

English Biscuit Manufacturers (Pvt.) Ltd.  
Social Sustainability Report 2007-08

A Vision for a  
Brighter Future



*The Legend Leads...*

**ENGLISH BISCUIT MANUFACTURERS (PRIVATE) LIMITED**

**THE FIRST BISCUIT COMPANY IN PAKISTAN  
TO ACHIEVE ISO-9001, 14001, 27001 & HACCP CERTIFICATIONS**

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JWT

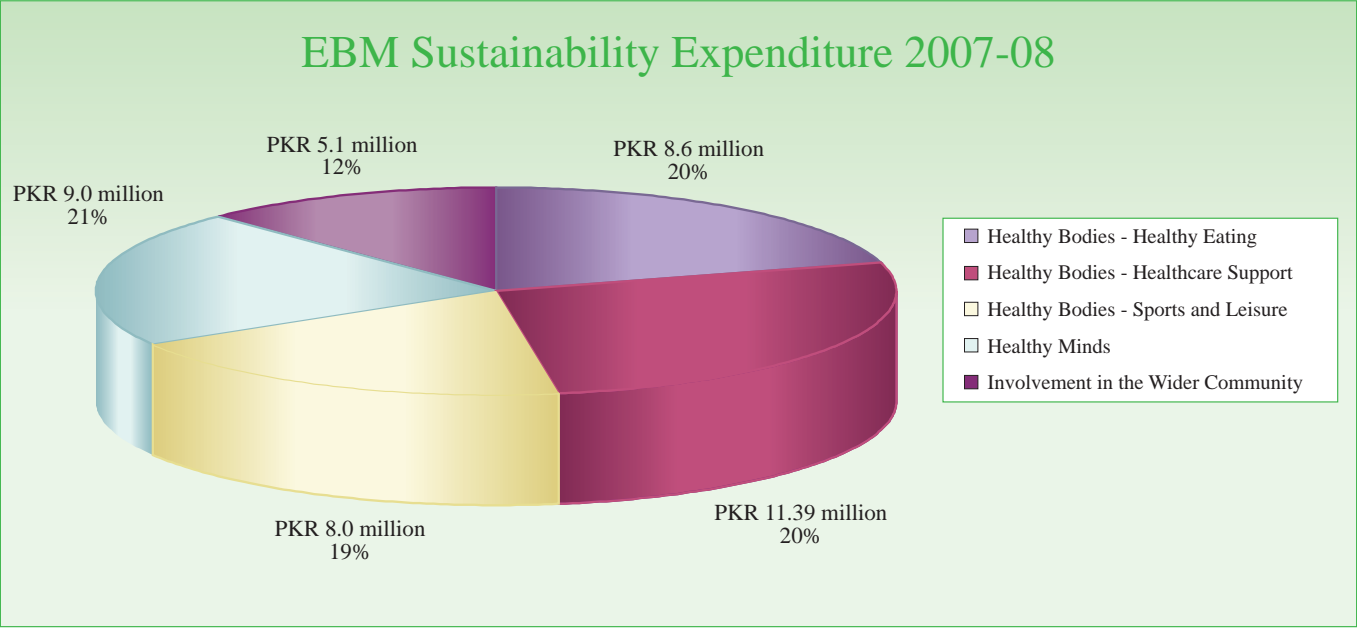


*The Legend Leads...*



*The Legend Leads...*







# Executive Summary

Welcome to the English Biscuit Manufacturers (Private) Limited 2007-08 Sustainability Report. This year's report, "a vision for a Brighter Future", builds on our continuing focus for healthy bodies, healthy minds, and a healthy environment. This focus has characterised our investments and involvement in sustainability and social responsibility for many years. Our programmes and this report look to investments in these areas that are building a platform for a brighter future for us and for our children.

Despite increased pressure on our profit margins due to significantly increased raw material costs, EBM increased its overall investment in sustainability and social responsibility by 12% to over **Rs. 42 million**, exceeding our previously stated commitment to spend Rs. 40 million.


In this year's report we highlight significant projects in the theme of **healthy bodies**, including Rs. 8.6 million on healthy eating projects as diverse as the national Safe Food conference and our various product stewardship activities. We describe how our investment of over Rs.11 million in healthcare support is providing health facilities to those who cannot afford it and encouraging children

to engage with and support healthcare provision for the poor. And, we pick up on some of the Rs. 8 million we spent on sports and fitness sponsorships, aiming to broaden involvement in exercise and sports activities, including Swimming Championships and Blind Cricket.

We also describe our investments in the theme of **healthy minds**, in particular highlighting the Rs. 9 million we've invested in education, providing school places for over 1,100 pupils, and spurring young leaders on with the Young Leaders' leadership development conference. We also highlight our commitment to Best Practice, not just within our company, but encouraging other companies and individuals on to being the very best that they can be.

Presenting our commitment to a **healthy environment** through our own initiatives, to manage the impact of our activities and by encouraging that commitment in others.

EBM has a vision for a brighter future and we believe that this report demonstrates our commitment to realising that future, through our investments, through our actions, through our own plans for the future, and through everything that we are.



# Message from the Managing Director



## Dear stakeholder,

There can be little doubt that in the global socio – economic environment today, it is the firm responsibility of ethical companies to play a key role in enhancing and shaping the economic and social progress of the countries they are operating in. It must be understood that all this makes good business sense, as the sustainable development of a company's business is today inextricably linked to the sustainable growth of society itself. And this can only be done by inculcating and practicing core values and best practices that contribute to the prosperity of companies and hence positively impact the growth of a country.

Just as globalisation is a reality today whether one is a proponent or an opponent of it, so is the need to incorporate sustainable business practice.

In time to come only the best will survive: whether it is in the manufacturing or the

services sector. The best will be those who strategically pursue the triple bottom line approach to business – that is a business growth model based on the welfare and growth of society at large (people), the preservation of the environment and precious natural resources (planet) and the pursuit of profitability (profits) in an ethical way.

Three years ago, we published our first Corporate Social Responsibility (CSR) Report in which we enunciated our vision as a corporate citizen. Our CSR performance and its impact has improved dramatically since.

This year's CSR Report provides an assessment of EBM's business, social and environmental performance in 2007 – 08 wherein the Company's central theme was set-around:

- n Healthy Minds
- n Healthy Bodies and
- n Healthy Environment

It is a fair statement to make that our faith in CSR has become much stronger today than ever before and hence the title: "A Vision for a Brighter Future".

On behalf of everyone at EBM, we are happy to update you on our progress.

A handwritten signature in black ink, appearing to read 'Khawar M. Butt', written over a horizontal line.

**Khawar M. Butt**  
**Managing Director**



-  Investing for a Brighter Future
-  Building a Healthier Future
-  Learning for a Better Future
-  Caring for a Greener Future
-  Contributing towards a Fairer Future
-  Looking Forward to a Brighter Future
-  GRI References



# Introduction

English Biscuit Manufacturers (Private) Limited has been passionate about sustainability and social responsibility for 40 years. Our desire to be sustainable in our social and environmental impact has been demonstrated through our environmental record, our social and community programmes within the Healthy Bodies, Healthy Minds theme, our care for our employees, and our passion for delivering high quality products to our customers.

