



Corporate Social
Responsibility Report 2010



A Message from our CEO



Our vision is to be a company where the best people want to work and we achieve this through our commitment to integrity, diversity and conducting business in an ethical and responsible manner.

2010 has seen ARAMARK Ireland take a significant step forward in our commitment to Corporate Social Responsibility (CSR) bedding in of our initiatives and creating a mindset of responsibility amongst our colleagues. Our success at implementing these initiatives has been reflected in external recognition from our peers.

Our programme and initiatives continue to be led by Iris Wade, our CSR co-ordinator and are fully supported by the Board of Directors.

Our commitment to Corporate Social Responsibility is steadfast and we will continue to demonstrate our focus on sustainability and demonstrate our environmentally conscious approach. We look forward to facing challenges into 2011.



Joan O'Shaughnessy
CEO, ARAMARK Ireland

Our Guiding Principles

Because we value our relationships

We treat customers as long term partners and each other with candor and respect.

Because we succeed through performance

we encourage the entrepreneur in each of us and work always to improve our service.

Because we thrive on growth

we seek new markets and new opportunities and we innovate to get and keep customers.

And because we're ARAMARK Ireland
we do everything with integrity.



About Us

ARAMARK Ireland is a company with a long and proud tradition. For almost half a century, ARAMARK Ireland has been at the heart of business life in Ireland.

The company we are today – employing over 4,000 people the length and breadth of the country and providing essential services to more than 400 facilities across the island of Ireland, has evolved from humble beginnings. That we are now one of Ireland's most successful companies is testament to the leadership provided by past and present company management and the dedication of all our employees.

Our story is an interesting one, bringing together over the years companies in different but complementary sectors, but all with a similar mission - to enable private companies, business organisations and public sector institutions to become more efficient by delivering services which are essential to their successful operations but are not their core business.

Our divisions, ARAMARK Food Services, ARAMARK Workplace Solutions, ARAMARK Environmental Services and ARAMARK Property, all have an individual heritage but have combined their strength as ARAMARK Ireland to become a leading service provider.

As part of ARAMARK Corporation, a global leader in professional services operating in 22 countries, ARAMARK Ireland has the advantage of a local Irish management team with in-depth local market knowledge and understanding, backed by the resources and expertise of the global ARAMARK Corporation.



'The very heart of our business is the faith our clients have in ARAMARK. We as a company, or you and I as individuals, must never do anything to compromise that trust'

*Joseph Neubauer
Chairman & Chief Executive
ARAMARK Corporation*



ARAMARK's Corporate Social Responsibility

At ARAMARK, we aim to create positive experiences and environments that enable people and organisations to thrive. Our Corporate Social Responsibility Team is committed to advancing ARAMARK's Corporate Social Responsibility policy. We work with clients and suppliers to develop service options that assist with their own Corporate Social Responsibility objectives.

We develop and implement long term environmental policies within the areas of supply chain, building operations, energy and water conservation, transportation and waste management.

Principles and committee charters adopted by our Board of Directors to ensure that ARAMARK Ireland conducts its business with the utmost integrity and in accordance with the highest ethical standards and business continuity planning is a critical component of this.

Business Strategy

Our business strategy is to ensure we continue our “One Best Team” approach as a sustainable, successful and profitable business. We understand CSR is not just responsibility for the environment in which we operate, it is living in a way that is responsible and managing this commitment with the same dynamism accorded to our financial commitments.



Corporate Social Responsibility Guidelines

Corporate Social Responsibility is commonly broken down into 4 recognised pillars within the sector; Community, Environment, Workplace and Marketplace. These pillars are used as measurements against which all businesses are benchmarked. In line with ARAMARK's global CSR strategy, these pillars are broken down under the following headings.

