

Company Profile

<i>Company name, address</i>	Shared Interest 2 Cathedral Square Newcastle Upon Tyne NE1 1EH
<i>Contact Person (name, e-mail, tel.)</i>	Tracy Bonham Tracy.bonham@shared-interest.com 0191 233 9128
<i>City/Country</i>	Newcastle Upon Tyne UK
<i>Activity</i>	Social Enterprise - fair trade lending cooperative and development charity
<i>Description of core business</i>	Society - we use the pooled savings of our ~ 8500 UK members to provide trade credit and longer term loans to fair trade buyers and producers all round the world. Foundation - we provide training in business and financial management for fair trade producer groups
<i>Year of foundation</i>	Shared Interest Society 1990 Shared Interest Foundation 2004
<i>No employees 2006</i>	28
<i>Annual turnover 2006 (in EUR)</i>	2,449k Euros equivalent for 2005/06
<i>Website</i>	www.shared-interest.com

Good practice description

<i>Issue(s)</i>	<i>See the table below</i>
<i>Description</i>	We introduced Social Accounting and Reporting to the business in 2005. See at: www.shared-interest.com/annual_review.html
<i>Why did we take action and business benefit</i>	For our 8500 investors the main reason they invest with us is for a social (not financial) return. It has long been our aim that Shared Interest should report on how it is meeting its social objectives.
<i>Benefit for society/stakeholders</i>	Social Accounting strengthens our accountability to a wide range of our stakeholders. The process involves consulting a selection of stakeholders each year via questionnaires and in face to face feedback sessions. The process provides us and our stakeholders with clarity in relation to actual social impact and with recommendations for improvement that can be measured. Social Accounting has generated a higher profile for our organisation.



<p><i>Awards, standards</i></p>	<p>ACCA: Our first set of Social Accounts was awarded a Commendation for Best First Time Reporter in the ACCA UK Awards for Sustainability Reporting 2006. CIPFA Public Reporting and Accountability Awards, finalist June 2007 plus Judges' Special Award for incorporation of Social Reporting into our overall reporting strategy.</p> <p>Our social accounts are prepared using the model recommended by the Social Audit Network and are audited by a Social Audit panel.</p>
<p><i>Communication with public</i></p>	<p>Our Social Accounts Summary is issued to all 8500 members and is available on the website as a PDF, along with the full document. We also issue press releases about the document and provide copies of the summary as part of our profile raising work.</p>
<p><i>Plans for the future</i></p>	<p>We plan to produce social accounts on an annual basis. These will continue to cover our achievement against our vision, mission and values. They will be prepared using the model recommended by the Social Audit Network and are audited by a Social Audit panel.</p>

Auxiliary table: ISSUES, COVERED BY CASES OF GOOD PRACTICE

<p><i>Marketplace issues</i></p>	<p><i>Responsible supply chain management</i> <i>Quality</i> <i>Innovation</i> <i>Consumer satisfaction</i></p> <p>In early September 2006, a customer satisfaction questionnaire was issued to all producer groups and buyers with a Shared Interest credit/loan account. Each customer was asked to rate Shared Interest against a small number of statements relating to the products and data we provide and the service they receive from their account manager. They were also asked to provide any comments, particularly where the statement was marked low. We issued 96 questionnaires and received 28 responses (30% of our customers). <i>Overall results</i> Customers are very satisfied with the service they receive. However some concern was raised about the interest rates charged and the clarity of the account statements. These concerns are being addressed via recommendations within last year's accounts.</p>
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Workplace issues

During 2004 staff was consulted on new policies and procedures and these were formally adopted by staff with effect from 1 August 2005. Since then there have been a number of new recruits (in line with our strategy for growth) who were not included in the original consultation process, but who have had the policies and procedures explained to them as part of their induction process. We will shortly be issuing our third staff questionnaire in relation to the social accounts.

Workplace diversity, Equal opportunities

At 1 October 2006 the 23 staff employed by the Society on indefinite contracts comprised 14 women, (13 full time and 1 part time) and 9 men (8 full time and 1 part-time). 3 staff is on fixed term contracts (2 female and 1 male) and 1 female is an agency temp. We have 1 male consultant working on a long term contract with us. The Management Team comprised 4 women (3 full time, permanent and 1 part time, fixed term contract) and 2 men (both full time, permanent).

Completion of equal opportunities monitoring forms is entirely voluntary, and we therefore are unable to report accurately on ethnicity, although it is clear that the majority of our staff are White, British.

None of Shared Interest's current employees has declared a disability.

Work/life balance

Shared Interest tries to be as flexible as possible, through a mixture of formal and informal arrangements, to accommodate individual employee's circumstances.

Half of the staff who responded to last year's staff survey needed to work in excess of their contractual hours. The introduction (and training) of new staff, moving to new premises and covering for maternity leaves all had an impact at various times during the year. A skills analysis was carried out in April 2006 and resulted in the recruitment of a small number of additional staff. Once this staffs are fully embedded it is hoped the situation will improve.

This needs to be monitored carefully.

During the year, we reviewed our Time Off In Lieu (TOIL) policy for those needing to work evenings and weekends. The new policy is now undergoing a 6 month trial period.

Health and safety

The feedback on this are of our staff survey was positive and we continue to deliver health and safety training and to monitor the situation via H&S committee.

Job satisfaction

73% of staff rate Shared Interest as one of the best or above average compared with other places they have worked or heard about

Job creation/job preservation

Participatory organization model We are a coop owned and controlled by our members.



<p><i>Community issues</i></p>	<p><i>Social integration</i></p> <p><i>Healthcare</i></p> <p><i>Education</i></p> <p><i>Quality of life</i></p> <p><i>Economic regeneration and development/employment</i> Essentially all of our work is focused on investment in the community - the fair trade producer community, many members of which are co operatives.</p> <p><i>Cases on security</i></p> <p><i>Cases on civil society development</i></p> <p><i>Cases on children</i></p> <p><i>Cases on local infrastructure</i></p>
<p><i>Environmental issues</i></p>	<p><i>Cleaner production</i></p> <p><i>Environmentally sound product or service</i></p> <p><i>Environmental technology</i></p> <p><i>Environmental investments</i></p> <p>There are two main sources of carbon dioxide emissions from Shared Interest's operations: running the office and business travel. Prior to this year no specific attempt has been made to measure or control/reduce these impacts, other than via budget control and a general environmental policy of waste avoidance. For the last year a small staff group has been meeting to consider our current impact and make proposals for control/reduction and offsetting.</p> <p>Whilst the Society has long had an environmental policy covering basic waste avoidance and has promoted use of scrap paper where possible, we have not had any formal recycling in place. Last year we set up one printer (of three) to print on scrap paper and a second printer prints doubled sided only to save paper on large print jobs. The environmental team has been meeting to consider our current impact and make proposals for control/reduction. We now recycle waste paper and cardboard, plastic bottles and ink cartridges.</p>