This sustainability report for the financial year 2007-08\* is a core part of our annual sustainability reporting process providing employees, suppliers, customers and the local community an understanding of our sustainability vision, and how we invest for a brighter future for them and their children.

EBM has presented those projects and initiatives that are of most significance to our stakeholders, in terms of scale, relevance and impact. If you would like to find out more about any of the programmes in this report, or about how EBM's sustainability commitments, please contact:

Ms Saadia Naveed  
Deputy Managing Director  
P. O Box 5536  
Plot 1-4, Sector 23  
Korangi Industrial Area  
Karachi 74900  
Pakistan



\* This report is for the EBM Fiscal Year July 2007 to June 2008 and covers all of EBM's divisions and units (although not suppliers or subsidiaries). The Report for 2006-07 was published in December 2007.

The report covers all aspects of EBM's sustainability activities and defines where the company (or its employees with the company's explicit support) is engaged in environmental or social sustainability activities, prioritising those that EBM believes have had the most significant impact. Data management techniques have been described (where appropriate) in the body of this report. Environmental data has been analysed (where possible) by independent laboratories, and EBM intends to have a full independent audit of its sustainability report for the year 2008-09.



*Head Office and manufacturing site, Karachi*

# Investing for a Brighter Future

Investing for a  
Brighter Future





## Sustainability Vision

### Investing for a Brighter Future

EBM is Pakistan's leading biscuit company with heart and soul. This description reflects how sustainability and social responsibility lie at the heart of our identity and our purpose as a company. This description shows that we are a company with a vision for investing for a brighter future, not just for ourselves and our business model, but for our employees, our customers, our suppliers, our local communities, and for the nation.

Building on our core vision statements, principles and values, we recognise the need to share the responsibility for the social upliftment and development of Pakistan, improving the lives of the underprivileged. Looking at the needs of our nation, we believe that the most critical for a bright future for the people of Pakistan is education, and so we are investing for a brighter future in **"healthy minds"**, education for children, for our employees, and more widely in best practice and leadership within Pakistan.



Understanding that this vision has to start with ourselves, we ensure that our products comply with international standards and meet the highest possible standards for hygiene and quality. We have also taken steps to ensure our distributors take their responsibility for quality seriously and that our consumer are as informed as possible regarding the benefits and risks of food consumption.

For this reason, appreciating EBM as a manufacturer of biscuits, we recognise the national challenges of poor hygiene, of low food standards and the poor health of our people. And so we are responding to that challenge by investing for a brighter future in **healthy bodies**, by which we mean food safety, health and fitness.

We also understand our responsibility in our processes, thus investing in a brighter future for a **healthy environment**, ensures our processes are as clean and environmentally friendly as possible, and investing in the local and wider environment as opportunities arise.

This year, we have also focused on ensuring our investments have been applied efficiently and effectively; concentrating on fewer more strategic initiatives and projects, rather than reactive donations.

EBM believes in a brighter future for the people of Pakistan. Investing in healthy bodies, healthy minds and a healthy environment we are doing our part to make that brighter future a reality.

## EBM Background

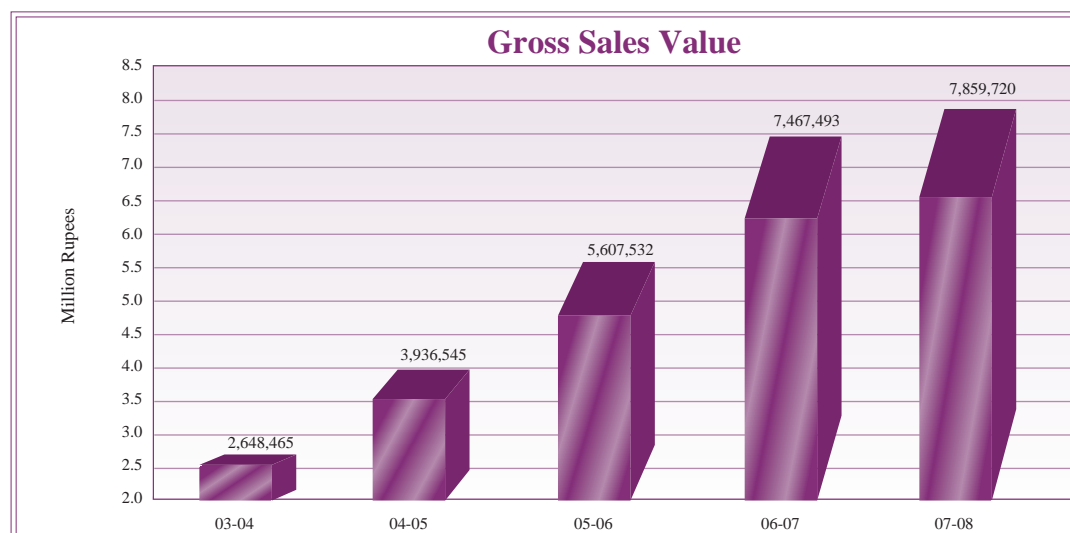
EBM is in the business of producing and marketing trusted quality food products that fit today's changing lifestyles. As a Private Limited Company, operating in Pakistan since 1967, we are Pakistan's largest Biscuit Manufacturer, maintaining over 40% market share in branded biscuit market. In the year 2007-08, EBM produced over 63,000 tonnes of biscuits which corresponds to a turnover in excess of Rs. 7.8 billion. In the same period, EBM contributed over Rs. 700 million in taxes to the national exchequer and over Rs. 42 million towards its Corporate Social Responsibility Programme.

With our main manufacturing facility based in Korangi, Karachi, with a total manufacturing capacity of 80,000 tonnes per annum, EBM provides direct and indirect employment to over 2,500 people at its production site in Karachi, and its subsidiary in Hattar.

EBM manufactures the country's largest range of hygienic and healthy biscuits under its famous Peek Freans Pied Piper logo. These include well known brands like Sooper, Gluco, RIO, Original Lemon & Chocolate Sandwich, Peanut Pik, Peanut Pista, Party, Whole Wheat Slices, Marie, Butter Puff, Saltish, Premium Click, Zeera Gold, Marvell and Smile to name only a few.

Through our Vision, Core Values, Code of Conduct and Sustainability Strategy, EBM strives to operate with integrity, trust and is committed to creating value for our shareholders, customers, and team members.

With all of our locations fully integrate environmental management into their operational systems and procedures, the EBM management reviews environmental performance and its policy annually.



# Sustainability Management Approach

Being a valued and respected member of society isn't inherited, it's earned. This means that, year in and year out, we must understand the impact we have on the world, the environment, the economy and individuals.