Employee Advocacy

- Developing, managing and retaining talent
- Developing leadership capacity
- Promoting health and safety
- Embracing diversity
- Promoting work / life balance
- Driving competence through certification
- Driving excellence through internal communications



Environmental Stewardship

- Engaging staff and customers to become environmentally conscious
- Building design consultation to reduce CO₂ emissions
- Working in partnership to reduce waste in landfills
- Achieving accreditation for energy management systems
- Reducing energy use
- Identifying and implementing water reduction opportunities



Health & Wellness

- Customer communications
- Meeting the needs of our customers
- Increasing competitive edge through innovation
- Actively participating in market research

Community Involvement

- Volunteering - staff actively taking part in community projects
- Developing fundraising initiatives & actively giving back to the community
- Community Response initiatives
- Fundraising through programmes and partnership



Sustainability

ARAMARK Ireland understands and supports sustainable values, issues and concerns, not only as they relate to our supply chain, but also those that impact the culture of community. We are in complete support of a commitment to advancing and promoting sustainability.

We work to identify initiatives that best serve our clients. We apply our considerable resources to maintain existing initiatives and develop new solutions to deliver an environmentally conscious and socially responsible service in support of sustainability.

Some of the initiatives we have identified and commenced are:

- Energy auditing and management
- Recycling cooking oils
- Reducing sodium in our products in conjunction with our suppliers
- Supporting the recycling program of plastics, glass, and paper
- Sourcing organic, locally grown produce
- Using environmentally friendly cleaning products
- Reducing our emissions and carbon footprint
- Using biodegradable packaging
- Supplying fair trade coffee and tea

Celebrating Irish Food



ARAMARK Ireland introduced a “Celebrate Irish Food” fortnight, a campaign to promote the use of Irish products that reduce an operation’s carbon footprint. A longtime supporter of Irish produce, including milk, eggs, and beef, the company purchases approximately €37 million in Irish-produced food each year.





ARAMARK Workplace Solutions was awarded a contract by the Office of Public Works (OPW) to implement Phase Two of the Government's 'Optimising Power @ Work' energy awareness campaign which aims to cut carbon dioxide emissions in the public sector by 20%.

Under the contract, ARAMARK Workplace Solutions will provide a range of management services to help OPW employees learn

how to cut emissions. These services include emission monitoring, waste management, energy management and environmental management systems.

Derry Robertson, General Manager ARAMARK Workplace Solutions said, "Energy efficiency is an important aspect of modern workplaces. The government's commitment to reducing emissions in their facilities not only makes economic sense but also shows a commitment to a cleaner future. Minimal changes in and around the workplace can result in real benefits to the environment and we are delighted to partner with the OPW to implement these changes."

At the launch by the OPW of the new energy awareness campaign, Dr. Martin Mansergh TD, former Minister of State commended "the real zeal and professionalism which they (ARAMARK) have brought to this programme and their rightful place in sharing in the success.



Their contribution is about helping people on the ground, advising on what needs to be done, literally on a day-by-day basis, and giving the feedback that is so necessary to maintain an impetus and deliver on the overall programme."



In 2010, ARAMARK Ireland unveiled its first electric car which is used to transport personnel and goods at one of our client sites.

Joan O'Shaughnessy, CEO, ARAMARK Ireland explained, "This is yet another initiative in a number of energy saving and environmentally friendly measures introduced across our operations. The car, which has an operating distance of 50 miles before requiring a recharge, will help to reduce carbon emissions and increase productivity on site."



ARAMARK Ireland works closely with its clients to continually introduce new measures to reduce energy costs and increase benefits. These measures include initiatives the introduction of one napkin dispensers, composting tea bags and travel mugs together with energy auditing and consultancy services through its environmental services division.



Community Involvement



ARAMARK actively gives back to the Community

We believe it is important that we give back to the communities in which we operate. To this end, ARAMARK Ireland operates a Charitable Fund from which four employee nominated organisations are beneficiaries of monies raised throughout the year. In the past 3 years alone, ARAMARK Ireland has raised over €130,000 for charities across Ireland.

