



Corporate Responsibility Report 2011



A Message from our CEO



Donal O'Brien, CEO
Corporate Responsibility (CR) in ARAMARK Ireland has steadily developed since its inception in 2008. We have successfully reached a number of significant milestones including surpassing over €150,000 in fundraising monies and have successfully stood amongst our peers as achievers in external award categories such as the Green Award, Chambers CSR awards and the IHI Environmental Manager of the year.

By its very nature, Corporate Responsibility is a day by day process, building and developing procedures to ensure that we protect our environment and communities for the future. At ARAMARK we are passionate about sustainability, conservation, waste reduction and community involvement. Our initiatives continue to be devised and implemented by Iris Wade, our Corporate Responsibility Co-ordinator together with our Environmental Services division.

This year's report highlights just some of the activity we have participated in within 2011 and we look forward to developing these practices to demonstrate our Corporate Responsibility commitment to our clients, customers, colleagues and community.

Donal O'Brien
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

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 companies 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, and we have become an integrated services supplier enabling 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.

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 worldwide 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



At ARAMARK Ireland, we create positive experiences and environments that enable people and organisations to thrive. We have a Corporate Responsibility Team whose purpose is to lead and focus ARAMARK's commitment to advancing our enterprise commitment towards Corporate Responsibility. We also work with clients and suppliers to develop service options that assist their Corporate Responsibility objectives.

Throughout our company, we introduce and implement long term environmental policies within the areas of supply chain, building operations, energy and water conservation, transportation and waste management.

Our Board of Directors has adopted governance principles and committee charters to ensure that ARAMARK Ireland conducts business with the utmost integrity and according to the highest ethical standards. Business continuity planning is a critical component of our Corporate Responsibility practices.



Corporate Responsibility (CR) is commonly broken down into 4 pillars; Community, Environment, Workplace and Marketplace. These pillars are used as measurements against which all business is benchmarked against.

Employee Advocacy

Training & Development, Wage & Benefits, Health & Safety, Diversity, Recognition

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

Food Purchasing, Supply Chain, Waste Management, Transportation, Building Operations, Energy & Water Conservation

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

Food & Beverage Choices, Culinary Practices & Innovation, Consumer Outreach, Research & Public Policy

Health & Wellness

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

Community Involvement

Programs & Partnerships, Volunteerism, Philanthropy, Community Response

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

 enriching lives every day



ARAMARK actively gives back to the Community

We understand the importance and responsibility we have to give back to the communities from which we operate. ARAMARK Ireland operates a Charitable Fund from which each year, four employee nominated organisations are beneficiaries of. We are proud of our donations made to charitable organisations over the years. In the past 3 years, ARAMARK Ireland has raised over €150,000 for charities across Ireland.

For 2011, our employees selected the following charities:

- Fighting Blindness - www.fightingblindness.ie
- Barnardos - www.barnardos.ie
- Cystic Fibrosis Association of Ireland - www.cfireland.ie
- Macmillan Cancer Support - www.macmillan.org.uk



ARAMARK Healthcare Team with 2010 Rose of Tralee Claire Kambamettu & Mary Lane Heneghan, Chairperson of Galway Cystic Fibrosis

ARAMARK Healthcare team take part in Cystic Fibrosis Charity Bed Push

In September 2011, the ARAMARK Healthcare team from Galway University Hospital took part in a charity bed push to raise money for one of ARAMARK Ireland's nominated charities, the Galway Cystic Fibrosis (CF) Hospital Project. The team were joined by the 2010 Rose of Tralee Claire Kambamettu and Minister of State Ciaran Cannon, T.D.

Minister for Training and Skills, Ciarán Cannon TD, said he was delighted to be associated with the event. "The Galway CF Hospital Project has worked tirelessly in recent years to improve facilities for patients in the region. I would like to take this opportunity to thank the group for all their hard work and wish them well in the future."

Mary Lane Heneghan, Chairperson of Galway CF said "The money will be used to improve hospital facilities at Galway University Hospitals for people with CF including isolation en-suite facilities so as to reduce the risk of cross infection in cystic fibrosis patients. The availability of proper medical care and facilities will help to improve the life expectancy and quality of life for people living with cystic fibrosis."

ARAMARK Ireland Community Involvement Award 2011

Liam Keighery from Tallaght in Dublin has been awarded the Community Involvement Award 2011 at the Annual ARAMARK Employee Awards.

