



Marine Management Organisation

Corporate Social Responsibility Strategy

March 2014



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Introduction

The Marine Management Organisation (MMO) is an organisation that aims to make a positive contribution to society. Corporate social responsibility (CSR) can help us to achieve our aim by focusing our attention on issues where we believe we can help.

What is CSR?

CSR can help an organisation to show it is socially responsible and environmentally sustainable. To be considered as socially responsible, a company's activities should benefit society. To be considered environmentally sustainable, a company's activities should not harm the environment.

The principles of CSR can benefit both society and MMO. Our employees work together as one team who give their time and money to fundraising activities, payroll giving and community volunteering. We attract the right people by identifying those who share the same values as us.

Purpose of the MMO CSR Strategy

This strategy lays out the commitments MMO has made to CSR, and summarises the actions MMO will take over the 2014/15 financial year, towards operating in a socially responsible manner.

As a government body and an environmental regulator, MMO believes that we should lead by example. This means acting in a way that is ethically correct to help protect and give back to our environment for the sake of the future enjoyment of our natural resources for generations to come. We also achieve benefits from CSR by nurturing our skills and increasing team work across our organisation, whilst doing something positive for our community.

A number of plans and policies feed into the MMO CSR strategy have already been developed. These include:

- Sustainability Plan – this plan sets out a variety of targets and how they can be reported against to ensure that the MMO can be transparent and accountable in its annual sustainability reporting.
- Health and Safety Policy – the MMO is committed to conducting its business in a manner that protects the health and safety of its employees, contractors, stakeholders and the public.

Achieving the strategy

The MMO's Communications Team will develop the strategy and work on achieving its aims and these will be updated and published annually.

CSR Strategy commitments (2014/15)

Volunteering

MMO offers staff members 1 day a year, or an hour a week over 7 weeks, to dedicate to a voluntary project which will help give something back to the community. This supported by the government's [Giving White Paper 2011](#)¹.

There are no specific guidelines on the charity or initiative that staff members are encouraged to volunteer with, but MMO expects that staff members will use the skills adopted in their normal workplace activities and further develop them through the voluntary exercise.

Examples of staff volunteering their time to help others have included a number of beach cleans and educational school talks and are published on our intranet site so that staff may share in their colleagues experiences.

Charity fund raising

Annually, staff members are given the opportunity to nominate and vote for a charity to support through their fundraising activities for the coming year. The charities included in the vote are carefully considered to ensure that this cannot be perceived as a way to influence any stakeholder who may submit a concern over the work of MMO.

This vote takes place in spring to prepare for the following financial year, with charity days taking place for the nominated charity at least 3 times a year.

MMO invites nominations for 'charity of the year' from its staff so that the charities put forward are meaningful to them and apply to their personal and social conscience.

Participating in fundraising activities can also develop our staff members' personal skills. For example, members of the Finance Team set up and managed a tuck shop where all profits go towards the charity of the year. This allows for hands-on experience of budgeting and procurement.

MMO also commits to taking part in national charity events as well as nominated charity events, where they have been proposed by a member of staff. This includes things like the MacMillan Coffee Morning, Movember and Age UK. National charities are supported no more than once a month, on a first-come-first-served basis, with the agreement that half of funds raised from activities go to the nominated charity of the year. Any money raised as a direct result of activities associated with the national event (like wristbands) will go directly to that charity.

Promoting individual charity fundraising and achievements

MMO is committed to promoting the good work and initiatives of its staff members, particularly when their contribution has added value to a charitable organisation.

¹ www.gov.uk/government/consultations/giving-green-paper

In 2012, an Administrative Officer based in Penzance, was awarded his silver badge by the Royal National Lifeboat Institution (RNLI) for his long service and fundraising. This was advertised internally on the MMO's intranet to recognise this achievement.

Individual sponsorship for involvement in challenges such as the Great North Run, Coast2Coast, Scottish Swim, London Marathon, Yorkshire Peaks, crossing Sydney Harbour Bridge and Race for Life have also been promoted on behalf of MMO staff members.

