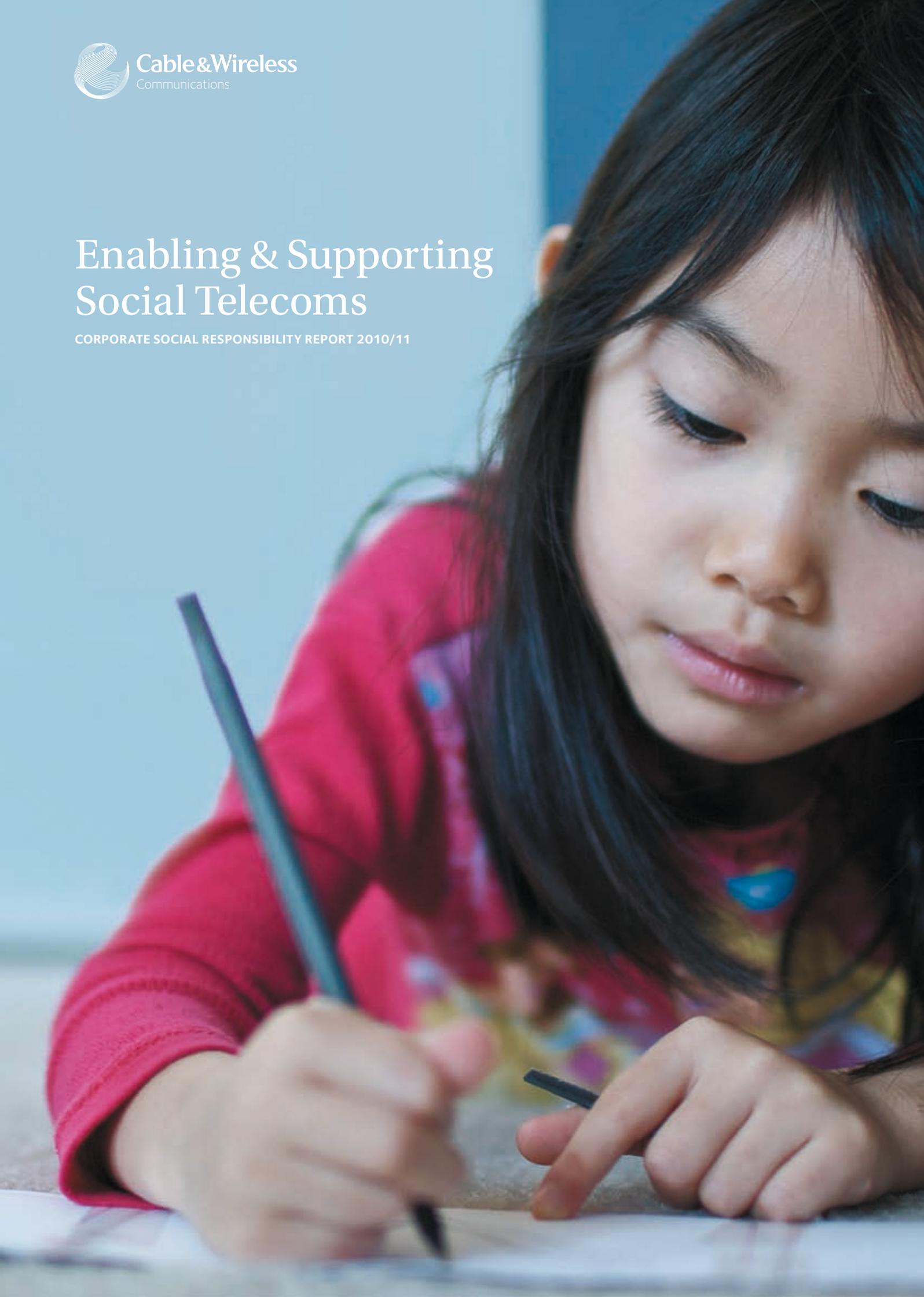


# Enabling & Supporting Social Telecoms

CORPORATE SOCIAL RESPONSIBILITY REPORT 2010/11



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# Enabling & supporting

It gives me great pleasure to introduce our 2010/11 Corporate Social Responsibility (CSR) report.

Cable & Wireless Communications (CWC) places great importance on its corporate social responsibility activities. I have visited many of our businesses during the course of this year and each time I have been convinced that our positive contribution to the societies in which we operate is the foundation of the way we carry on our business.

Telecommunications services, mobile and broadband are important enablers of economic and social development. Our services help bridge the digital divide and transform societies.

Each of our operations sets its own corporate social responsibility priorities, determined by those issues which are most important locally. But all of our operations are guided by our four CSR principles.

Of course, we could not make the contribution that we do without the efforts of our colleagues who have given their time, commitment and in some cases sacrificed their salary to support our cause. They bring great credit to our Company and embody the values to which we aspire.



“

*Cable & Wireless Communications is committed to behaving in an ethical and socially responsible manner when dealing with our customers, our colleagues and in the communities in which we live and work.*

”



Sir Richard Lapthorne, CBE  
Chairman

## Our principles

01

Contribute positively to the social and economic development of the communities in which we operate

02

Respect cultures, values and human rights throughout our operations

03

Nurture best practice in our activities

04

Seek continuous improvement in our environmental performance

# Social telecoms in action



Tony Rice  
Chief Executive

“  
*Corporate social responsibility is a vital component in the way we carry on our business and serve the communities in which we operate. We are also looking at ways to further develop our social telecoms proposition.*

”

I am delighted to present Cable & Wireless Communications' CSR report on our corporate social responsibility activities during 2010/11. Whether it be through, charitable donations, community projects, promoting local culture and human rights, initiatives to reduce our energy usage, or our 'do it better' strategy, this report showcases some examples of the efforts that our businesses, and more importantly our colleagues who often give freely and generously of their time, have undertaken over the last year.