We believe it's important to make sustainable business practice part of everyday life at EBM. To achieve this, EBM has a designated function with the assigned responsibility for managing Corporate Responsibility at every level of the business - from our Board right down to our management teams in our factory.

EBM's Corporate Responsibility approach is directly linked to our Business Principles. These spell out the high standards of conduct we work to and are aligned to commonly accepted global standards, like the **Universal Declaration of Human Rights**, **International Labour Organisation conventions** and **Millennium Development Goals**, and **EBM** is a signatory of the **UN Global Compact**.



# Sustainability Management Approach

Everyone at EBM is expected to uphold these principles. It's the responsibility of all senior executives and managers to make sure that they themselves, and their teams, work according to these principles and confirm their teams have been informed about the standards of ethical conduct expected of them.

We have adopted a range of CSR policies, processes, systems, guidelines, and standards which has been developed with the input from external stakeholders. EBM believes that it is important to engage a wide variety of stakeholders as partners, both in delivery of business actions and also in the delivery of social and environmental responsibility actions.

In light of this, EBM seeks to engage with its stakeholders through:

- n An annual supplier round-table to discuss social and environmental sustainability concerns
- n The provision of postal, website and (free-of-cost) telephone channels for customers to raise any concerns or questions
- n Employee suggestion box
- n Regular interactions with Civil Society and Community Partners through conferences (e.g. Safe Food Conference, Environment Conference) and project dialogues



# Sustainability Management Approach

To date, because of EBM's proactive approach, no significant environmental or social responsibility issues or concerns have been raised through its stakeholder engagement, beyond those actions that are already being addressed.

EBM selects Civil Society and Community Partners that are well-established, have a good reputation for effective and efficient service provision, and are actively and positively involved in the local community. EBM works with these partners to ensure that its interventions create sustainability within the

partner, rather than creating or encouraging a dependency culture.

In sustainability, as in all areas of our businesses, we look to learn from and better understand the world around us. We share what we learn across our businesses and use it to inform our decision making. We look to our external environment as well, benchmarking ourselves against our peers and competitors and listening to the concerns of our stakeholders. We continue to embed this learning in our plans, activities, business systems and processes.



# Building a Healthier Future

Building a  
Healthier Future



# Investing in Food Safety

For 40 years, as an industry leader, EBM has been committed to providing safe, quality food that people can trust. Our history of developing innovative and effective food safety systems has been recognised as gold standards in the local industry and as state-of-the-art by academia and government regulators. These innovations are essential in maintaining the confidence, customers and consumers have in the EBM brand.

Our commitment to innovation helps ensure that each product leaving the EBM plants either meets or exceeds customers’ and consumers’ expectations.

EBM participates in a number of national food safety and quality programmes, as well as its own Safe Food Conference. Safe Food has been running since 2002 and is aimed at helping educate food processors, customers and consumers on leading trends and practices in food safety.



*Saadia Naveed, Deputy Managing Director EBM, receiving ISO 22000 certificate from Raymond Ellard, Technical Director of the Food Standards Agency of Ireland*

# Investing in Food Safety

To build on our excellent record in food safety, we are progressively raising the quality of our manufacturing to a standard more akin to the pharmaceutical industry. In the last three years, we invested **Rs. 1.6 billion** of capital investments as part of our facility upgrade.

Our success in food safety is measured by the reductions in product rejections which has gone down from **0.08%** of total volume in 2006-07 to **0.06%** in 2007-08.

## Ensuring Safe and Quality Food at our Facilities

From our factories and laboratories to our product and process monitoring programmes to our Hazard Analysis and Critical Control Point (HACCP) verification processes, our dedication to safe, quality food is evident in the programmes and controls we have to protect our products.



Panel of Speakers at the Safe Food Conference 2008

The safety of our products is closely monitored by a Food Safety Team located at each facility. These multi-departmental teams systematically evaluate the key aspects of the production processes to prevent potential food safety issues. The Food Safety Team then works with the facility to develop, implement and monitor controls and procedures to drive continuous improvement.



Delegates at the Safe Food Conference 2008



## Investing in Food Safety

### Food Safety Research

Our commitment to food safety is not a point of competition between manufacturers. We openly share our food safety research and technologies with peers and colleagues.

To support Food Safety Research, EBM established the Center of Excellence in 2006 to partner with the government, academia,



trade associations and other industry members to sponsor cutting edge food safety research.

### Internal and External Food Safety Audits and Inspections

Our facilities receive routine internal quality assurance and food safety assessments. These assessments are conducted by an audit team, independent of the location being inspected.

Audits focus on:

- n Critical food safety elements
- n Sanitation performance

- n Company policy adherence
- n Regulatory compliance

Each facility is audited in accordance with the company's Comprehensive Food Safety Management Programme based on the HACCP Principals and ISO 22000.

Our facilities also receive periodic independent third-party audits of their food safety systems.

These reviews are performed by an internationally recognised independent auditing firm, United Registrar of Systems Limited. Government Food Safety Inspectors also provide independent inspection reviews of our production facilities.

### Safe Food

One of EBM's highest priority CSR programmes is the annual Safe Food Conference. Safe Food 2008 - A Consumers' Perspective was held in Karachi, Pakistan, with over 500 delegates from the food industry were present at the occasion. Speakers from the Irish Food Safety Authority, Consumer Protection Council, Pakistan Medical Association and Karachi University spoke at the conference.

Since its inception in 2002, EBM's Safe Food initiative has been attended by over 4,000 people. It has also contributed to the publication of over 30 papers regarding Food Safety. This annual conference has motivated over 20 companies to adopt and be certified by the ISO 22000/HACCP standards.

## Investing in the Health of the Nation

Within the theme of “healthy bodies”, the health of people (and in particular those less fortunate) is a main concern for our nation. As a result, EBM has consistently invested over **Rs. 11 million** in 2007-08 to those institutes providing healthcare, particularly to the disadvantaged.

### **Providing healthcare to those who cannot afford it**

EBM has proudly supported the Child Health and Education Foundation (CHAEF) since 2004, and has over that time has paid for the construction and running costs of a primary healthcare facility in one of the more impoverished areas of Karachi. EBM has also supported CHAEF with fund-raising efforts to engage other sponsors and ensure their long-term sustainability. The clinic saw almost **40,000 patients** in 2007-08, and provided treatment to cure patients suffering a wide variety of conditions, including Tuberculosis, Hepatitis, various infections, and family planning. The effect of the clinic has been both on the health of local residents (incidents of common and seasonal diseases has been reduced) and on the health awareness of patients through increased community contact and education.

### **Civil Hospital School campaign**

The majority of Pakistan’s population depends on the government for its healthcare needs, but unfortunately the magnitude and extent of these programmes are not enough to support the large and growing needs of our

nation, especially the impoverished areas. In light of this, EBM partnered with the Civil Hospital Poor Patients’ Aid Society (PPAS) in 2007-08 to raise awareness and funds from 52 schools and **40,000 children** to support the largest hospital in Sindh to provide free care for the poor and needy. EBM’s investment paid for the much needed equipment and for the schools’ programme, which in turn generated Rs. 400,000 of further investment for the Hospital.



