

Sustainable business at Corus

Sustainability and stakeholders

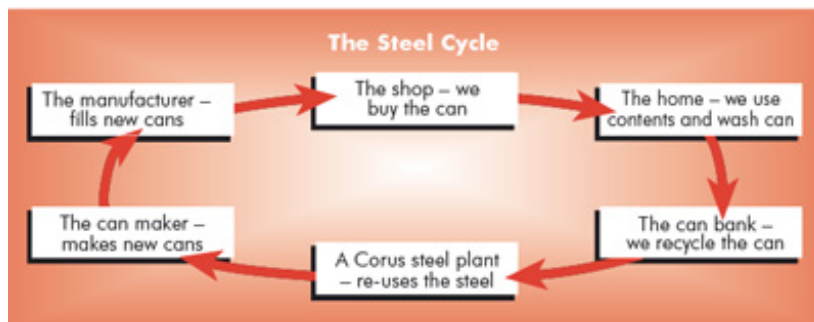
How key stakeholders are affected by Corus' recycling policy		
Stakeholder	Benefits of recycling policy	Negative Impacts of recycling policy
The planet	Fewer natural resources are extracted.	Some energy is required to recycle but less than to create new material.
Consumers	Their carbon footprint is smaller.	They may have to spend time on recycling.
Employees	More employees are involved in recycling work, creating job opportunities.	Fewer employees involved in extracting raw deposits.
Manufacturers of steel	Reduce production costs and contribute to meeting environmental targets.	
Governments	Better able to meet agreed recycling targets and other environmental targets.	
Communities	Less landfill space is needed. People feel like they are 'doing something positive' to help.	Noise or transport problems may occur where scrap materials are being collected and sorted.
Global citizens	Enjoy living on a more sustainable planet.	

One of the most important choices a company makes is how to use its scarce resources. Corus seeks to balance the needs of its stakeholders by building sustainable development principles into all aspects of business activity.

**The 'steel cycle'**

The 'steel cycle' shows how four main stakeholder groups are involved in steel recycling:

1. consumers
2. manufacturers of steel products (such as Corus)
3. supermarkets that sell steel packaging to us and provide recycling banks
4. local authorities that provide local recycling facilities.



**Wider involvement**

Corus is involved in wider industry and international steel groups such as the International Iron and Steel Institute (IISI). This group promotes sustainable steel manufacturing on a global scale and supports recycling initiatives.

On the IISI website an interesting film clip, 'Steel and You' demonstrates the various ways in which steel plays a part in our lives, as well as the importance of recycling and responsible steel manufacture.

In addition, Corus has its own education programme. This includes a new website called SCRIB where people can download educational and fun activities in English and Welsh to increase their recycling knowledge.