The ARAMARK Employee Awards recognise employee contributions across a number of disciplines and all 4,000 ARAMARK employees are eligible for recognition. The Community Involvement Award recognises an individual or team that shows an exceptional commitment to voluntary charity work or the support of the local community.

Liam, who manages ARAMARK Property at Irish Life, has raised over €15,000 for charity. He has taken part in two charity cycles for Fighting Blindness and often collects funds for Our Lady's Hospice in Harold's Cross.

Speaking at the awards, Donal O'Brien, CEO of ARAMARK Ireland said, "ARAMARK Ireland is committed to supporting Irish charities and we encourage all of our employees to pursue their own charity endeavors. Liam is a wonderful example of the difference an individual can make and I am delighted his achievements can be recognised here today."



Marty Whelan, Liam Keighery & Iris Wade, CR Coordinator

ARAMARK Ireland Cupcake Campaign

ARAMARK chefs around the country baked up a storm for the ARAMARK Cupcake campaign which took place from 27th June – 4th July 2011. During the week-long campaign, mouth-watering cupcakes were on sale at ARAMARK sites throughout Ireland and from which proceeds went directly to ARAMARK's Charitable Fund which comprises this years nominated charities as selected by ARAMARK Ireland employees. The cupcake campaign has raised over €15,000 for our charities since its introduction last year.

Join our facebook page for more information!



Food Services Team join the campaign



Marty Whelan at the Cupcake Campaign launch



A team of over 100 ARAMARK employees rolled up their sleeves to help Doras Bui, a community resource centre for one parent families located in North Dublin in August of this year. Employees donated their time, energy and expertise and helped refurbish the entire centre and create an ARAMARK Building community Healthy Minds, Happy Hearts Zone to promote healthy eating and physical fitness beginning a skills enhancement and nutrition education programme for its staff and callers.

ARAMARK Ireland organised the day event as part of its ARAMARK Building Community (ABC) programme, which is the company's philanthropic and volunteer programme and was assisted by the local community and development group Northside Partnership. The event marked the first in ARAMARK Ireland's dedicated community involvement day as part of their Corporate Responsibility Programme.

"The event epitomises what our ARAMARK Building Community programme is all about -supporting local community centres and the important role that they play in strengthening communities and families. We believe that our work here today is the beginning of a partnership with Doras Bui that will help to deepen their positive impact on the local Dublin community," said Donal O'Brien, CEO ARAMARK Ireland.



Iris Wade, Joan O'Shaughnessy, Mary Robinson & Noreen Byrne, Doras Bui

The ABC centre enhancement day marked the 25th anniversary of Doras Bui. The following week during ceremonies to celebrate the anniversary, Ireland's former president Mary Robinson, a Doris Bui patron, joined the festivities and tour the enhanced facility.



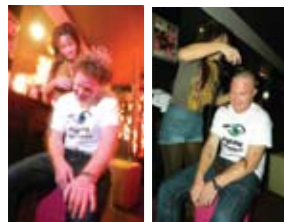
doras bui
a parents alone resource centre



Cystic Fibrosis Western Marathon

ARAMARK Healthcare called on people across Mayo to help raise funds for Cystic Fibrosis Ireland by joining the Swinford Athletic Club Fun Run. The team participated in the 5k walk/run in August for our nominated charity this year, Cystic Fibrosis. Colleagues also came out in force this year with 9 ladies taking part in the western mini marathon.

John Colfer Goes Bald for Blindness



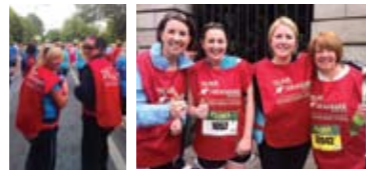
John Colfer, IT Department head office, shaved off his curls in aid of Fighting Blindness. John successfully raised over €1300 for the ARAMARK nominated charity in his own unenviable task of shedding his locks. Congratulations and thanks to John for his bravery!



Tim Owen Fighting to Fundraise

Congratulations to Food Services Regional Manager Tim Owen who ran the Dublin Marathon on October 31st. He finished the 42 kilometres in 4 hours 59 minutes and raised over €400 for Fighting Blindness.

