



**Here's to...  
being  
responsible**

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## Welcome from the Chief Executive Officer



**Yell is recognised for a clear and unwavering commitment to responsibility that is inextricably linked to the continued success of Yell.**

Our inclusion in the Dow Jones Sustainability World Index and in the Dow Jones STOXX Sustainability Index, for the third consecutive year, puts Yell in the top 10% of some 2,500 companies in the world. We have also been included in the Global 100 list of the world's most sustainable businesses – for a second time – and we take great pride in having been honoured by a second Queen's Award for Enterprise in recognition of our approach to sustainability.

We show concern for the environment throughout our operations. In November 2006 we were awarded Green Apple Champion status for our UK environmental programme. In the US, Spain and Latin America we are committed to building and strengthening our Corporate Responsibility (CR) programmes and in all areas we continue to make an increasing contribution to the communities of which we are part.

The 2007 Corporate Responsibility report gives an overview of our approach and highlights some of our achievements, while the full detail of our extensive CR programme can be found on our website at [www.yellgroup.com](http://www.yellgroup.com).

We have achieved much in the CR field in 2007, building on our previous successes and laying the foundations for a sustainable future. We are proud of our achievements, but we remain committed to doing, and achieving, more.

**John Condron**  
Chief Executive Officer

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## Our approach

**For Yell, corporate governance and a responsible approach are inextricably linked. We firmly believe that good governance is essential within a responsible company and that a sound approach to corporate responsibility necessitates good governance.**

Our Governance and Responsibility programme brings the two together, enabling mutual benefits and ensuring that we meet our commitments to all our stakeholders.

### **Vision**

Our vision for governance and responsibility at Yell is to provide our shareholders and other stakeholders with confidence that Yell is a well-managed and responsible company.

### **Guiding principles**

Our Guiding Principles – Excellence, Reliability, Responsibility and Integrity – support our vision, underpin our values and define our approach to all aspects of our business.

### **Governance and Responsibility framework**

We have established a framework which we believe identifies all the elements of a sound approach to governance and responsibility. A Steering Group, comprised of senior managers and led by our Company Secretary, uses this framework to set and monitor governance and responsibility objectives, identify improvement opportunities and ensure that activities are aligned with business strategy. Through this framework we provide assurance to all our stakeholders that Yell is a well-managed, responsible company.

Element	Sub-element
<b>The Yell Way</b>	Culture Roles, responsibilities and accountabilities Business excellence
<b>Baseline compliance</b>	Laws and regulations Market regulation
<b>Responsibility</b>	Environment Suppliers/partners Yell people Customers Investors Community
<b>Brand integrity</b>	Reputation and brand management Intellectual property Fair selling
<b>Accountability and openness</b>	Reporting Stakeholder dialogue Investor relations Internal communication
<b>Risk management</b>	Internal control and audit Assurance

We report on governance and responsibility in a number of ways, including our CR report, our annual report, and online at [www.yellgroup.com](http://www.yellgroup.com). We report on our activities and programmes, and our performance against targets.

#### How we manage corporate responsibility

CR is a major part of our Governance and Responsibility framework and we report on it separately from the other elements. The Governance and Responsibility Steering Group manages our overall approach to CR, through the continuous review of our performance, and presents CR information to the Board throughout the year. Our CEO is the CR champion at Board level.

We have a CR Steering Group in the UK and the US, each consisting of senior representatives from across our operations. These groups are responsible for monitoring our CR programme, identifying key areas of focus and setting objectives and targets. Objectives are included on our CR scorecards and outline our activities and targets for the year.

Our day-to-day CR activities are integrated into our business plans and are managed by local managers, together with internal community and environment champions.

#### Internal and external review

The Governance and Responsibility Steering Group is responsible for ensuring the information we present is verified through internal and external assessments. In the UK, this includes external compliance reviews against key quality standards, benchmarking of our community programmes by the London Benchmarking Group, and our triennial Investors in People assessment.

#### Best practice

We share best practice with, and learn from, other organisations and are members of Business in the Community, the London Benchmarking Group, the Corporate Responsibility Group, and the Media CSR Forum.