The involvement of our businesses in CSR activity is wide reaching. Not only does it demonstrate our commitment to the communities we serve but more recent activity has identified new business channels which also provide a real social and economic benefit to the countries in which we operate.

I am particularly proud of our social telecoms projects – telecoms enabled public services – which provide in some cases life saving benefits to people in the locations we operate in. For example, last year we were contracted to provide a telemammography network in Panama – the first in Latin America. This service will help a large number of Panamanian women to receive regular preventative breast cancer screenings and, as a consequence, save lives. In addition, a similar telemedicine service has recently been introduced in the Maldives. We will continue to look to develop new projects in the social telecoms space.

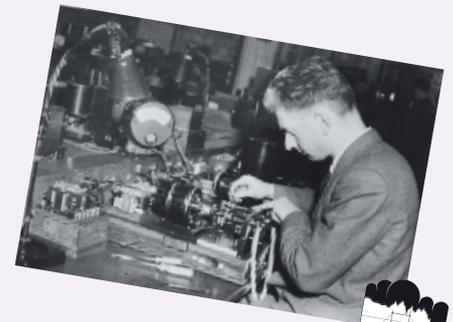
For any CSR agenda to work, it relies on the support and participation of our colleagues. In this regard, we are blessed with superb people who actively engage in local CSR activities. I am very grateful to every one of our colleagues who has participated in some form of activity over the last year.

We are also working to reduce our impact on the environment and pages 22 and 23 provide details of our environmental performance for the year. This is the first set of data which CWC has produced and we will continue to develop our reporting in this area.

Finally, in addition to our activities in our businesses around the world, here in the UK we are proud to sponsor the Porthcurno Telegraph Museum, along with the Porthcurno Trust who formed the museum in the mid 1990s. From the first undersea cable laid in 1870, through to housing our international training college, Porthcurno is important

to Cable & Wireless's history and can be rightfully described as where international telecommunications began. At the end of this report you will find further information on the Porthcurno Telegraph Museum. It's a fascinating and beautifully presented collection of artefacts and well worth a visit.

*Tony Mee*



Panama

Cable & Wireless Panama dig deep for the Panamanian Children's Teleton 20-30 Charity Event



Caribbean

LIME announces US\$400,000 deal for two year sponsorship of the CARIFTA games

Macau

CTM establishes 'Green Fund' to demonstrate their commitment to environmental sustainability



Monaco & Islands

Dhiraagu support 'Tiny Hearts of Maldives' football tournament



# Our regions

## Panama

Our Panama business – which trades as Cable & Wireless Panama – is the market leader in mobile, fixed line and broadband in this growing country of 3.5 million people. We are also a major provider of services to companies and governments. Our new pay TV service can be bundled with broadband, mobile and fixed line services, providing a quadruple play offer for customers.

### OUR BRANDS



## Macau

Our Macau business – operating as CTM – is the only full service operator in its market, offering customers mobile, fixed line and broadband as well as enterprise services. It continues to lead the market in providing the highest quality service, driving the development of Macau.

### OUR BRANDS



# US\$552,602

donated as part of the Teleton 20-30 2010 charity event by Cable & Wireless Panama

# 400

CTM staff took part in the Walk For A Million and donated US\$12,500

## Caribbean

Our business in the Caribbean – operating under the brand LIME – is a full service telecoms provider serving communities across 14 countries. In 2010/11 we expanded our business via an acquisition in The Bahamas, where we offer fixed, mobile and broadband services.

### OUR BRANDS



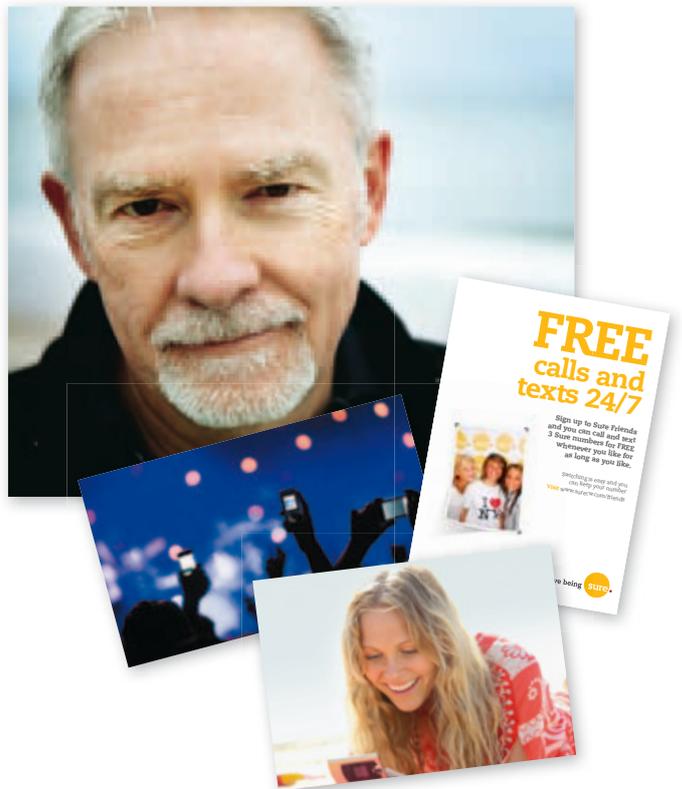
# US\$400,000

LIME invests in regional athletics

## Monaco & Islands

Monaco & Islands is a portfolio business operating in territories within Europe, the Middle East, Africa and the Indian and Atlantic oceans. We are the market leader in most of the markets in which we operate and in most of the services we provide.