Mini Marathon



20 ladies from across the organisation this year participated in the Flora Women's Mini Marathon on behalf of our nominated charities. From walkers, joggers and runners, the ladies represented us fantastically, raising over €1500 for our charitable fund.



Pancake Day

Food service units from across the country participated in this year's annual Odlums National Pancake Party in aid of the National Children's hospital raising over €3,000 in much needed funds for the hospital. ARAMARK has been an exclusive catering partner for the event since 2008.



Food Services Team

Skydive

Deirdre Colleran, from our Accounts Department in Cork supported Barnardos by completing a Skydive. Deirdre managed to raise over €850 for the ARAMARK Nominated Charity.



Environmental Services



Within our Environmental services division, we are currently working with various state agencies and government bodies. ARAMARK is implementing Ireland's largest energy conservation initiative, the primary objective of this programme is to reduce the CO₂ emissions through Energy and BMS audits, staff awareness training and carbon emission reporting.

We are also working with numerous organisations in reducing energy consumption and associated reduction in CO₂ emissions in both commercial and industrial sectors. This is being achieved by both no/low cost measures as well as capital investment projects. Several of these projects received funding from the EU as Energy Demonstration Schemes as the technology was innovative in the particular sectors involved.

Most Recently, our company has been involved in IS 393/EN-16001 in conjunction with a major certification company in order to provide technical assessment for the Energy Management System. The overall aim is to put in place the systems and processes to provide significant energy usage reductions which would also lead to associated cost and greenhouse gas emissions reductions from the systematic management of energy.

ARAMARK Ireland Certified Managers



The ARAMARK Energy Team

Nine ARAMARK Ireland employees recently qualified as a Certified Energy Manager (CEM). The designation CEM recognises individuals who have demonstrated high levels of experience, competence, proficiency, and ethical fitness in the energy management profession. The ARAMARK energy team now joins an elite group of 10,000 professionals serving in the industry around the world.

Sustainability

ARAMARK Ireland believes it is imperative that we understand and support 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.

ARAMARK donating PCs for Africa



Working with Camara, a volunteer-based organisation that uses technology to improve education in Africa, we have donated 30 PCs.

Innovation Award

Gearóid Fitzgerald, ARAMARK Environmental Services, was awarded the Innovation Award 2011 at the annual ARAMARK employee awards ceremony. The Innovation award is designed to recognise an individual who has delivered amazing solutions to business problems that have delivered dramatic results and ensured customer satisfaction.

Gearóid has implemented numerous cost saving, energy efficient and productive measures at ARAMARK client sites. He continually looks for innovative ways to make life easier for clients and customise systems to their exact requirements.



Marty Whelan, Gearoid Fitzgerald, Philip Fischer

Employee Engagement

Engage

Efficiency Effectiveness Engagement

ARAMARK has always provided a strongly motivated, flexible, diverse and enthusiastic team to our

clients. We have managed to maintain this level of loyalty by applying strong career learning and development initiatives and ensuring good terms and conditions for our employees.

Another exciting development this year was the introduction of Engage to our business. Built on the huge success of some simple tools that were introduced in ARAMARK Healthcare, we brought together a steering group from across our business to tailor these tools and oversee its roll-out to the operation.



Launched at the start of October, Engage is a system of beliefs, tools and prescriptive behaviours that drive efficiency, effectiveness and engagement across our entire business.



Embracing Diversity



We understand that ARAMARK is only as good as our people. Our success as a business is fantastic recognition of the efforts of our 4,000 colleagues who have demonstrated that working as diverse and yet united team,

provides service excellence to our customers and clients enabling us to continue to be market leaders in our industry.

We strive to promote integration across our business and understand that effective communication is the key to a successful induction in to our business and retention of our staff; therefore we have developed a multilingual induction manual for new starters. We also provide a buddy system for all new employees as an opportunity to assist our employees to become fully integrated into our work force and feel comfortable in their new surroundings.

You're in great company.

Promoting Active Lifestyles

As part of our partnership with Smarter travel to work in association with the National transport authority, 46 ARAMARK employees from across the company took up the 2011 pedometer challenge from 14th September – 12th October. The employees made up 9 teams that aimed to exceed the recommended 10,000 steps per day and improve their health and wellbeing by taking lunchtime and evening strolls. We aim to continue this initiative after the challenge ends and encourage all of our ARAMARK colleagues to take regular exercise.