*EBM's CHAEF Welfare Centre.*

We also continue to support long-term partners who believe in providing quality healthcare to those less fortunate. In 2007-08, EBM supported the Marie Adelaide Leprosy Centre, the Aga Khan Hospital, the Sindh Institute of Urology and Transplantation, Sahara for Life Hospital, Shaukat Khanum Hospital and many others.

## Investing in the Fitness of the Nation

A further theme of “healthy bodies” is that of fitness. An area often overlooked within Pakistan, and an area that is significant for us as a food manufacturer looking to help our consumers maintain good health and fitness. EBM has long had an association with investment in sports and fitness, from initial sponsorship of sports activities since the 1970s

ourselves, our communities, and our nation. This is a way of life that goes beyond sports in anything and everything we do it thus goes beyond the individual level and has long-term positive ramifications at a national and international level.”

Saadia Naveed, Deputy Managing Director, EBM.



*Okara, winning team at the sixth National Blind Cricket Tournament*

across a range of sports including football, boxing, cricket, blind cricket, hockey, tennis, golf, swimming, snooker and the paralympics. In 2007-08, EBM has invested over **Rs. 8 million** across these, not just because of sports’ ability to develop fitness and physical health in those involved, but also because sports help to instill a life of discipline, dedication, commitment, pride and achievement in its participants and supporters.

“Sports encourage us to achieve our goals and objectives, and fuels our innate desire to rise above mediocrity and achieve things for

### “Inspire and be inspired” – The 6th National Blind Cricket Tournament

Recognising that the physically disadvantaged have even more barriers to overcome than most in realising good physical fitness, EBM has proudly supported the Pakistan Association of the Blind (PAB)’s National Blind Cricket Tournament since 2004, both to stimulate sports and fitness within the blind community, but also as a motivation and inspiration for the sighted community to engage more in sports and fitness activities.

## Investing in the Fitness of the Nation

In 2007 **over 100 participants** from an ever increasing number of teams from across all provinces of Pakistan participated, and Okara defeated Islamabad by 37 runs in a thrilling competition finale. EBM was proud of all participants and we recognise the power of these athletes to inspire us all to get more involved in sports and fitness activities.

### Special Olympics World Games

We proudly hosted a fund-raising gala for the Pakistan Special Olympics team, an event that raised **Rs.10 million** to support our exceptional special Olympians in entering the Special Olympics World Summer Games in Shanghai, China.





## Investing in the Fitness of the Nation

### National Swimming Championships

EBM is an enthusiastic supporter of swimming for its ability to involve people of all ages, genders, backgrounds and abilities. Swimming does not require expensive equipment, just time and water, and can be a vital way to develop fitness and good health. By sponsoring many swimming events through the years, we hope to broaden the impact and increase the awareness and benefits of swimming throughout the nation. In 2007-08, EBM sponsored the 47th Sindh Open and Junior Swimming Championship, the largest open swimming event in Pakistan, drawing in **over 200 participants** from 24 schools and clubs.

EBM knows that fitness is a key aspect of a healthy body, and we are proud and passionate about our involvement in and sponsorship of sports and fitness activities.



# Learning for a Better Future

Learning for  
a Better Future



## Investing in our Children's Education

One of the most pressing needs of our nation is quality education for our children. Illiteracy and poor standards of education are a plague on our children, and it is impossible to imagine a brighter future for our nation without significant improvements in education, without “healthy minds”. EBM has always had a passion for education, arising from our concern to share in the responsibility for the uplift and development of the people of Pakistan. With our contributions exceeding **Rs. 9 million** in educational activities in 2007-08, we continue to invest heavily in this area.

### Adopting Local Schools

One of the cornerstones of this investment has been (since 2006) our adoption of 5 local schools near our Karachi site, which previously had inadequate and decaying buildings and infrastructure, and insufficient materials to deliver the quality education those children needed to realise a brighter future. EBM has worked with the Pakistan

Centre for Philanthropy and the City District Government of Karachi to invest **Rs.1 million** this year, taking the total investment to over Rs. 4 million over the last 2 years. EBM has been involved in the complete renovation and repairing of these



schools as well as the provision of books and stationery and other equipment to enable the education of **over 900 pupils**. We have also taken an active role in School Management Committees to ensure the ongoing development not just of the facilities, but also of the quality of education through teacher training and other initiatives.



*City Nazim, Mustafa Kamal at the opening of the School Adoption Ceremony*

# Investing in our Children's Education

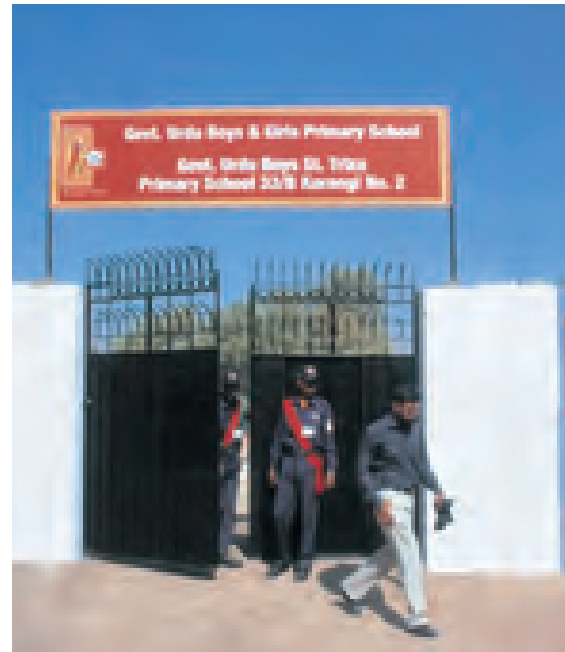
## Providing education where there was none

EBM is always looking for innovative projects that provide services to those that need them most, but that are also cost-effective and embody quality. The CHAEF combined health-clinic and primary school fits this criteria, and EBM has been supporting this facility since 2004, providing education to **more than 200 children**. The school provides uniforms, books, and access to computers and other services usually reserved for the schools of the wealthier and more advantaged sectors of society. Now, not only are these children receiving a quality education, but the cleanliness, hygiene and social behaviour of these children are improving as a result of the efforts of the school and its staff.

## Bringing Leadership to Life

EBM has sponsored the Young Leaders' Conference for 5 years - a 6-day conference for around **240 young people in leadership development and motivation** - and is determined to help young people realise their own potential, so that they in turn can help Pakistan reach for a brighter future.

