

The business context



There are inherent problems with measuring the benefits of sustainability. However, we know what our stakeholders' objectives are and can try to meet them - as the chart opposite shows.

This table sets out the kinds of benefits we expect to receive over time in each of the main areas of sustainability. While we have segmented these, it is worth noting that of course they overlap: a stable company is a benefit to employees and customers - both of whom are also part of the wider community.

■ Benefits of sustainable management to main stakeholder groups over time

Benefit to:	AMEC plc	Customers	Employees	Community	Investors
Profitable growth	<ul style="list-style-type: none"> ■ Attract capital ■ Survive 	<ul style="list-style-type: none"> ■ Long term support 	<ul style="list-style-type: none"> ■ Job security 	<ul style="list-style-type: none"> ■ Long term employment ■ Economic benefits 	<ul style="list-style-type: none"> ■ Competitive investment returns
Sustainable health and safety policies	<ul style="list-style-type: none"> ■ Recruitment and retention ■ Service differentiation ■ Reputation and risk management 	<ul style="list-style-type: none"> ■ Reputation and risk management 	<ul style="list-style-type: none"> ■ Wellbeing ■ Morale ■ Confidence at work 	<ul style="list-style-type: none"> ■ Safe operations 	<ul style="list-style-type: none"> ■ Risk minimisation
Sustainable employment policies	<ul style="list-style-type: none"> ■ Recruitment and retention ■ Reputation and risk management 	<ul style="list-style-type: none"> ■ Quality motivated workforce 	<ul style="list-style-type: none"> ■ Personal development ■ Engagement ■ Equal opportunities 	<ul style="list-style-type: none"> ■ Development of local skills base and economic prosperity 	<ul style="list-style-type: none"> ■ Stable better-quality earnings
Sustainable human rights and ethics policies	<ul style="list-style-type: none"> ■ Recruitment and retention ■ Reputation and risk management 	<ul style="list-style-type: none"> ■ Reputation and risk management 	<ul style="list-style-type: none"> ■ Protection 	<ul style="list-style-type: none"> ■ Ethical opportunities 	<ul style="list-style-type: none"> ■ Risk minimisation
Sustainable environmental approach	<ul style="list-style-type: none"> ■ Compliance ■ Cost savings ■ Efficiency ■ Reputation and risk management 	<ul style="list-style-type: none"> ■ Compliance ■ Cost savings ■ Efficiency ■ Reputation and risk management 	<ul style="list-style-type: none"> ■ Morale 	<ul style="list-style-type: none"> ■ Environmentally responsible operations 	<ul style="list-style-type: none"> ■ Risk minimisation
Sustainable approach to community	<ul style="list-style-type: none"> ■ Extended franchise ■ Service differentiation ■ Reputation and risk management 	<ul style="list-style-type: none"> ■ Cost savings ■ Improved efficiency ■ Optimal work with local communities 	<ul style="list-style-type: none"> ■ Job satisfaction 	<ul style="list-style-type: none"> ■ Local benefits e.g. training and skills transfer ■ Good corporate citizen 	<ul style="list-style-type: none"> ■ Risk minimisation ■ Protected earnings stream ■ Growth opportunities

