

As many of our Sustainability Commitments concluded at the end of 2012, we undertook a comprehensive review of the issues facing our company and our industry beyond 2012.

This review included the following:

Development process

- PriceWaterhouseCooper (PwC) were commissioned to undertake external stakeholder interviews from a mix of stakeholder groups to find out their view on the material issues for our business.
- PwC also undertook a benchmarking exercise against ten ‘sustainability leaders’ a varied selection of companies with notable sustainability programmes and aspirations.
- Forum for the Future were commissioned to undertake a futures ‘thought piece’ and road map, to understand what the future challenges are likely to be for the energy industry through to 2030. This also involved work with teams across our business.

We involved each of our Business Units in interpreting the results and developing targets and ambitions for the company.

Our Executive Team then took the decision to merge our sustainability commitments with the company ambitions – the commitments had previously been one part of our company ambitions (our sustainability leadership ambition). And this process made our ambitions wider and more forward looking.

Our Mission and Better Energy Ambitions are the next step in our sustainability journey. By putting sustainability at the heart of our company strategy through our Better Energy Ambitions, it makes clear that for EDF Energy, sustainability is more than a policy. It is much more than a strategy. It lies at the heart of our business.

Our Mission

“Driving progress for people – a successful and responsible long-term energy business, trusted by customers and powering a thriving society and a healthy environment.”

This builds on our longstanding commitment too, and strong track record in, sustainability.

Our Better Energy Ambitions:

We will deliver our mission through our company ambitions – the Better Energy Ambitions. These are our plan for a sustainable business. They focus on the most important issues for our customers, our people, our business, and for the communities and environment that we are part of. They directly address how we will tackle the key challenges facing the energy sector

- **Zero Harm:** Our commitment to safety remains our top priority, with our Ambition strengthened by targets for wellbeing and public safety.
- **Customers:** Being best and most trusted for customers goes beyond being just picked as a supplier; it’s also about how we help customers use and save energy, and how we support vulnerable customers.

- **Environment:** We've introduced a new Ambition 'To power society without costing the Earth'. This captures our plans to reduce the carbon intensity of electricity generation and to have an increasingly positive environmental impact along the way.
- **Nuclear:** We've clarified our Ambition to talk more about safe, secure and responsible nuclear electricity – that includes an on-going focus on nuclear safety and helping achieve long-term solutions to radioactive waste.
- **Finance and ethics:** We've strengthened our Ambition by adding a clear commitment to strong ethical performance and a focus on responsible finance, transparent reporting and an ethical supply chain. This is about a responsible approach to our whole business.
- **People:** We want 'To empower our people to be a force for good'. This means creating a truly inclusive working environment where everyone can be themselves and achieve their best, providing the skills and opportunities for our people to achieve great things at work and in the community, and inspiring and preparing the next generation to join our journey.

For further information please visit [Our Better Energy Ambitions](#).

Throughout the year we work with various organisations in order to understand our stakeholders' views on sustainability, climate change, security of supply, energy affordability and other key issues. For further information on how we work with our stakeholders please see our [Stakeholder Advisory](#) page.