*"YLC helped me to develop a lot of confidence in myself, which will help me in my career in my practical life" - Muneeba Hamdani*



One of the schools adopted by EBM

*"YLC has been a life-changing experience building my leadership ability as the youth of Pakistan. It is a great contribution towards upholding the brighter future of our nation"*  
– **Nida Mushtaq**

EBM is passionate about education, about giving children a chance, about investing in our young people for their future and for a brighter future for our nation. That is why EBM sponsors schools, leadership development, and a whole host of other education programmes from schools to jails.



Participants at the Young Leaders Conference 2007



## Investing in our people

EBM believes that an aligned and motivated workforce is a prerequisite to achieving ambitious business objectives. We exercise care over the health and safety of our people, and give special focus to personal and career development.

### Employee Alignment

What is good for the company should be good for our people, and it is our aim to align the aspirations of our employees with the goals of the business. EBM strives to share its success with employees, not only in terms of reward, but also of personal goals and career development.

In 2006, EBM performed a management survey to engage and align our managers and employees. The survey was conducted by an independent organisation from the United Kingdom - Investors in People. Those surveyed covered a substantial cross-section of all our employees, more than one in three of our workforce.

The Investors in People (IIP) recognition survey confirmed high levels of alignment when compared to the Investors in People benchmark. EBM demonstrated good practice against several key capabilities, including

the quality of its brand, the culture and the image of the company, the quality of its management, and personal empowerment.



Our employees appreciate the strength of our reputation as an employer, and as a dynamic industry player, and employees liked our way of working, which is result and output-driven.

### Hiring the Best

Hiring the right people is a part of EBM's success. A robust hiring process helps ensure that the skills and experiences of our Team Members are properly aligned with our business needs and that we have a talent pipeline for future leadership opportunities.



## Investing in our People

### Improving Our Recruiting Process

Our HR department redesigned the recruitment process in 2007-08. By partnering with our internal customers such as managers, we were able to develop proactive talent management plans for each of our business functions.



### Paying a Competitive Wage

EBM offers its employees one of the best benefits packages in the industry. Our benefits focus on all aspects of lifestyle changes, good health, disease prevention, and education. These programmes not only ensure our employees are properly compensated for their workplace contributions, but that they also support the broad-ranged health and well-being needs of our employees.

### Team Member Training & Development

The goal of EBM's Leadership and Professional Growth initiatives is to create an integrated talent-management process that identifies, develops, deploys and retains leaders within the organisation. Our HR department provides a variety of services and programmes to help prepare our employees for future leadership challenges.



*Nationwide programme to bring Best Practice to the EBM sales team*

## Investing in Best Practice

EBM has always contributed to the development of the management of best practices in Pakistan, both by adopting the latest management technique and practices within EBM and via encouraging management excellence amongst its peers.

Internally, EBM has adopted management systems and practices for Total Quality-ISO 9001, Food Safety-HACCP & ISO 22000, Environmental Management-ISO 14001, Information Security & Business Continuity-ISO 27001 and People Development-Investors in People. EBM also runs a company-wide Enterprise Resource Planning software based on Oracle.

Externally, EBM has regularly sponsored and contributed to the Best Practices Day events held across the country. Here, leading corporations have shared their practices and management learnings with the business community, with an aim to raise the level of management excellence in the country. To date, EBM has committed over Rs. 6 million to the promotion of Management Best Practices in Pakistan.



*Panel of Speakers at the Best Practices Day 2007*

# Caring for a Greener Future

Caring for a  
Greener Future



## Investing in the Environment

EBM believes that companies must take steps to manage their impact on the natural environment. As a consequence, we are committed to conducting our business in a manner that is sensitive to the environmental needs of the communities within which we operate. We aim to achieve this by upholding defined key environmental standards in all of our operations and we actively encourage our business partners to demonstrate similar levels of commitment.

All our locations fully integrate environmental management into their operational systems and procedures. The Board reviews environmental performance and our policy annually.

Our three most significant environmental impacts are, in order of magnitude, energy use, water use and non-hazardous solid waste production. Energy use is by far our most significant impact and we therefore give it the highest priority.

In 2007-08, EBM had undertaken the following initiatives: timely tuning of gas generators, reduction in unnecessary lighting, utilisation of energy saving bulbs, installation of inverters at mixers creating high torques, and the insulation of hot water lines.

### Management Systems

EBM has a comprehensive environmental management system based on ISO 14001. Environmental impacts have been assessed



*EBM Garden at the Factory Site*

### Overview

Managing our impacts to produce a more positive result is good for the environment and also brings economic benefits to EBM. When reviewing our environmental footprint, it has always been EBM's policy to focus particularly on those impacts that have the most effect on the environment and over which we have direct control.

and an improvement plan based on identified areas of priority has been implemented.

In addition, EBM has incident, emergency and contingency plans that are regularly updated to meet new conditions and requirements. We also maintain crisis management procedures to provide an effective response in case of incident or emergency.

# Investing in the Environment

## Customers and Suppliers

EBM works closely with our suppliers to ensure that our systems meet their requirements. EBM briefs and audits all contractors on key environmental issues to make sure that we, and they, are managing our environmental impact effectively.

## Waste and Recycling

EBM is working hard to reduce waste and aspires to achieve **zero waste** through innovation and creative design. There are a number of points where waste is generated due to our operations – in each case, we strive to find ways to **reduce**, **reuse** and/or **recycle** what is created.

In our factory, **materials, new equipment and ingredients** are delivered to our sites in some form of packaging which is collected separately on site and sent away to be recycled. In cases where packaging materials cannot be recycled they are sent for disposal.

As a principle we align our work with the waste hierarchy: **reducing** waste creation first, then looking for ways to **reuse** or **recycle** the waste material. If this is not possible, we try to dispose of waste so that we can recover and use the energy. Landfill is only used as a last resort.