### OUR BRANDS



# 24 hour

Child Helpline service supported by Dhiraagu in the Maldives



- The 48th International Fair of Azuero, which showcases all that is amazing about Panama, was sponsored again by Cable & Wireless Panama.
- 100 team leaders and their teams were recognized as Cable & Wireless Panama Champions for their great work and commitment.
- About 2,000 children shared a family art day, sponsored by Cable & Wireless Panama, with Panamanian painter Olga Sinclair. Youngsters painted in the style of Paul Klee on the steps of the Administration Building of the Panama Canal.



Contribute positively



Respect cultures, values and human rights



Best practice in our activities



Continuous environmental improvement



“

*Cable & Wireless Panama has worked closely with Panamanian society to develop the social and economic development of the country but also by investing in projects and programmes to provide equal access to telecommunications, closing the digital divide and promoting access to new information technology.*

”

Jorge Nicolau  
Chief Executive Officer, Panama



## Speaking out with Cable & Wireless Panama

### The National Oratory Contest gets Panama talking



Cable & Wireless Panama is the proud sponsor in conjunction with the Savings Bank & Ministry of Education, of the largest student event in Panama – the National Oratory Contest.

The National Oratory Contest is a hugely popular annual event in Panama and has become part of the cultural fabric of the country.

With more than US\$250,000 in prizes, the theme this year was ‘The Panama Canal; Expansion, benefits and environmental sustainability’. The event was open to all high school students, and the grand final was broadcast live on national radio and television. The contest has a prestigious international jury consisting of high-profile figures such as Francisco Flores, former

President of El Salvador, CNN journalist Claudia Palacios, as well as other distinguished experts in the field of culture and environment. It also has the full support of the President and the First Lady of Panama. Students who represented their school at a national level took part in workshops on performance skills led by experts in confidence, leadership, body language and voice training.

All finalists received a laptop and college scholarship from the Institute of Education and Human Resources Development, as well as cell phones, airtime and internet service from Cable & Wireless Panama.





Contribute positively



Respect cultures, values and human rights



Best practice in our activities



Continuous environmental improvement



## Putting on the Pink Ribbon

### Cable & Wireless Panama creates electronic mammography records for all female patients for Pink Ribbon Month



Joining forces with the Ministry of Health and the First Lady's office in Panama, Cable & Wireless Panama in conjunction with Reserma ran a 'telehealth' project for Pink Ribbon Month 2010 in October, (the breast cancer awareness week), to create electronic mammography records for all female patients, to increase the number of women who undergo annual mammography and to reduce the time needed for diagnostic tests. This was the first telemammography network in Latin America.

According to Panama's National Cancer Institute, one in nine women over 40 years old is likely to get breast cancer, but currently only 10% of this group gets tested for the disease early enough for effective treatment. With Cable & Wireless Panama's telemammography network, the number of women over 40 undergoing annual mammograms is expected to increase from 10% to 30%, thus helping approximately 100,000 women in Panama.

Thanks to Cable & Wireless' support, a mobile X-Ray unit operates in rural areas of the country and an electronic appointments system is linked to patients' records allowing faster diagnoses.

Doctors can access patients' records securely and remotely which not only enables quick diagnoses, but also allows overseas specialists to view and assess files if necessary. An automated workflow includes radiological imaging, medical records management, statistics and cost control, as well as an appointment system that automatically sends digital reminders to patients.

The telemammography project builds on the teleradiology service that Cable & Wireless Panama launched in 2008. These ventures deliver on Cable & Wireless' commitment to bridge the digital divide, allowing Panama's population the same access to healthcare regardless of their location.



According to Panama's National Cancer Institute:

**1 in 9**

Women over 40 years old is likely to get breast cancer.

**10%**

Currently only 10% of women over 40 are tested for disease early enough for effective treatment.

OUR BRANDS



QUICK FACTS: 

01 Bridging the digital divide

High speed broadband for remote Panama school courtesy of Cable & Wireless Panama Foundation

The Cable & Wireless Panama Foundation brings technology and its benefits to remote parts of Panama. Its most recent beneficiary was a school in Macaracas in Los Santos province, which now has a high speed broadband internet connection courtesy of the Foundation. Work in bridging the digital divide across Panama has been ongoing for the Cable & Wireless Panama Foundation since 2003, when it began enabling internet classrooms in government schools across the country.



2.7m

Users can access Cable & Wireless Panama's emergency alerts through the +Movil network.

Cable & Wireless Panama celebrated Children's Day with pupils from hundreds of schools around the country in Omar Park in Panama City with clowns, rides, games and face-painting.

Cable & Wireless Panama has designed a telecommunications platform for a 911 medical emergency system, which is now expanding to cover the entire country. Ambulances using the system go to the emergency location whilst Information Technology technicians and doctors provide support from a control centre.

