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## Good practice award for Adnams

10 August 2007 | 12:53

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SOUTHWOLD brewer and leisure retailer Adnams has become the first brewery to receive the GoodCorporation's ethical business practice award.

The GoodCorporation is an independent company created to provide audits of corporate responsibility performance, and Adnams has achieved the award at the first attempt.

It met all six key standards assessed during the audit, including fairness to staff, customers, suppliers and subcontractors, community contribution and environmental protection, financial stakeholders and management commitment.

Leo Martin, director of GoodCorporation, said: "As part of our GoodCorporation assessment of Adnams, we were pleased to award the company with commendations for its contribution to the local community and for its overall efforts to reduce its environmental impact.

"Adnams also received a commendation for the honesty and transparency of its retail advertising and for its efforts to promote responsible drinking. In particular, we were impressed with the feedback from Adnams retail customers.

"Many went out of their way to praise the company's community contribution. Clearly the company has a loyal customer base, which appreciates Adnams' social responsibility."

Mr Martin added: "This number of commendable business practices is exceptional. GoodCorporation has a 23% fail rate for its corporate responsibility assessment, so for Adnams to pass first time and with such good grades is a great credit both to the company's management and its employees."

Andy Wood, managing director of Adnams, said: "We are absolutely delighted that our investment in all six key areas listed in the GoodCorporation standard is reflected in the results.

"At Adnams, we pride ourselves on developing an ethos where corporate social responsibility disciplines are embedded in all that we do. We aim to continue to deliver this 'best in class' standard, for the benefit of our shareholders, customers, employees, environment, and our community."

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The GoodCorporation, based in London, is an organisation owned by a group of individuals who help companies measure their impacts in a credible way.

It does not provide consultancy services, so removing the risk of any conflict of interest, but allows the client to receive a genuinely impartial view of how the business is operating and where it needs to improve.

The GoodCorporation Standard, developed in conjunction with the Institute of Business Ethics, is applied to an organisation's management of its employees, customers, suppliers and shareholders, its environmental impact and its relationships with the communities in which it operates.

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