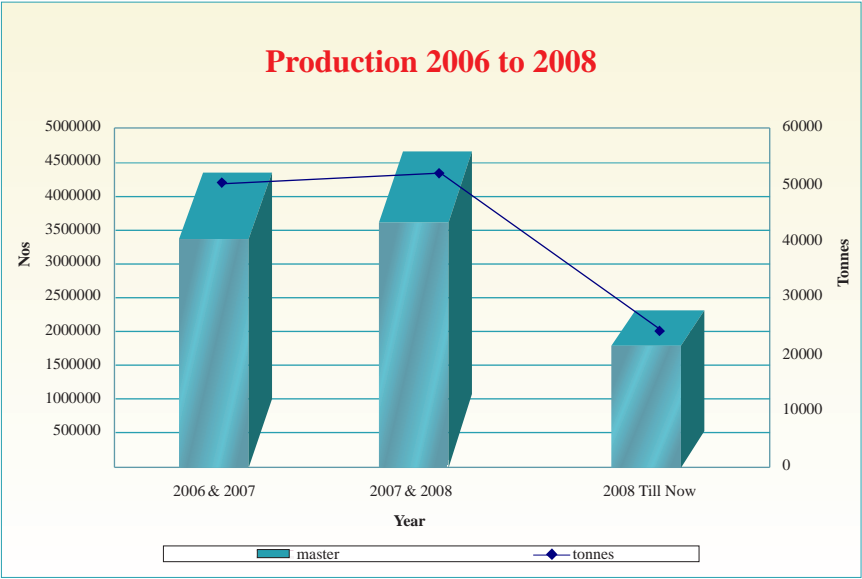
Waste Water Treatment Plant





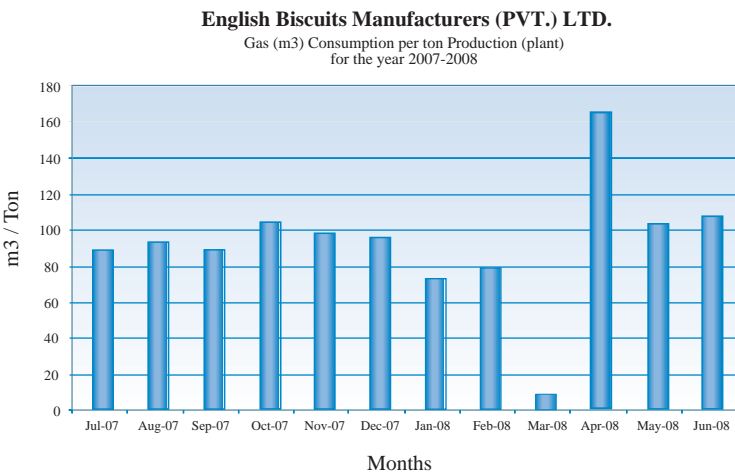
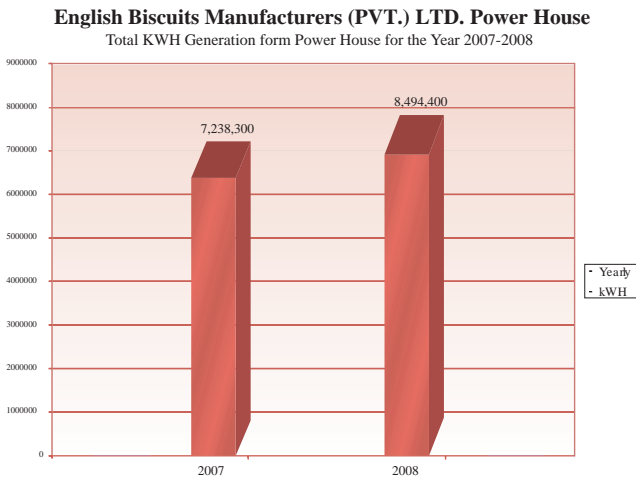
# Environmental Data

Environmental data has been produced for the EBM production factory in Korangi (Karachi only). We focus our measurement and improvement efforts on the areas that have the most environmental and financial impact. Given below is our performance in areas of environmental significance:



## Consumption of Energy

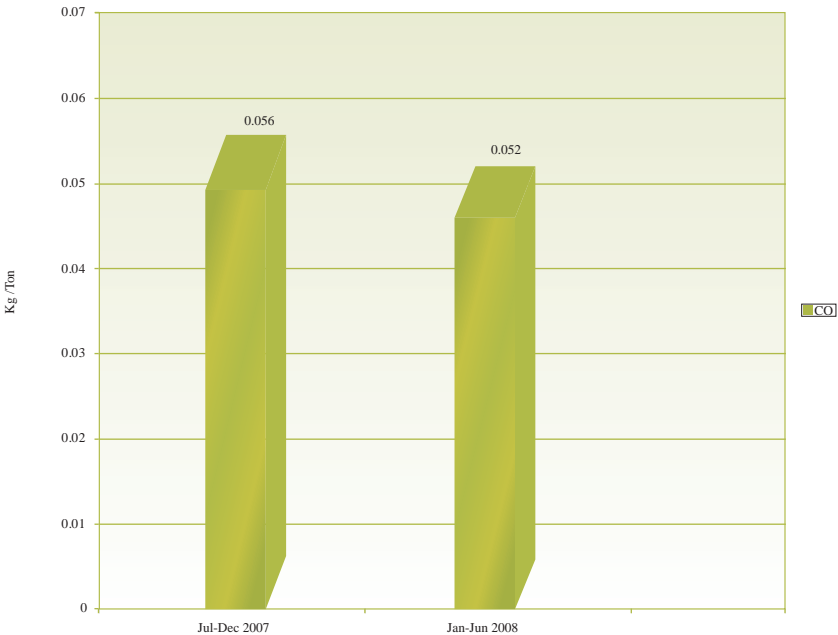
EBM has switched from consuming power from the grid to utilising its own gas - fired generator. This decision was taken to help the energy shortage being faced by the country and to switch to a more environmentally friendly gas based power source.



