



PRESS RELEASE

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DS Smith sponsors Green Flag Award scheme

DS Smith has become the sponsor of the Green Flag Award scheme.

As part of the sponsorship DS Smith has pledged to volunteer and fundraise, supporting the development of green spaces and the Green Flag Award for both communities and businesses in the UK across all its sites. During the initial 12 months this work will be focused in England.

Mark Greenwood, Group Sustainability Director at DS Smith, said: "Actions speak louder than words and what better way to demonstrate support for our local communities and green spaces than to get out there and actively make a difference, through fundraising and volunteering efforts."

"Through this initiative, we intend to make a real difference to the quality of life of DS Smith employees, in the workplace, and to the local communities near to DS Smith sites.

"We are also extremely pleased to be working together on this project with Keep Britain Tidy as it demonstrates how the business sector and community organisations can work together to address the issues that matter most to our communities."

Richard McIlwain, Operations Director at Keep Britain Tidy, said: "We are excited to have DS Smith as the official sponsor of the Green Flag Award scheme. Through this partnership we plan to demonstrate how a significant difference can be made to green spaces in the communities where DS Smith operates.

The work that Keep Britain Tidy undertakes mirrors DS Smiths' corporate values, but it will also have a positive impact on green spaces within local communities where DS Smith employees and their families live and work.

"Participating DS Smith employees will find it incredibly rewarding to be part of such worthwhile community projects and we look forward to sharing the results of their efforts as the projects commence."

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NOTES TO EDITORS

1. The Green Flag Award scheme is owned by the Department for Communities and Local Government and managed under licence by Keep Britain Tidy who in turn grant sub-licenses to Keep Scotland Beautiful, Keep Wales Tidy, Keep Northern Ireland Beautiful and work in partnership with the Federation of City Farms and Community Gardens and the National Housing Federation. The scheme is also supported by English Heritage. To find out more about the Green Flag Award visit www.greenflagaward.org

2. DS Smith is a leading provider of corrugated packaging in Europe and of specialist plastic packaging worldwide, operating across 25 countries and employing 20,000 people. Our vision is to become the leader in recycled packaging for consumer goods through offering great service, quality, innovation and environmental solutions to our customers.

3. As the largest fibre recycler in Europe DS Smith recovers circa 5.4 million tonnes of paper and packaging annually for recycling. DS Smith is committed to following the waste hierarchy and delivering zero waste. It works with its customers to find the most suitable solutions to reduce waste and recover high quality materials in the most efficient manner.

For more information, visit www.dssmith.com

4. Keep Britain Tidy (KBT) is a leading environmental charity; Inspiring people to be litter-free, to waste less and to live more. Keep Britain Tidy's programmes include Eco-Schools, the Green Flag Award for parks and green spaces and the Blue Flag/ Seaside Awards for beaches. To find out more about Keep Britain Tidy, its programmes and campaigns visit www.keepbritaintidy.org

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