#### Stakeholder engagement

We frequently ask our stakeholders for their views on our management of CR. In 2007, in addition to less formal methods, we conducted a research programme with our stakeholders. The results confirm the importance of CR to all Yell stakeholders and show that we are seen to strike a good balance between commercial and social objectives. Stakeholders believe we should do more to emphasise the benefits of our CR activities – particularly to customers, who are often unaware of our programmes. These and other findings are being built into our 2008 CR programme.

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## Our reporting footprint

### Yell UK

#### Corporate practice

Corporate practice defines the way we manage relationships with our economic stakeholders – advertisers, users, suppliers, shareholders – and our business standards. Strong performance within corporate practice gives confidence that we are a well-managed business and is vital for our ongoing success.

#### Environment

A responsible approach to the environment is essential for the future sustainability of our business. We work alongside our key business partners to ensure our impact on the environment is minimised.

#### Workplace

Our culture is one where diversity is valued and people are encouraged and enabled to take responsibility for achieving their potential. People are the foundation of our success and our aim is to recruit, retain and develop the very best, while providing them with a challenging and rewarding career.

#### Community

We support the communities in which we operate and encourage Yell people to get involved in ‘making a difference’. Activities benefit community sectors from schools and businesses, to charities and the environment, as well as raising our brand profile and developing the wider skills of our people.

### Yellow Book USA

We use the same reporting framework in the US as in the UK. As the US is at a different stage in the development of CR we report on their activities separately.

### Yell Publicidad

We operate with the same commitment to CR in our recently acquired operations in Spain and Latin America as in the rest of the Yell Group. We have established a CR management team to develop existing and new activities, and to establish a measurement and reporting process.

## Corporate practice

Strong performance within corporate practice gives confidence that we are a well-managed business and is vital for our future success.



We have worked with the Royal Berkshire Hospital to help them develop a more customer-focused approach.

### Royal Berkshire Foundation Trust

In 2006 the Prime Minister's office asked FTSE 100 companies to volunteer business advice and assistance to Foundation Trusts. Yell was pleased to support the initiative and offered to work with the Royal Berkshire Hospital (RBH) in Reading, part of the Royal Berkshire Foundation Trust, to help develop a more customer-focused service within the hospital.

Members of Yell's Customer Service team and managers from RBH worked together to identify areas where we could help RBH develop and implement its programme of change in patient care and service. This included helping them understand how our call centres operate and providing them with the framework to set up their first call centre team. We developed and presented a team-building course for the new team, and RBH managers attended some of our service-based courses to see how they could benefit from our training materials. We also introduced the concept of coaching and trained four RBH managers to become coaches, as well as offering coaching assistance on site. Our training and coaching teams are committed to supporting this project and further coaching and call handling training support is planned for next year.

Our support has been welcomed and feedback from RBH has been very positive and encouraging. Alison Browne, from Royal Berkshire Hospital said, "This experience has been an excellent insight into how commercial organisations work and has made us rethink how we induct and retain staff". In addition, Yell people have benefited from exposure to other working practices and have been enthused by adding real value to the community.

 [For more information visit www.yellgroup.com](http://www.yellgroup.com)



The Yell for Enterprise website provides business information to SMEs.



Yell is one of only 33 UK companies ever to be recognised as an Investors in People Champion organisation.

### Yell for Enterprise

'Yell for Enterprise' was launched in December 2006 to provide practical support to small and medium-sized enterprises (SMEs) referred to us by charitable organisations like The Prince's Trust, with whom we have been working for the last three years.

Through the Yell for Enterprise website we provide business information to SMEs, together with direct access to Trade Association support. Currently, five of the largest Trade Associations are supporting our initiative by offering their services free of charge. In addition, we offer free Yell.com and Yellow Pages advertising to this virtual community of SMEs for one year, and we have created a growing network of support from our advertiser base. A series of regional 'Yell Live' events bring local businesses together to share their experiences with the Yell for Enterprise SMEs.

As well as the benefits to the young entrepreneurs themselves, the initiative creates an opportunity for Yell to engage with SMEs that might otherwise overlook the value of our products. It enables our people to act as mentors to young businesses and facilitators at the regional events, as well as providing a sounding board for new ideas and initiatives.

### Sharing best practice

As an 'Investor in People Champion', Yell is recognised as an exemplar organisation by Investors in People UK. Of over 37,000 UK organisations that hold the IiP Standard, only 33 have ever been awarded Champion status – a testament to our approach to people management and to the skills and abilities of our people.