# Environmental Data

**ENGLISH BISCUITS MANUFACTURERS (PVT.) LTD.**

Generator Exhaust: CO Kg / Ton of Production  
For the years of 2007-2008



**ENGLISH BISCUITS MANUFACTURERS (PVT.) LTD.**

Generator Exhaust: NOX Kg / Ton of Production  
For the years of 2007-2008

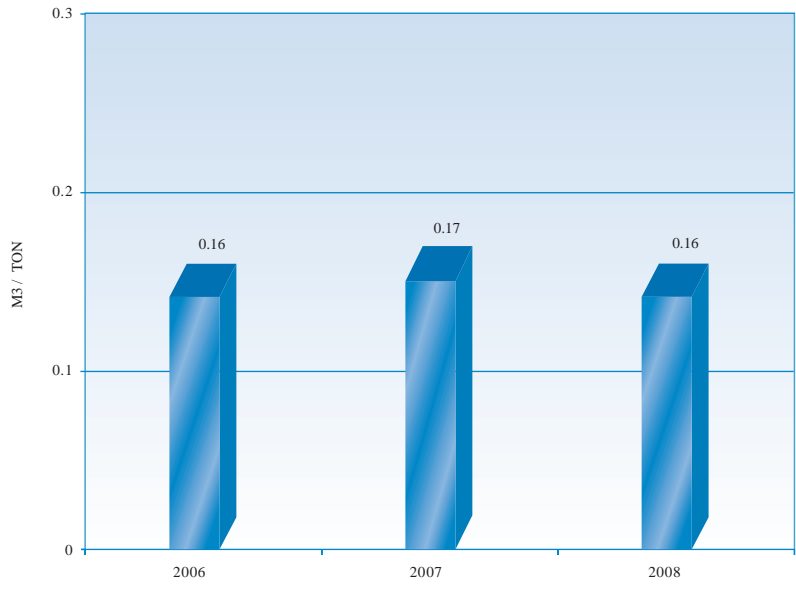




# Environmental Data

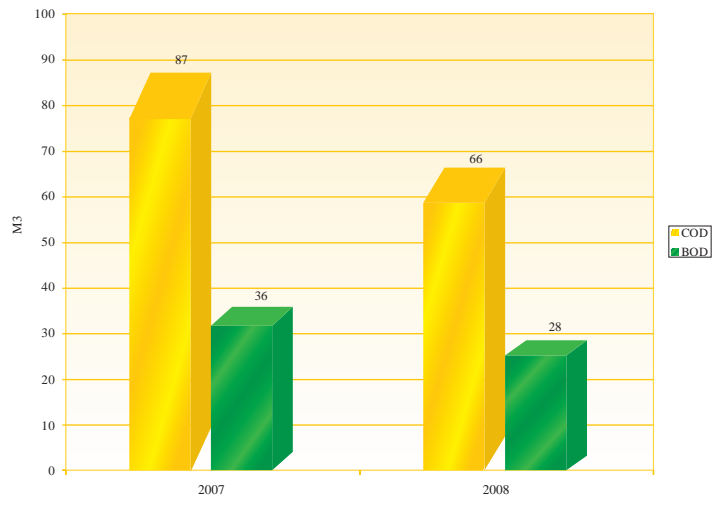
**ENGLISH BISCUITS MANUFACTURERS (PVT.) LTD.**

Water (Gallon) Consumption Per Ton Production  
For the year 2006-2008



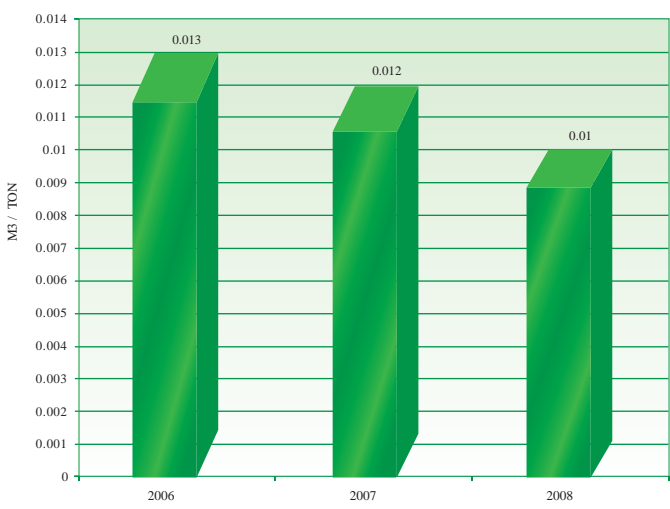
**ENGLISH BISCUITS MANUFACTURERS (PVT.) LTD.**

Waste water discharge COD/BOD per ton production  
For the year 2007 - 2008



**ENGLISH BISCUITS MANUFACTURERS (PVT.) LTD.**

Total discharge M3 per ton production  
For the year 2006 - 2008



# Contributing Towards a Fairer Future



Contributing  
Towards a Fairer  
Future

## Investing in the Wider Community



Although EBM is determined to focus its activities on its core themes to ensure efficiency and effectiveness of its social investments, EBM does not want to restrict its social responsibility activities to just these areas. We recognise its responsibility as a Caring Corporate Citizen to give back to the community, and as such, have contributed over **Rs. 5 million** to other causes throughout

2007-08 to such worthy organisations as the Karachi Anti-Tuberculosis Society, the Citizen's Police Liaison Committee and the Helpline Trust.

### Providing hope to the most destitute

SOS Children's Villages provide orphaned and abandoned children an environment that is as close as possible to a natural home. They provide a community for the children to find shelter and support in a family atmosphere, so that they can receive quality education and values that enable them to become contributing members of the society. EBM was proud to help the Friends of SOS Children's Villages in sponsoring a major fund-raising gala evening in December 2007, which **raised Rs. 7.5 million** (net of expenses) towards the construction of a new village in Jamshoro, Sindh.



## Investing in the Wider Community

SOS Children's Villages and EBM, together, believe that these children have the right to be loved, cared for and feel safe. We all have a responsibility to give them hope and dignity and EBM was proud to play its part.

### Investing in Community Infrastructure

Realising that the local transport infrastructure was insufficient for local residents, commerce and industry, EBM has invested Rs. 2.8 million over the last three years to construct and improve a new road causeway in

conjunction with the Korangi Association of Trade and Industry. This causeway reduces 3 kilometres of travel and **saves drivers Rs. 40 million annually** in fuel and wear and tear of vehicles, not including the countless hours saved from traffic jams, and the business and society benefit that result from that. In 2007-08 EBM invested over Rs. 800,000 in much needed repairs and maintenance to ensure that this essential facility can continue to be used for the benefit of the people of Karachi.





## Investing in the Wider Community

### **Commitment to Human Rights**

EBM is an enthusiastic supporter of the efforts of the Government of Pakistan to support the rights and opportunities of disadvantaged groups as enshrined in external regulations and our own internal Code of Ethics, and is proud to count a significant proportion of disabled people in our workforce. EBM ensures that all of its sites are compliant with such legislation so that women and disabled workers can access work and associated

facilities, and has never been subject to any accusations of discrimination. EBM is a vocal opponent of child and forced labour, and checks that none of its employees are within these categories through its application and selection process.

EBM passionately believes that we all have a responsibility to the people around us, and is proud to be involved in a diverse set of projects that are all investing in a brighter future for those that need it most.

Looking Forward to a Brighter Future



Looking Forward  
to a Brighter  
Future

## Looking Forward to a Brighter Future

EBM is excited about its role of investing in a brighter future for all of us and our children, and is excited about new ways it can grow and improve these investments. EBM is committed to year-on-year increases in its social and environmental investments. Promising to spend over **Rs. 47 million** in 2008-09, a further **increase of over 12%** on this year's amount, and we are equally dedicated in continuing to increase the impact of this investment.

Continuing to refine and focus its environmental and social interventions to increase their alignment with our strategic objectives and the particular challenges faced by us as we pursue sustainable development. EBM will keep on working with its various stakeholders (employees, suppliers, consumer groups, local communities and civil society) to ensure that we are meeting their expectations. Also we will seek to act as a catalyst in our industry and more widely in the nation to further grow our passion and commitment for social and environmental sustainability.

In particular, EBM is excited about plans to further grow its projects and programmes in the area of food safety, sponsoring the Safe Food Conference for the 7th year, expanding schools work around teaching, encouraging the production and consumption of safe food. EBM plans to significantly increase its investments in this space from over Rs.8 million in 2007-08 to Rs.15 million in 2008-09.

EBM is also proud to continue with many of the strategic partnerships highlighted within this report, including CHAEF, Young Leaders' Conference, Best Practices Conference, and Blind Cricket Tournament. EBM believes that

only with long-term partnerships can we make a strategic and sustainable difference to those that need it most.

EBM is also looking at other ways it can leverage its assets to support the poor and disadvantaged of our nation. We will continue to explore ways that we can use our Centre of Excellence as more than a research and development capability for EBM, but also as a facility to enhance the knowledge capital of Pakistan in food technology and safety. We have already welcomed academics, students and researchers from outside of EBM to use our facilities, and will be exploring further opportunities to utilise this resource (and others) for the benefit of Pakistan and its people.