02 The Great Talent Night

Dancing is not usually a talent recognised in the telecoms industry, but Cable & Wireless Panama is different!



The Great Talent Night 2010, with its African theme, saw very exotic-looking staff performing some amazing dances in stunning costumes. The event continued into the early hours of the morning, when the salsa Orquesta La Kachamba took over.



270

Bird species are found in the Metropolitan Natural Park in Panama City where employees from Cable & Wireless Panama took part in eco activities for World Environment Day.

Gallup identified Cable & Wireless Panama as a great place to work. Cable & Wireless Panama were proud to win, for the third consecutive year, the Gallup Great Workplace Award, and to be the only company in Panama to achieve this important accolade.



Did you know...

- 100 computer processing units, 67 monitors and 125 telephone exchange cards were given to technology scrap recycling companies
- Four years in a row Cable & Wireless Panama has celebrated Chinese New Year with Panama's Chinese community



- 20 volunteers from CTM are involved in an old clothes recycling campaign.
- CTM is implementing an e-billing initiative. 33% of customers now receive e-bills, which will save the equivalent of 600 trees in 12 months.
- CTM provided free WiFi access for visitors to Communic Macau 2010 & Digital Life Carnival.



Contribute positively



Respect cultures, values and human rights



Best practice in our activities



Continuous environmental improvement



“

*CTM is proud and privileged to be of service to the community. Over the year we have supported the adoption and use of information technology in schools and strongly supported the participation of our colleagues in numerous charitable activities as well as working on environmental sustainability initiatives.*

”

Vandy Poon  
Chief Executive Officer, Macau



## Education for the future

### Macau’s business future assured by investment in local education



CTM takes its responsibility for welfare and education in Macau very seriously and works closely with schools and universities on events and career fairs. CTM’s HR representative, Gloria Silva, is a member of the committee of the University of Macau’s recently created Future Studies and Placement Advisory Committee, to stimulate local development in information technology and maximise the university’s resources.

Even in university holidays, CTM likes to keep up its contact with Macau’s future workforce! Student delegates were chosen to attend a seminar on CTM and its 3G mobile broadband development over the summer break, to broaden their business knowledge.

CTM also worked with 42 marketing students from the University of Macau in April 2010 in a specially organized seminar on customer service. Members of CTM staff discussed strategies with the students on marketing, management, corporate structure, customer care and know how.

The University of Saint Joseph is one of the educational institutes benefiting from a scholarship agreement with CTM to provide educational development programs, internship opportunities and employee training programmes. A scholarship agreement provides one lucky recipient with a donation of US\$1,250 from CTM to encourage them in their education.



Contribute positively



Respect cultures, values and human rights



Best practice in our activities



Continuous environmental improvement

## 01 Helping the Red Cross rebuild CTM and its staff donate for disaster victims



Left: Stationery and educational supplies donated by CTM staff were delivered to the traumatized people of Sichuan.



Right: CTM staff members represented the company to deliver the donations to Red Cross.

In a year which saw too many natural disasters, CTM worked hard to raise funds for those who had been affected by a terrible landslide in Zhouqu and an earthquake in Qinghai. CTM and its staff donated a total of US\$51,000 to the Red Cross to help the victims of the disaster and for rebuilding works. In addition, stationery, toys, educational supplies, books and food were donated by staff members to be given to the Macau Ecological Society for the traumatised people of Sichuan.

We raised a total of:

# US\$51,000

for the Red Cross to help the victims of the Zhouqu and Qinghai disasters in China and for rebuilding works



## 02 Dragon walk for a million CTM staff members walk for good causes



CTM donated US\$12,500 to Walk for a Million 2010. 400 staff members took part in the walk in December, and CTM's famed Dragon Team led the way! A donation of US\$12,500 was made to Tung Sin Tong, which offers free medical services and education to those in need, and publicity leaflets were sent out to customers with their monthly bill statement.

CTM donated US\$12,500 to Walk for a Million 2010.



**QUICK FACTS:** 

**02** **Dancing with... dragons**  
**CTM celebrates World Telecommunication and Information Society Day**

Dragon dances are not often a part of corporate functions, but guests at the opening ceremony of this year's World Telecommunication and Information Society Day were lucky enough to see a spectacular dragon dance, performed by 15 CTM staff members. The dragon dance is traditionally used to signify a bringing together of communities, and so was a perfect expression of CTM's commitment to Macau.

The ceremony, held at Macau's Fisherman's Wharf Convention and Exhibition Centre, was also a prize-giving for the CTM-sponsored Mobile Animation Movie Production competition to promote cultural creativity and the integration of mobile and innovative media.

As part of its commitment to the wider Macau community, CTM offered free telecom services to the Macau population in May, which included sending and receiving local text messages and 3G video services.



The CTM Volunteer team organise visits to single, elderly people and the underprivileged throughout the year, bringing donated food, providing entertainment and distributing Christmas presents to kindergartens and orphanages. The team also organized an art activity day for disabled Macau residents.



CTM staff members attended an environmental protection seminar to introduce energy-saving measures for the office and to educate staff on environmental issues.



The CTM team took part in Macau TrailWalker, to promote healthy living and teamwork. The team walked either 12km or 30km. The walk concluded at Hac Sa Beach in Macau.