Champion status recognises a commitment to lead by example in promoting good practice in the workplace. Together with holding the honour for three years comes a commitment to support businesses interested in improving their performance through effective people management.

We provide support by assisting and mentoring a range of businesses and their people. We host a series of 'best practice' events through which we demonstrate our approaches and share our knowledge and experience. We share this learning more widely by providing Yell case studies for a range of business publications and websites. We also contribute to the development of Investors in People standards to ensure they remain stretching, in line with workplace trends, and of benefit to the wider business community.

## Environment

We work alongside our key business partners to ensure our impact on the environment is minimised.



# 31 tonnes

of furniture sent to Green-Works in 2007.

### Green-Works

Yell has recently entered a partnership with Green-Works, a charity and social enterprise which works with companies wishing to dispose of old office furniture through re-use and recycling rather than sending it to landfill. Green-Works warehouses the furniture and sells it to local community groups and small businesses at low prices.

Green-Works has a zero landfill policy and all redundant office furniture is processed for re-use, remanufacturing, or recycling. They also create employment and training for disadvantaged people, such as the homeless or ex-offenders, and send equipment to developing countries such as Sierra Leone.

Since June 2006, Yell has sent more than 31 tonnes of furniture to Green-Works, two thirds of which resulted from a move to new premises in Manchester. Furthermore, all new office furniture we purchase comes from a sustainable furniture provider with Forest Stewardship Council Chain of Custody certification, to ensure all the raw materials used come from responsibly-managed forests.



 For more information visit [www.yellgroup.com](http://www.yellgroup.com)



# 1.7m

schoolchildren have been involved in the Yellow Woods Challenge since 2002.

# 98%

of local authorities accept old Yellow Pages directories for recycling.

# 60%

of households recycled their old Yellow Pages directories.\*

\*FDS International annual recycling survey

### Yellow Woods Challenge

The Yellow Woods Challenge is Yell UK's simple, educational and fun environmental campaign for schools and is run in partnership with the Woodland Trust and local authorities across the UK.

The campaign is headed by Kirk, a fictional mini-beast, who makes recycling fun and brings environmental messages to life in the classroom through curriculum-linked activities.

Launched in September 2002, the recycling competition has so far involved 1.7 million schoolchildren in recycling 1.7 million old directories, with Yell awarding £270,000 in cash prizes to schools for their recycling achievements and for creating giant sculptures from old Yellow Pages directories.

For every pound awarded to schools, Yell donates a matching pound to the Woodland Trust, the UK's leading woodland conservation charity. Since 2004, these funds support the Trust's Tree For All campaign – the most ambitious children's tree-planting project ever launched in the UK.

Pictured alongside Kirk are pupils from Scott An Drached in Belfast, launching their local Yellow Woods Challenge.

### Recycling Yellow Pages directories

Before delivery of new editions of Yellow Pages directories, the Yellow Pages Directory Recycling Scheme (YPDRS) confirms each local authority's recycling facilities for the old editions and, where necessary, provides support for setting up facilities.

Details of all recycling facilities that accept Yellow Pages directories are available either from the [yellgroup.com](http://yellgroup.com) website or through the free Directory Recycling Helpline on 0800 671 444. In 2007, more than 5,400 callers used the helpline to locate their nearest recycling point for old Yellow Pages and a further 10,000 accessed the information online.

Where recycling opportunities are limited or not in place, the YPDRS offers assistance to set up and promote recycling of old Yellow Pages via recycling banks, kerbside collections and the Yellow Woods Challenge competition for schools. As of March 2007 our work with local authorities had contributed to a record 98% of authorities being able to accept old Yellow Pages directories for recycling (up from 76% in 2002) and 61% of local authorities collect old editions via their kerbside recycling programme – the best and most practical environmental option. The YPDRS also liaises with local and community recycling organisations to encourage and promote recycling of the old directories into, amongst other things, animal bedding, cardboard, packaging, insulation products and newsprint.

The publicity we have given to recycling of directories has contributed to significant increases in the numbers of UK households that recycle their old Yellow Pages, rather than sending them to landfill. In May 2006, 60% of UK households recycled their old Yellow Pages directory (up from 57% in 2005).