In 2010, our employees selected the following charities as beneficiaries:

- Focus Ireland
- Northern Ireland Hospice
- Cancer Care West
- St Gabriel's Centre, Limerick



In addition:

ARAMARK Ireland is also the exclusive catering partner for the National's Children's Hospital "National Pancake Party". We actively support the Irish Cancer Society's "Back to the Shop Floor" campaign for Daffodil Day.





ARAMARK Cupcake Campaign

The second ARAMARK Cupcake Campaign which took place from 29th June – 4th July 2010 saw ARAMARK chefs around the country bake up a storm making mouth-watering cupcakes at ARAMARK sites throughout Ireland. Proceeds went directly to ARAMARK's Charitable Fund which comprises the years nominated charities. The campaign has raised over €12,000 for our charities since its introduction last year.



ARAMARK Focus on Homelessness

For the first time in 2010, ARAMARK partnered with Focus Ireland on its Sponsor a Star campaign. ARAMARK sold starbread cookies across over 200 of its operations with proceeds going to Focus Ireland, one of ARAMARK's nominated Charities for 2010.

ARAMARK Supports Volunteers

Throughout 2010, ARAMARK employees from across its operations have once again come out in force to support its nominated charities by hosting additional fundraising initiatives. From unit collections to mini marathon teams, our employees supported local causes and campaigns.



ARAMARK in the Workplace

ARAMARK Ireland Procurement

We are recognised as market leaders in our industry, and we only work with ethical and sustainable suppliers who understand that by partnering with ARAMARK Ireland, they must be committed to the same high standards as us.

Prior to a new supplier being added to the ASL, they are assessed using an in depth questionnaire & auditing process, which is carefully approved by our Supply Chain Management and CSR Team. An approved supplier list (ASL) is in place to ensure that our products or services are only purchased from ethical and environmentally conscious suppliers.

Green solutions that have been developed by us /our suppliers

- ARAMARK Ireland introduced initiatives across procurement such as centralised distribution.
- Implementation of EDI invoicing and payment covering 90% business spend, removing 1.6 million delivery docket, invoices and payment slips from our offices in the last 18 months.
- In partnership with our waste suppliers we rolled out a recycle program which has achieved up to 48% reduction in waste to landfill achieved within some client sites.
- Introduction of travel mugs across our operations to reduce disposables.
- ARAMARK Ireland added the first 100% electric car to its fleet.
- Working with suppliers, reduced sodium content within food products.



ARAMARK Food Services is aware of its responsibility to the contract catering industry and actively works towards creating an awareness of healthy eating, food safety and associated issues.

Consumers now demand to know more about the food they purchase and consume. ARAMARK Ireland is committed to increasing the range of goods available and driving consumption through promotions and awareness campaigns.

Right Track – Our Focus on Healthy Eating



Increasingly there is a requirement for health conscious food options. We have a responsibility to communicate to our customers the benefits of following a balanced diet and to help them to make an informed choice of food based on this knowledge.



More of the Irish population are keen to follow recent healthy eating trends, in response to this we have developed our healthy eating initiative - Right Track, our Health & Wellness programme for our customers.

This healthy eating programme is designed to ensure our customers are aware of healthy choices and the impact healthy eating can have on their day. This is an ongoing promotion that is available for our customers to choose from throughout the year across all our restaurants.

We are passionate about embracing our responsibility for protecting the planet for future generations, both at home and abroad. These concerns and values are represented through our entire business – sourcing local food and produce, supporting Fair trade initiatives and finally using a rigorous approach to food waste and composted disposables.



ARAMARK in the Environment

ARAMARK Environmental Policy

ARAMARK Ireland recognises that environmental responsibility plays a key role in the collective vision for its clients. This is why from purchasing practices, staffing strategies to educational programmes, ARAMARK's passion, commitment and expertise preserves the resources which make our operations a true pleasure to all who visit.

This means that we are concerned and responsible partners. We believe that sustainability means more than just offering free range chicken or recycling. To truly focus on sustainability, we are committed to embedding these core principles across each of our operating businesses.

ARAMARK Ireland - Working toward a Healthier Environment

We are committed to ensuring that every one of our units complies with environmental legislation and regulations. Realising this can only be achieved by working together with our suppliers, employees, customers and clients.