**02** **An honest economy**

**CTM backs anti-bribery in a public sector programme**

In any fast growing economy, like that of Macau, corruption can always be a danger. Maintaining the integrity of the business community is vital to the health of the local economy, which is why CTM invited representatives from the Commission Against Corruption of Macau to provide a two-session seminar to CTM staff in May 2010 on 'Bribery Prevention in the Public Sector'.

The representatives from the Commission discussed legal issues surrounding bribery and corruption, business ethics and the successful operation of a code of conduct. A question and answer session allowed delegates to raise pertinent issues. The creation of a straightforward, ethical approach to support a dynamic business environment like Macau is keenly supported by CTM on behalf of the local business community.

**Did you know...**

- CTM staff took 15 minutes of exercise in May at their Taipa Headquarters to support the Government with its challenge to Sorocaba, Brazil for World Challenge Day
- 40 teenagers from single parent families enjoyed the Macau Science Centre with CTM volunteers



LIME



- LIME employees fed over 500 homeless and indigent persons in facilities across the island on the first annual LIME Kindness Day.
- As well as contributing to many crime-fighting initiatives on the island of Jamaica, LIME helped construct a new high security Police Headquarters Armoury.
- For three years, LIME has sponsored the annual National Heroes Day celebrations in St Lucia. The event is now a national spectacle that attracts thousands.



Contribute positively



Respect cultures, values and human rights



Best practice in our activities



Continuous environmental improvement



“

*From standing at the centre of recovery efforts during times of national emergency to investing more than US\$5 million into major carnivals, which celebrate Caribbean culture, music and dance, LIME works tirelessly to make things better for Caribbean communities.*

”

David Shaw  
Chief Executive Officer, Caribbean



## Massive support for LIME’s Skool Aid

### LIME supports a back to school fair to help children get back into education



LIME held Skool Aid, a back to school fair at the Jamworld Centre in Portmore, Jamaica, which was attended by 50,000 people. LIME transformed Jamworld into an amusement park, a health, dentistry and information ground, as well as a back to school resource centre.

Skool Aid featured free immunisation from the Ministry of Health; free dental checks by the Colgate Mobile Dental Unit; free hair cuts by Upper Cuts barbers and school safety discussions from the police.

In addition, there was live entertainment from several local music artists. The amusement park had rides, arcade games, biking adventures, rock climbing, waterslides and recreational inflatables, allowing lots of youngsters to have fun.

The ministry and the Jamaica Library Service organised a reading area called Celebrity Story Time that provided celebrity story readings from well-known personalities including Etana, Cecile and Chris Dehring, LIME’s Chief Marketing Officer.

LIME also provided special back to school discounts on mobile handsets and more than 5,000 LIME-branded backpacks with schoolbooks and other supplies for the children.

The fair was ideal for parents to buy schoolbooks and other supplies as many book stores had booths and special promotions to meet students’ back to school needs.



Contribute positively



Respect cultures, values and human rights



Best practice in our activities



Continuous environmental improvement

## 01 Game for a Caribbean challenge

### LIME announces US\$400,000 deal for two year sponsorship of the CARIFTA Games



LIME announced it will continue to support sport in the Caribbean community with a US\$400,000 investment in regional athletics, which means a two year sponsorship of the prestigious CARIFTA (Caribbean Free Trade Association) Games.

The donation was made in a colourful ceremony held at Cuddy’s restaurant in Kingston, Jamaica. LIME understands the importance of the CARIFTA games in discovering talent and developing outstanding athletes across the Caribbean.

Jamaica, which hosted the Games for the first time in over a decade, welcomed the opportunity to stage the event as it continues

to position the island as a premier location for major sporting events. The 2011 CARIFTA Games were held in Montego Bay from April 22-24 and attracted over 800 athletes, their families, coaches and supporters to the island. During the three-day event more than 150 events were staged including sprints, distance races, relays and field events.

LIME views its contribution to the CARIFTA Games as an investment rather than sponsorship. Many Caribbean sporting stars are born at the CARIFTA games, which in turn heightens the awareness of the international sporting community to the potential and talent in the Caribbean sporting arena.





QUICK FACTS: 

1,090

Computers and free high speed internet service provided to 110 schools and colleges island-wide.

15

Years of LIME sponsorship of the Annual Inter-Secondary Schools Tennis Championships was marked by Tennis Jamaica.

In Anguilla, the annual LIME-sponsored Moonsplash Reggae Festival is one of the most anticipated events of the year with Anguillans and tourists partying to a wide variety of Caribbean artistes.



20 schools received a share of US\$11,000 donated by LIME to help send school athletes to the Penn Relays.

LIME Campus Crew Tour brought some of the island's top entertainers to a number of campuses in the St Catherine region. Excited students enjoyed energetic performances from international and local stars such as Shaggy, Wyclef Jean, Chino and G-Whizz.



02 **LIME aids recovery**  
Caribbean-wide telethon raises funds for Haiti earthquake victims

LIME staged a Caribbean wide telethon to raise funds to support the recovery effort in Haiti following the devastating earthquake. The event, which featured regional stars like Shaggy, was televised by CVM and broadcast across 28 television stations across the region.

As the telethon's presenting sponsor LIME led the way with a US\$200,000 donation which included LIME's corporate donation, company-matched contributions from employees and proceeds from LIME customers' text donations.



01 **Purchasing power for the community**  
LIME gets involved with the Allman Town Primary School

For LIME, corporate social responsibility does not mean simply paying lip-service to the term; the organisations engagement with the local community is genuine. For example, LIME's purchasing department in Jamaica has developed a very close bond with the Allman Town Primary School, a struggling school with many impoverished pupils which is in the process of turning its academic performance around.