MMO is also keen to promote international aid work that our staff members have carried out in their own time. This has involved collaborating between organisations in South Africa and Swaziland and building houses in Brazil.

International aid

MMO has made a commitment to provide aid, where appropriate, to English-speaking countries that handle fisheries enforcement in Africa. This initiative has been followed since the Department for International Development learned more about the work of MMO, and how it could reduce poverty in the third world. It is through this that MMO has formed links with the Sierra Leone fisheries department, that has received a number of used fisheries enforcement tools such as gauges and nets from MMO.

Recycling

All MMO estates have access to recycling facilities, or have recycling schemes in place.

Procurement

MMO's office supplies provider has won, or has been finalists for, a number of socially responsible procurement awards, including:

- the National Recycling Awards
- BCE Environmental Leadership Awards
- Energy and Environment Awards
- Green Apple Award
- Mayor of London's Responsible Procurement Awards

The carbon emissions used by each employee is reported back to MMO annually and is reported on as part of the sustainability strategy.

Values and behaviours

MMO has developed a series of values, which intend to bring staff members together to work to an agreed standard, with the same set of beliefs:

- We work as one organisation
- We are committed to doing our best
- We promote and support the diversity and wellbeing of our people
- We value integrity by being open, honest and fair
- We consider the requirements of internal and external customers
- We value highly effective and quality leadership

- We use our talent to achieve success and personal development

MMO values were written by a group of staff members, who then put their suggestions to colleagues for discussion and agreement. MMO believes that by creating a set of values by staff, for staff, this is the best way of helping to introduce these principles.

The value "we are committed to doing our best" is an organisation-wide commitment to consider the environment in which we live and to do our best in our decision making.

Equality and diversity

Equality and diversity are themes that are strongly represented within the values and MMO's code of conduct. All MMO staff members are expected to complete equality and diversity training, and have an objective related to equality and diversity in their personal development plans.

As a government body, MMO offers a guaranteed interview scheme for disabled applicants who meet a vacancy's minimum selection criteria. Advertisements for all vacancies also include a disclaimer regarding discrimination and encouragement for applications from diverse groups that are under represented by the current workforce.

Voluntary bullying, harassment and discrimination advisors have been trained to support staff through any issues they may have on a one to one basis. MMO also has an Equality and Diversity Working Group that meets quarterly to discuss general issues around the area.

MMO also intends to sign up for the government-backed initiative 'Time for Change' in spring 2014, which addresses mental health discrimination. MMO established a network of mental health first aiders to support the mental health of its staff members in 2013. The decision to set up this network was a first across the Department for Environment, Food and Rural Affairs (Defra) network and MMO has been shortlisted for the Mental Health First Aid England Champion award 2014.

Sustainability

MMO prioritises sustainability and has developed a sustainability strategy specifically to outline its commitment – see

www.marinemangement.org.uk/about/documents/sustainabilityplan1213.pdf

As well as a Sustainability Working Group that meets quarterly to consider issues of sustainability, and a commitment to ensure both staff and board members are fully equipped to contribute to the sustainable growth of the marine area, staff members are encouraged to use the 3 pillars of sustainable development in all of their decision making.

CSR in other Defra bodies

The Centre for Environment, Fisheries and Aquaculture Science (Cefas) has a section of their website devoted to their CSR policy – see www.cefasc.defra.gov.uk/about-us/corporate-social-responsibility.aspx

The page begins by describing how as an agency devoted to environmental issues Cefas feels they should reflect that within their actions as an organisation. Their CSR strategy includes a sustainable development action plan, an environmental policy and a health and safety policy. They also advertise the 'Cefas Connects' scheme in which staff members are encouraged to have 1 to 2 days of volunteering a year and, although they don't directly donate money to charity as an organisation, they support their staff members' fundraising initiatives and promote their social successes internally.

Defra does not have a CSR strategy, but they do encourage staff members to give back to the community through volunteering and workplace-giving initiatives on their intranet site. Separately, Defra has also signed up to the greening government commitments to agree to reduce their carbon footprint.