We seek within reasonable economic means, to play a positive role in matters and to associate ourselves with appropriate initiatives designed to create a 'Healthy Environment'.



ARAMARK Environmental Services was established in 2001 and has rapidly developed into one of Ireland's leading environmental consultancy firms. The company has offices based in Craigavon, Co. Armagh and in Dublin and employs full time Environmental and Health and Safety Consultants.

Success has been built on a number of key factors including our ability to establish long term relationships with existing clients, with the skills and experience of our team and the speed with which we respond to opportunities.

Services we offer:

- Environmental Auditing
- Energy Efficiency
- IPC/IPPC
- Environmental Management Systems
- EHS Support
- Waste Management
- Pollution Monitoring
- Environmental Risk Services
- Health & Safety

For more information on our Environmental Services division please contact: info@aramark.ie

The Glas Environmental Committee

The Glas Environmental Committee was set up in 2008 to co-ordinate and manage the implementation of environmental initiatives within the ARAMARK Ireland organisation and in an effort to reduce our carbon footprint, tying in with our Corporate Social Responsibility initiatives. The environmental committee will develop a complete environmental management system, ultimately moving towards ISO 14001 accreditation.



Our External Recognition



Green Hospitality Awards

In 2010, the ARAMARK Ireland team across three of our operations received Bronze Awards at the Green Hospitality Awards (GHA) which was held in Cork. The GHA Awards recognise leadership in environmental management within the hospitality sector. The teams worked effortlessly to reduce waste on site and implemented energy conservation initiatives which assisted in lowering emissions across our operations and provided cost efficiencies to our clients.

Leading the Way in Procurement



This year our Supply Chain team was selected as finalists in the National Procurement Awards in the Best Cross Functional Procurement Management category. Our team led by David McLelland were recognised for their efforts working together with suppliers to reduce sodium in our breakfast products.

IHI Environmental Manager of the Year 2010



Our CSR co-ordinator, Iris Wade, was named Irish Hospitality Institute Environmental Manager of the year. The Awards recognise managers in the hospitality industry that have made substantive environmental improvements within the industry and facilitated or supported environmental best practice.





Chambers Ireland

ARAMARK Ireland were finalists in the Chambers Ireland Corporate Responsibility Awards 2010. The company was recognised for its work in the Corporate Social Responsibility Programme within the Marketplace Supplier Category.

The Chambers Ireland President's Awards for Corporate Social Responsibility were introduced to recognise the work being carried out by Irish and multinational companies to improve the lives of their employees and to enhance the civic environment in which they operate. This is a unique competition that offers the business community a chance to promote their efforts in CSR and gain recognition for best practice. The awards are presented in a variety of categories covering all areas of CSR.

ARAMARK Ethical Company Award



In 2010, ARAMARK Corporation was named as one of the World's Most Ethical Companies, as determined by the Ethisphere Institute. The Ethisphere Institute,

a leading international think tank dedicated to best practices in business ethics, corporate social responsibility, anti-corruption and sustainability.



Irish Cancer Society Award

Iris Wade, CSR co-ordinator was proud recipient of the 'Corporate Star' award at the Irish Cancer Society's inaugural Best of the Bunch Awards. These awards recognise and reward the hard work and dedication of volunteers and supporters. Iris received the award for her contribution to the Irish Cancer Society's Daffodil Day and Back to the Shop Floor fundraising initiatives.

Iris, over the past two years has led employees in raising almost €18,000 for the Irish Cancer Society and the "Back to the Shop Floor" campaign through sales of daffodils and merchandise at over 200 ARAMARK facilities nationwide.



Jim O'Malley from the Irish Cancer Society said, "Daffodil Day is our largest annual fundraising event and money raised helps to improve the quality of care available to people with cancer throughout Ireland. It is fantastic to see such strong support from ARAMARK Ireland employees and I would like to congratulate and thank Iris for her hard work and support in raising these much needed funds."