LIME's employee volunteers from the Purchasing Department are regular visitors to the school, helping out and spending as much time as possible with the students, reading stories, encouraging the children and getting involved in the classroom.



Did you know...

- LIME provided free wireless internet access to St Lucia residents affected by Hurricane Tomas
- In the Virgin Islands, LIME sponsored a high school spelling competition
- LIME sponsored the NORCECA Beach Volleyball Tournament in the Cayman Islands which was streamed worldwide using LIME internet



- Cable & Wireless provides a free monthly mobile to the manager of Liberty Lodge on the Falkland Islands, which has free facilities for veterans of the 1982 conflict and their families who wish to visit the Islands.
- Dhiraagu donated funding for a computer lab, library and three teachers to Kuda Kudhinge Hiya orphanage in the Maldives as part of its commitment to social technology.



Contribute positively



Respect cultures, values and human rights



Best practice in our activities



Continuous environmental improvement



“

*From contributing towards important issues such as education, health and children’s development to providing community support and implementing projects to reduce environmental impacts – each of our businesses takes pride in its active involvement in the communities in which they serve.*

”

Denis Martin  
Chief Executive Officer, Monaco & Islands



## Saving time, saving lives

**Dhiraagu’s state of the art telemedicine system in the Maldives, allowing patients on distant islands to be diagnosed and treated remotely**



In a country which stretches over 800km, residents of remote Maldivian islands access to advanced healthcare can be a problem. Journeys to the major hospital in Malé can be long and difficult. This is where telecommunications can help; telemedicine is life-changing for residents of remote locations as diagnosis and treatment can be made over a broadband connection.

Dhiraagu donated a US\$150,000 telemedicine system to the Ministry of Health and Family in the Maldives, allowing health care professionals to evaluate, diagnose and treat patients in remote locations, and form a link between the islands and the central hospital in Malé. Dhiraagu also funds technical support, software licensing fees and a one year lease-free broadband connection.

Doctors can check blood pressure, pulse rate, see real time videos of the patients and diagnose and follow-up on respiratory illnesses. A telemedicine cart offers a general exam camera, digital stethoscope, dermascope, ECG and digital vital signs monitor, as well as a portable mobile kit for emergencies and a video conferencing system, software and hardware for diagnosis over a broadband connection.

Precious time for patients is saved as there is no need for them to travel. Medical staff can also use the system to benefit from the knowledge of their colleagues. Experienced staff or specialists can talk to and guide staff at remote locations.

Dhiraagu’s telemedicine donation in the Maldives is the perfect example of social telecoms, telecommunications being incorporated into everyday life and in some cases to save lives.



Contribute positively



Respect cultures, values and human rights



Best practice in our activities



Continuous environmental improvement



## Getting on a Sure footing...

### The Channel Islands and the Isle of Man get their skates on courtesy of the Sure Skate programme



Sure Skate, in partnership with Nokia Siemens Networks, organised ice rinks for Guernsey, Jersey and the Isle of Man in conjunction with Dancing on Ice star Kyran Bracken's ice-skating company.

Since winning ITV1's 'Dancing on Ice' in 2007, former England Rugby international and World Cup winner Kyran has toured the UK with his 'Ice Party' show, performing to thousands of fans.

The skating sessions involved competitions and half price tickets for local residents and provided excellent winter entertainment for the island communities.



## Sure of a good start

### Apprentice-style show organised by Sure rewards business prowess in the young people of Guernsey, Jersey and the Isle of Man



Young people across Guernsey, Jersey and the Isle of Man were offered the chance to take part in an enterprise education scheme organised by Sure, our brand in the islands. The Sure Apprentice was based on the TV show 'The Apprentice'. Successful Apprentices won a new mobile phone and a paid work placement with Sure over the summer.

Budding Lord Sugars were given tasks in market research, sales, product development, fundraising and event management. The young entrepreneurs were given the opportunity to learn from an expert in each field, giving them a valuable insight into enterprise for the future.

Part of the initiative involved raising money for local charities; US\$4,700 was raised for a hospice in Jersey, and US\$8,000 was raised for the Isle of Man hospice. Students in Guernsey will benefit from the interior design skills of their Apprentice finalists who were allocated parts of the college campus to make-over in just four weeks with a US\$800 budget. As part of Sure's commitment to CSR the scheme was designed to leave a legacy of positive action, by increasing business acumen among the next generation of young business people, encouraging them to learn skills that will benefit them in later life, and taking part in tasks that will benefit the wider community.



OUR BRANDS



QUICK FACTS: 

02 Supporting island families

Cable and Wireless Seychelles supports Child Protection Week and works to take the isolation out of child abuse

Cable and Wireless Seychelles worked with a well-respected non-governmental organisation, the National Council for Children, to organise Child Protection Week at the end of May 2010. Cable and Wireless Seychelles also made a substantial donation to the event.

Child Protection Week is an annual event run by the National Council of Children to encourage positive parenting techniques, combat abuse and focus on childrens' welfare across the islands. Cable and Wireless Seychelles sees the event as a vital means of educating parents and supporting children to create a harmonious future for the islands.

2010's Child Protection Week theme was 'I am following in your footsteps; what are you teaching me?' to encourage parents to reflect on their own behaviour towards their children, and to bring the population together as a community.

