

## Bartercard (Barter Traders Limited)

ORGANISATION SIZE / Small Business (up to 50 employees)

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### BRIEF SYNOPSIS OF YOUR CSR APPLICATION

Here at Bartercard, being a socially responsible business is central to our core business beliefs. We are committed to CSR in all areas on our business and are continually looking for ways to improve our business functions so that we can have a positive impact on the communities that we work with. All our stakeholders from staff to customers are important to us and we aim to ensure that we can add value to their interactions with us. With climate change and environmental issues being brought to light, Bartercard aims to ensure we act responsibly to reduce our negative impact on the natural world. Overall, we hold CSR to a high regard, within our business practices and actively commit to being a responsible corporate citizen.

### OVERALL SUMMARY

#### CSR Policy

#### Introduction to Bartercard and CSR

Bartercard aims to have a positive impact on the communities we work with by managing our business processes in a socially responsible way. We intend to empower all our employees, members and stakeholders to develop a constructive, optimistic and charitable atmosphere. Here at Bartercard, we strive to understand the effects of our business on the environment, allowing us to ensure our impact is minimal. Overall, Bartercard aims to be a sustainable corporate citizen, dedicated to ensuring that social responsibility is an integral aspect of all we do.

#### Bartercard and Environmental CSR Waste Management and Recycling

Bartercard regularly evaluates the waste production of its offices. The company works closely with a local business called Yourwaste who sort the office waste for us to ensure that minimal waste ends up in landfill. In addition, the company actively encourages employees to bring in reusable

water bottles and offers washable cutlery and crockery in its offices to reduce the use of disposable plastic items. Bartercard strives to be a paperless office. All our forms are digitalised, we use a program called 'SignNow' to allow both customers and members to sign legal documents electronically, reducing the need for printed paper. We aim to extend this belief to our members by adding the following statement to every email, kindly asking members not to print our emails 'Please consider the environment. Do you really need to print this email?'

#### Carbon Footprint and Energy Efficiency

In the office we currently have energy rating A high efficiency bulbs that we inherited with the building. As we replace these lights, we will purchase LED bulbs as these are attributed to have the lowest carbon footprint. Our building is also extremely energy efficient with both heating and cooling properties. This means we have no need for air conditioning units and heating is minimal.

As we are a new business we are going to be recording and reviewing our energy usage to see where we can improve our carbon footprint.

#### Transport

Here at Bartercard we actively encourage our workforce to consider the environmental impacts of their journey to and from work. 25% of head office workforce car share, walk or cycle to work. Bartercard staff members regularly must travel to conferences. As a company, we understand this uses a lot of fossil fuels. Staff members are encouraged to either take public transport, or if driving is inevitable, then our company emails state 'Travel in groups of 4 if possible please.' An example of this is on our recent business trip the company have hired a minibus so that all head office staff can travel to the conference in one vehicle, reducing our carbon emissions. We also researched the company we hire vehicles are from to ensure they instil similar environmental policies in their business. For this reason, Enterprise-Rent-A-Car was chosen as they are dedicated

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to reducing the carbon emissions of their fleet as seen in their sustainability policy <https://www.enterprisealive.co.uk/about-us/sustainability/>.

## Water

Bartercard is committed to reducing our water usage. All taps in the offices have a sign above encouraging staff members and visitors to ensure taps are turned off and are not dripping. We aim to fix all leaks - no matter how small - that day to ensure minimal amounts of water is wasted, buckets are also placed under leaks so that the water can be reused to water the office plants. We also collect rainwater which can be used on drier days to water our outdoor plants at the building entrance.

## Equipment

Bartercard is dedicated to ensuring all staff are equipped with everything they need to carry out tasks. We also fully research the effects of this equipment on the environment to ensure it is environmentally friendly as possible. 95% of our office furniture is 2nd hand from previous offices, preventing perfectly useable furniture from being sent to landfill. Any new stationary purchased is sourced from local members on our network. This reduces the environmental impact from long transportation costs whilst also supporting local businesses. We also use refillable pens and highlighters so that the plastic capsules are reused this reduces the amount of plastic we dispose of.