Happy Heart Award



The Institute of Art & Design, Intel & DkIT are just some of the ARAMARK operations that this year received happy heart status. There are only a handful of 3rd level campuses in the country who have achieved this excellent award. The Happy heart Award is given to catering premises that are committed to offering wholesome and healthy food in a clean environment. Congratulations to all the teams!

Celebrating Irish Food



ARAMARK Ireland recently participated in the second annual ARAMARK Irish Food Fortnight, a campaign dedicated to promoting the use of Irish products thus reducing an operation's carbon footprint. A longtime supporter of Irish produce, milk, eggs, and beef, the company purchases approximately €40 million in Irish-produced food each year.





We continue to ensure that with our solid base of ethical suppliers, support of local communities, commitment to innovation and environmental sustainability, vibrant and diverse workforce continues to enable ARAMARK Ireland to provide a 'Best in Class' service to our Clients and customers.

As the country's largest food service provider with a 46% market share and as part of an ongoing Corporate Social Responsibility programme, we have been proactively working towards reducing our carbon footprint and sourcing sustainable local produce from within Ireland. Our objective for our fiscal year 2011 was to build on momentum and continue to work even closer with our suppliers to increase the volume of our locally sourced produce, with a 10% increase targeted in our business plan.



Over the past 12 months, the ARAMARK Ireland Purchasing team has worked closely with key suppliers on developing the right products for our customers to deliver on this objective. This has been an ongoing process which in some cases, required a slow and tedious effort over an extended period of time. A number of processes we have implemented have been rolled to ensure that the service to our clients and customers is in no way affected.



Results

Our results speak for themselves. From October 2010 to the end of September 2011 we will have increased our level of locally sourced products by 13% - equating to over €40 million in total.

Through a consistent and effective approach of managing both internal and external Supply Chains, cross functional teams and innovating on product development with our supplier, we have successfully completed our initial goal of making our service offering not only more sustainable but an increasingly attractive offering.

Key categories with increased Irish sourcing include:

- Yoghurts – now 85% Irish produced
- Frozen Breads & Pastries, now 64% Irish produced
- Bacon & Ham – now 100% sourced from Ireland

Continuous Improvement

We aim to continue leading the way in offering our customers fresh, locally sourced produce. We will move into other areas of our purchasing including across our Workplace Solutions division in sourcing greener cleaning products, sustainable building materials and deliver the quality our customers demand through our Corporate Responsibility programme.

Green Awards 2011



In April, ARAMARK Ireland was shortlisted for the Green Supply Chain award at this year's 2011 Green Awards. ARAMARK were shortlisted for the work of their Supply Chain Management team. The team, led by David McLelland, Purchasing Manager is continuously looking to source environmentally conscious suppliers and products for ARAMARK's 400 locations.

IHI Environmental Manager of the Year Finalist



Joe Kenny

ARAMARK Food Service General Manager, Joe Kenny was shortlisted as Environmental Manager of the Year 2011 at the prestigious Irish Hospitality Institute's Hospitality Awards. The award recognises excellence in management within the hospitality sector. Joe received recognition for introducing significant environmental measures within one of ARAMARK's most prestigious food service operations. These included the roll out of recycling practices across the client's satellite operations including the introduction of an electric car in an effort to reduce carbon footprint on the site.

MAMA (Media & Multicultural Award)

ARAMARK Ireland was shortlisted in MAMA awards for the Multicultural Initiative for Multinationals category for their work in promoting and embracing a diverse workforce among their 4,000 employees.



National Procurement Awards 2011



ARAMARK Ireland was shortlisted in the National Procurement Awards 2011 for the Best Procurement Team category for working closely with other departments to ensure that their policies and procedures address our obligations towards sustainability and reducing carbon footprint.

DKIT Fair Trade



Dundalk Institute of Technology (DkIT) and ARAMARK Ireland has achieved Fair Trade status on campus. ARAMARK has been providing food services at DkIT since 2007 serving 4,500 students and Institute staff every day. Speaking about their ambitions for Fair Trade status, Trish Aherne, ARAMARK Ireland General Manager for DkIT said; "We have been working closely with DkIT in achieving Fair Trade status over the year with the aim to achieve Fair Trade status by 2011. This is an exhilarating project for us and an example of our ongoing commitment to Corporate Responsibility in providing ethical and sustainable beverage and snack items to students and staff right across our services on campus."





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