The launch ceremony was attended by members of the Ministerial Cabinet of the Seychelles, Cable and Wireless Seychelles, representatives from the National Council for Children, co-sponsors, the public and media.



US\$2,100

Donated to the Cancer Concern Association of Seychelles.

Sure Jersey instigated a scheme for islanders to donate their unwanted mobile phones and chargers which Sure then donated to local schools who recycle them to raise money for Victim Support.

Diego Garcia Ltd (CWDG) awarded prizes to competitors of Earth Day art activities and quizzes organized by the US Naval Support Facility. CWDG staff sold Chagos Conservation Trust products to fund conservation projects in the Chagos Islands.

US\$2,500

Was the number of Seychelles rupees donated to help the Seychelles prepare for the Indian Ocean Island Games.

Cable & Wireless Falklands provided a freephone helpline number for those in distress. Team Tranquil Falkland Islands is a confidential listening support line operated by trained counsellors.

1,200

Volunteer marshals work 45 hours each on the Sure-sponsored Isle of Man TT. Sure has provided support for the TT marshals association since 2007.



02 Celebrating independence

Children's Evening with Dhiraagu to mark Independence Day

The evening was held at Independence Square, to celebrate the country's 45th Independence Day. The event was organized by the Ministry of Home Affairs, Iskandhar School and Dhiraagu.

Children from different schools in Malé and Hulhumale took part, which also welcomed visitors to the spectacular cultural village set up to show early Maldivian lifestyle.

Dhiraagu's 21 years of service in the Maldives meant that the company was both witness to, and to some degree instrumental in the country's development and it is fitting that Dhiraagu plays a central role in the festivities.



Did you know...

- Two truckloads of garbage were removed from the Seychelles Hospice by CWS volunteers and a fruit and flower garden was created
- 20 children in the Maldives with cardiac problems benefited from Dhiraagu's donation to the Tiny Hearts Foundation

# Our performance this year

Cable & Wireless Communications have this year procured the services of The Carbon Neutral Company to assist with the reporting of its greenhouse gas emissions.

Using a recognised external reporting system provided by Ecometrica (who are a company of specialists and experts in greenhouse gas (GHG) accounting, ecosystem services, climate change policy, remote sensing and web based programing) we have collected our energy usage data from across our business to calculate our emission data. This data has also been verified by Ecometrica.

The assessment has been carried out in accordance with the World Business Council for Sustainable Development and World Resources Institute's (WBCSD/WRI) Greenhouse Gas Protocol, a Corporate Accounting and Reporting Standard. This protocol is considered current best practice for corporate greenhouse gas emissions reporting. GHG emissions have been reported by the three WBCSD/WRI Scopes.

CO<sub>2</sub>e is the universal unit of measurement to indicate the global warming potential (GWP) of each of the six greenhouse gases, expressed in terms of the GWP of one unit of carbon dioxide (WBCSD/WRI 2004).

Where data was not available on a group wide basis, estimating techniques have been used based on the available reported data.

## Definitions

**Scope 1** includes direct GHG emissions from sources that are owned or controlled by the company such as natural gas combustion and company owned vehicles.

**Scope 2** accounts for GHG emissions from the generation of purchased electricity, heat and steam generated off-site.

**Scope 3** includes all other indirect emissions such as waste disposal, business travel and staff commuting.

## Summary by greenhouse gas

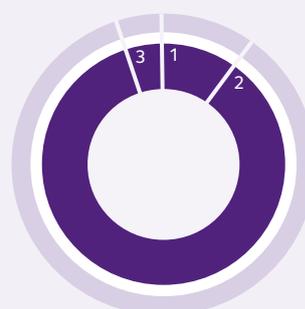
Greenhouse gas	GWP	tGHG/year	tCO <sub>2</sub> e/year
CO <sub>2</sub>	1	194,229	194,229
CH <sub>4</sub>	25	50	1,256
N <sub>2</sub> O	298	2.4	708
R407C	1,773.85	0.092	163
CO <sub>2</sub> e	1	2,153	2,153
<b>Total</b>			<b>198,508</b>

## Summary by activity (tCO<sub>2</sub>e)



1 Business travel	9,103
2 Company-owned vehicles	10,772
3 Premises	178,617
4 Long term leased vehicles	16

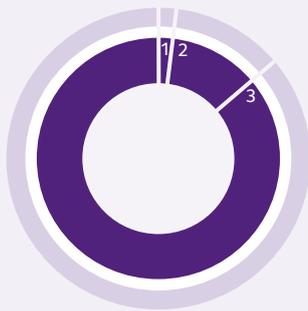
## Summary by WBCSD/WRI Scope (tCO<sub>2</sub>e)



1 Scope 1	19,547
2 Scope 2	168,720
3 Scope 3	10,240

## Group Head Office

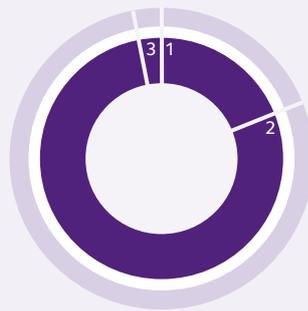
Summary by WBCSD/WRI Scope (tCO<sub>2</sub>e)