*EBM has a vision for a brighter future - a brighter future for our children, for those that are suffering, and for all the people of Pakistan. We believe that it can and should play a part in shaping that brighter future, that's why we're investing heavily in all of the good causes and projects that are listed in this report.*

## GRI references



*The Legend Leads...*



## GRI References

The Global Reporting Initiative (GRI) Sustainability Reporting Framework is an internationally recognised framework for the good governance and appropriate reporting of an organisations's approach and interventions in environmental and social sustainability. In common with all of its business activities, EBM seeks to adhere to the highest available standards and benchmarks, and as such as compiled this report in line with the GRI guidelines, version 3.0, at criteria level A (the most stringent). For more information about the guidelines, please visit [www.globalreporting.org](http://www.globalreporting.org). The table below outlines EBM's disclosures against the relevant GRI references, or indicates within which section of the report the disclosure has been made.

GRI Section	GRI Ref.	Disclosure, or Relevant Sustainability Report Section
<b>Profile Disclosures</b>		
1. Strategy and Analysis	1.1	See <i>Message from the Managing Director</i>
1. Strategy and Analysis	1.2	See <i>Sustainability Vision</i>
2. Organisational Profile	2.1 – 2.9	See <i>EBM Background</i>
Awards received	2.10	See <i>Sustainability Vision</i>
3. Report Parameters	3.1, 3.6, 3.8, 3.9	See <i>Introduction</i>
Exceptions, inclusions and restatements	3.7, 3.10, 3.11	No exclusions, restatements have been required in previous reporting, and the scope of current and previous reporting has remained constant.
Table of Contents	3.12	See <i>GRI References</i>
External Assurance	3.13	No external assurance of this report has been provided
4. Governance, Commitments and Engagements	4.12 – 4.17	See <i>Sustainability Management Approach</i>
Governance of CSR	4.1, 4.2, 4.9	The Annual Directors' Report contains sustainability reporting which is discussed at EBM's Annual General Meeting. The chair of the AGM does not exercise daily executive responsibility
Mission and Values	4.8	See <i>Sustainability Vision</i> , See <i>Sustainability Management Approach</i>
Governance Arrangements	4.3 - 4.7, 4.10	EBM is a privately held company, and as such, the detail of its internal governance arrangements are not publicly available
Precautionary Approach	4.11	EBM follows the Precautionary Approach (Article 15 of the Rio Principles), and seeks to be proactive in its approach to risk management in operational planning, and implements the highest environmental standards at all stages of processing and operations
Membership in Associations	4.13	The Korangi Industrial and Trade Estate, and the Employers' Federation of Pakistan
<b>Performance Indicator Disclosures</b>		
<b>Environmental</b>	EN1-30	See <i>Investing in the Environment</i>
% of materials that are recycled	EN2	Data not currently available
Indirect energy consumption	EN4, EN7	Data not currently available
Biodiversity	EN11-15	EBM does not have any sites on or near protected areas, areas of high biodiversity, or endangered species' habitat
Water Disposal	EN10, 21, 25	Waste water is treated to meet NEQS levels, and 30% is recycled onto the green spaces of EBM's site. The remainder is discharged into the main drainage system, whereby no significant water bodies or habitats are significantly affected.
Significant Spills	EN23	None
Recycling of products packaging sold	EN27	It is not known what proportion of product and packaging sold is and recycled
Fines	EN28	EBM received no monetary fines in 2007/08 (or in previous years) related to its environmental or other activities.

## GRI references

GRI Section	GRI Ref.	Disclosure, or Relevant Sustainability Report Section
<b>Human Rights</b>	<b>HR4, HR6, HR7</b>	<b>See <i>Investing in the Wider community</i></b>
Supplier Contracts	HR1-2	EBM does not currently insert human rights clauses in its contracts with suppliers or other investment agreements, but will be exploring with its suppliers ways in which to do so
Human Rights Training	HR 3, HR8	EBM does not currently explicitly include human rights training for its security personnel or wider staff, due to the limited risk of human rights violations in its current processes and practices
Collective Bargaining	HR5	No collective bargaining or union arrangements are in place
Indigenous People's Rights	HR9	EBM does not currently operate in any locations where indigenous people's rights are at risk of violation
<b>Labour Practices and Decent Work</b>		<b>Note that this section applies to EBM employed staff, and does not include staff employed by contractors to EBM</b>
Employment Data	LA1,LA2	See EBM Context and Background
Collective Bargaining	LA4	No employees are covered by collective bargaining arrangements
Workforce injuries	LA7	A detailed log of employee accidents is maintained, and only 3 employees were injured in 2007-08, none of them seriously
Workforce education disease	LA8	All EBM employees receive a personal hygiene training programme about which includes aspects on minor and serious diseases
Workforce training commitment	LA10	EBM employees received an average of 10 hours training in 2007-08
Workforce breakdown	LA13	EBM employees are: Male 218, Female 14 Muslim 229, Christian 3 Aged (20-29) 76, (30-39) 89, (40-49) 44, (50+) 23
Ration of basic salary men to women	LA 14	There is no discrimination for male and female wages
<b>Society</b>		<b>See <i>Sustainability Management Approach</i></b>
Community Assessment	SO1	EBM follows the EPA guidelines for assessing local impact and gathering stakeholder feedback when developing a new site, however, no new sites have been constructed during the time frame of this report
Corruption	SO2-4	EBM takes a firm stand against corruption and corrupt practices, and as such ensures that all employees read and sign the EBM code of ethics. Further, EBM requires all contracts that may include any family connection or other conflict of interest to be approved by the Board of Directors. As a result, EBM has never knowingly been involved in an act of corruption
Public Policy	SO5	EBM does not undertake or get involved in lobbying or other political activity (and makes no financial or in-kind contributions to any politicians or political parties)
Fines	SO8	EBM received no monetary fines in 2007-08 (or in previous years) related to non-compliance
<b>Product Responsibility</b>	<b>PR1-3</b>	<b>See <i>Investing in Food Safety</i></b>
Marketing Communication	PR6	EBM adheres to all laws and codes relating to good marketing practice
Fines	PR4, PR9	EBM received no monetary fines in 2007-08 (or in previous years) related to non-compliance
<b>Economic</b>	<b>EC1</b>	<b>See <i>EBM Background</i></b>
Climate Change	EC2	<b>See <i>Investing in the Environment</i></b>
Defined benefit plan obligations	EC3	EBM pays 100% EOBI contributions for all employees
Government assistance	EC4	EBM receives no direct government assistance
Minimum Wage	EC5	EBM pays at minimum the Government-mandated minimum wage to all of its entry-level employees
Location-based sourcing	EC6,EC7	EBM does not currently analyse or frame business decisions around the location of suppliers or employees, but rather seeks the best available partners in terms of quality at the right price
Wider social benefits	EC8, EC9	All Sections