, are a strong point for consideration with the younger generation. It is not sufficient to compete on salary and rely on the past reputation of the practice. These young people want to be assured they are joining a business that looks further than the balance sheet to a wider responsibility in the modern world".

To find out more about our CarbonZero stove projects or other products and services please visit our website: www.co2balance.com