## Bartercard and Community CSR Staff and Community help

Bartercard allows staff to take time off to help the local communities and actively supports and promotes employees who take up this initiative. Currently, members have used this time to help in local care homes, attend local beach clean-ups, give talks in local schools and participate in charity sporting events. We ensure that staff are aware they can take up this opportunity and as a company, can connect them with local community projects if needed.

## Community Investment

Bartercard also invests in local community

projects and initiatives. Bartercard has sponsored numerous sports teams in the past and are currently the Headline Sponsor for London Broncos Rugby League <https://londonbroncesrl.com/>.

In addition, we have several charities located in our business park. We work closely with these charities and regularly donate items for them to sell/auction off to raise funds. We also offer our time and have participated in some of the bake sales they organise.

## Bartercard and Workplace CSR Policy

Bartercard is compliant with all current legislation and has a strong equality and diversity policy to ensure all employees, candidates and stakeholders are treated equally and fairly. We ensure equal pay is upheld throughout the company and offer rigorous training and development to ensure staff members are adequately equipped for their job role.

## Employee development

Bartercard also supports learning and development outside of the business and allows employees the opportunity to pitch ideas for further learning in their monthly reviews. In the past have aided employees in a wide range of learning activities from corporate yoga to first aid training.

Bartercard allows employees the opportunity to work from home. Currently, 35% of the workforce utilise this opportunity. This instils trust between management and the employees. Bartercard offers a wide range of professional development opportunities. We are currently working with local universities and colleges to develop a marketing apprenticeship to launch in the coming months. This will give a member from the local community the opportunity to develop skills and create a career that may not have been available otherwise.

## Staff incentives

Bartercard offer many employee benefits and incentives to keep the workforce motivated. Bonuses and incentives can range from cash or trade incentives to

champagne and trips to Las Vegas. We offer a range of targets that are reachable for individual employees to ensure the highest levels of satisfaction. We invest a lot of time and money into our employees, examples include team building trips and workwear which keeps the workforce feeling valued. We work closely with an initiative called Work Heroes <http://www.work-heroes.co.uk/> who offer a range of staff incentives and discounts. This initiative has seen increased levels of staff retention and satisfaction with the company.

## Member fair trading regulations

As Bartercard is a trade exchange, members can sell their own products and services on the network. To ensure all members are trading fairly, we have rules and regulations in place (please see attached documentation). In addition, we will not promote any product or service on our network unless it is correctly registered, not only with HMRC but also under the appropriate body. For example, we have recently refused a member wanting to advertise financial advisory services as they were not Financial Conduct Authority registered.

## Bartercard 'B' Loyal members scheme

Bartercard have just launched our 'B' loyal scheme for all our fee-paying members. This is an amazing scheme which offers help and advice to help members grow their business. This scheme offers all our members amazing opportunities and deals, including free holidays, vouchers and business support. To fully understand the amazing benefits, we are offering members please feel free to browse our 'B' loyal page <https://www.bartercard.co.uk/b-loyal-perks/>.

## Bartercard and Philanthropy Charitable donation

As a business model, we also take charities onto the network on a non-profit account basis. This allows the charities to trade on the network, have a dedicated account manager and network with other businesses whilst not being charged any fees.

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We have also donated time, goods and money to many charities (Please see attached documents for testimonials) on both a local and national scale. Recent donations we have made include memorabilia for Worktree to auction off and raise funds, staff have also participated in a charity match against Liverpool homeless FC <https://www.bartercard.co.uk/2018/04/19/liverpool-homeless-fc-play-bartercard-11-in-charity-match-at-prenton-park/> helping both the charity and the wider community.

## Headline Sponsor International CSR Excellence Awards

To emphasise our commitment to CSR, Bartercard have chosen to sponsor the International CSR awards. We wanted an opportunity to publicise our dedication to CSR and thought that this was the perfect opportunity.

## The Bartercard Foundation

We are in the process of creating a UK based Bartercard Foundation. This was first introduced by Bartercard Australia and is a charitable organisation that supports charities and community projects who need a wider national prominence. This will be brought over to the UK soon and will be an employee led scheme giving staff members an opportunity to take initiative and help both charities and the business whilst developing key skills. <https://www.bartercard.co.nz/About+Us/Foundation.html>

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