

A sustainable business delivers real benefits for its stakeholders and the wider world. To achieve this we must make steady improvements right across our business. We must think and act for the long-term to achieve sustainable performance.

“As part of the Project Investment Committee process, we review the impact of all our projects on the environment, social responsibility and economic performance. In this way, we ensure that a broader view is ingrained in our projects, processes and methodology.”

Humphrey Cadoux-Hudson, Chief Financial Officer.

EDF Energy has the vision “to be recognised as the passionate, committed, caring, innovative and successful energy company, enabling its people to make a difference”. This guiding principle shapes the way we do business.

To help us achieve it we developed five ambitions, each of which relates to one or more of our stakeholders. These five ambitions are:

- We want to care more for our customers and continually improve customer experience
- We want to be recognised as a learning business and a great place to work for our employees so that they are proud of their company
- We want to meet our shareholder’s expectations and grow the value of our existing business
- We want to be a safe and responsible company regarding our people, the environment and the communities we serve
- We want to be recognised as a leading and respected point of reference on matters concerning our business

These ambitions represent our balanced view of business success. This section shows “At A Glance” through our Key Performance Indicators (KPIs) and supporting measures how we have progressed in delivering our vision.

From 2008, we will also report towards Our Climate and Social Commitments.

Ambition	Measure	KPI	2007	2006
Safe and Responsible	Health and safety management	%	91.2	77.3
	Lost time Incidents	/100,000 hr	0.39	0.52
Shareholder’s Expectation	Profit before tax	£M	342	405
	Turnover	€M	5,744	5,673
Care for our Customers	Mass market customer satisfaction	% satisfied	74.1	74.4
	Major business customer satisfaction	% satisfied	68.8	64.4
	Customer product accounts	millions	5.5	5.5
	Distribution customer interruptions	no. per cust. per yr.	0.66	0.66
Point of Reference	Distribution customer minutes lost	mins. per cust. per yr.	67	62
	BiTC Corporate Responsibility Index	%	99	98.5
	CO ₂ emissions from power stations	millions tonnes	21.5	20.9
	CO ₂ emissions from building energy use	tonnes per employee	1.82	2.08
	CO ₂ emissions from transport	‘000 tonnes	27.5	27.1
Great Place to Work	Managed buildings recycling rate	%	48	39
	Net tone of national press (inc. sponsorship)	Sector ranking	1st	1st
Great Place to Work	Employee opinion	% satisfied	75.1	73.1
	Headcount	Average no. FTE	13,158	12,319

This table gives you an overview of EDF Energy's new ambitions for 2012 which support EDF Energy's mission.

Our Ambitions	KPI	2012 Targets
Safe for all	Zero harm – Days without harm (Zero injuries)	No employees or contractors will suffer injuries requiring medical treatment
Shareholder's expectation	Profit (EBITDA)	We will increase profits relative to our peers
High-performing people	Employee Engagement	We will achieve a significant measurable improvement in employee engagement and performance
Customer's choice	Retention rate Customer satisfaction (Network)	We will retain 4% more supply customers than in 2007 and 75% of our network customers will be satisfied
Sustainable performance	Delivery of Our Climate and Social Commitments	We will cut CO ₂ emissions from our offices and depots by 30%
		We will cut CO ₂ emissions from our transport by 20%
		We will reduce the volume of materials sent to landfill by 50% by 2012
		We will have engaged with 2.5million young people in the UK, educating and informing them about the safe, sustainable use of energy.
		We will have increased the diversity of our workforce and have maximised the value that such diversity can bring. We will also have increased opportunities for our employees to increase basic skills