1 Scope 1	18
2 Scope 2	345
3 Scope 3	2,418

## Panama

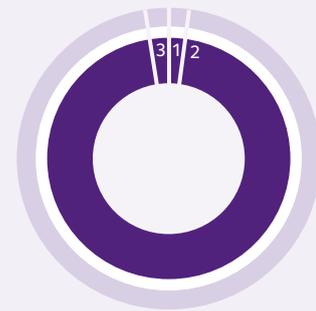
Summary by WBCSD/WRI Scope (tCO<sub>2</sub>e)



1 Scope 1	3,261
2 Scope 2	13,641
3 Scope 3	528

## Macau

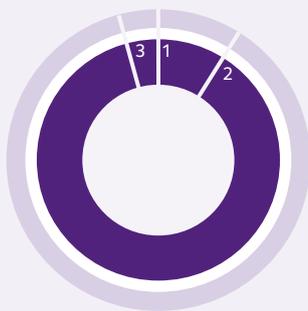
Summary by WBCSD/WRI Scope (tCO<sub>2</sub>e)



1 Scope 1	375
2 Scope 2	15,997
3 Scope 3	350

## Caribbean

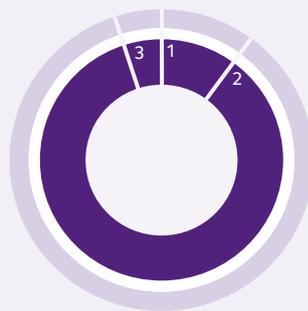
Summary by WBCSD/WRI Scope (tCO<sub>2</sub>e)



1 Scope 1	8,410
2 Scope 2	77,668
3 Scope 3	3,523

## Monaco & Islands

Summary by WBCSD/WRI Scope (tCO<sub>2</sub>e)



1 Scope 1	7,483
2 Scope 2	61,068
3 Scope 3	3,422

# Contacts

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## Monaco & Islands

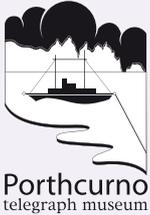
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**David Woods**

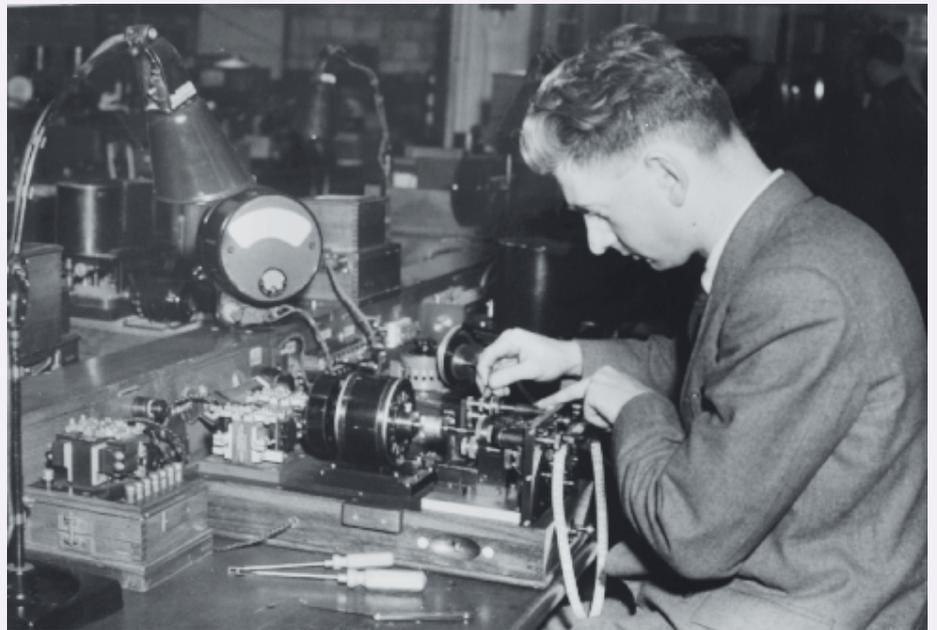
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The important role that telecommunications played in the past and its ongoing contribution to societies around the world today is captured in the exhibitions and archives of the Porthcurno Telegraph Museum in Cornwall.



### World class collection

Porthcurno Bay, in the far west of Cornwall, occupies an important position in history as one of the most strategically important communications sites in mainland Britain.

As the landing point of Britain's first undersea cable, laid in 1870 by the Eastern Telegraph Company (later to be renamed Cable & Wireless), Porthcurno grew to house the world's largest submarine telegraph station. Telegraph technology, the use of electrical pulses to send morse code messages, was a breakthrough in communications enabling people to communicate internationally for the first time. This communications hub became so strategically important to Britain that during World War II the telegraph station was moved into underground tunnels to hide it from enemy attack. Porthcurno later became home to Cable & Wireless' international training college, a leading training institution for telegraph technology.

Following the closure of the telegraph station in 1970 and the training school in 1993, the Porthcurno (PK) Trust was formed to run the Porthcurno Telegraph Museum, to preserve and promote the unique history of the site and collection.

### History of the Company

Cable & Wireless Communications is proud to sponsor the Porthcurno Telegraph Museum and the PK Trust. The Trust maintains the historical archive of the old Cable & Wireless Group, from staff records to artefacts from the company and the places touched by Cable & Wireless' telegraph service. The Museum is an educational charity, focused on the history of science and innovation.

It is housed in heritage listed buildings, including the secret underground tunnels built in 1941. The Porthcurno Telegraph Museum provides a great day out for young and old alike.

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[www.porthcurno.org.uk](http://www.porthcurno.org.uk)

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