 For more information visit [www.yellow-woods.co.uk](http://www.yellow-woods.co.uk)

## Workplace

People are the foundation and source of our success. We aim to recruit, retain and develop the very best people, and to provide them with a challenging and rewarding career.



# £67,000

raised for the Prince's Trust in 2007.

### Yell Raisers

In 2006 Yell became a 30th anniversary patron of the Prince's Trust. To support our patron status we joined other businesses in the South East in the Prince's Trust Enterprise Challenge. Our 13-strong team of Yell volunteers, the 'Yell Raisers', took on the challenge of raising more than £20,000 for the Prince's Trust in just nine months.

With the support of Yell people from across the country the Yell Raisers generated funds through events such as dress-down days, raffles, producing and selling Christmas cards, sponsored abseiling and running in the Prince's Trust 10k race held at Legoland, Windsor in October.

The team's flagship event, the Yell Raisers' Ball, was held in November 2006. Ticket sales and generous sponsorship from local companies added to the funds from other events and helped the team smash their £20,000 target before the night had even begun. And a highly competitive live auction amongst the 500 revellers pushed the total to almost £30,000.

The Yell Raisers promptly raised their target to £65,000 and by the end of the nine months had raised more than £67,000, the highest of all the teams. In recognition of their contribution to the Enterprise Challenge, four of the Yell Raisers team were nominated for the Prince's Trust Employee Development Awards. For his excellent chairmanship of the team and outstanding personal development Greig McEwan, Yell Project Manager, won an award.



For more information visit [www.yellgroup.com](http://www.yellgroup.com)



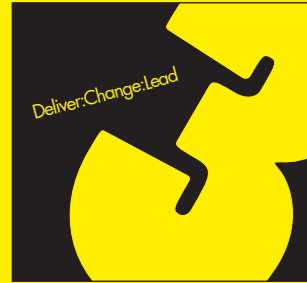
The Developing Potential Scheme is designed to broaden the experience and business awareness of our people.

### Developing Potential Scheme

In July 2006, Yell UK launched the Developing Potential Scheme (DPS) – a new way of identifying the career aspirations and development potential of people in non-sales roles at all levels. 88 people participated in the scheme.

The scheme involves events such as breakfast meetings, speaker sessions, mentoring and development workshops, all designed to help broaden their experience and commercial and business awareness. It also provides an excellent opportunity for people to network with DPS colleagues from around the business.

Members have benefited from opportunities to change the way they work and more than 25% of the participants have been promoted or have taken on additional roles since the launch of the scheme. Participants have developed a broader network of contacts and a wider view of the business, and have improved their skills and expertise.



98%

of Yell people have a clear understanding of Yell's objectives.

97%

of Yell people understand how their work contributes to Yell's success.

### Communication of objectives

We believe that a clear understanding of the company's objectives, and the contribution each of us makes to them, channels the skills and abilities of all 3,750 Yell UK people toward their achievement and is a major factor in our success.

For the past ten years we have invested in a major strategic communication to all employees that explains our vision and strategy and outlines major plans, programmes and objectives for the year ahead. Called 'Yell Objectives', the communication programme uses a brochure for each employee, a dedicated website, posters and presentations by managers to ensure people understand how achievement of their team and department objectives contributes to the achievement of corporate objectives. People then work with their managers to set individual objectives based on their team objectives and, thereby, company objectives. Progress against individual, team, department and company objectives is reviewed regularly and improvement action is taken where necessary.

In our 2007 'Tell Yell' employee opinion survey, 98% of respondents stated that they had a clear understanding of Yell's objectives, and 97% understood how their work contributes to the success of Yell. Overall, our approach strengthens Yell's reputation as an excellent place to work and helps us attract and retain talent in a highly competitive market.

## Community

We believe it is important that our work in the community reflects the needs of our customers, our users and our people, and that it enhances our reputation as a responsible company.



# £1.13m

total Group investment  
in communities in 2007.

### Slough Customer Operations community work

We encourage Yell people to take part in voluntary activities in the community through our network of Community Champions and by providing paid time off.

Our Customer Operations team in Slough have set themselves a yearly objective of spending an average of at least one day each working to benefit the local community.

In the last year, 85 people from Customer Operations have spent more than 630 hours working in small groups to complete a variety of local community activities such as garden makeovers for a local hospital and for a recently widowed elderly man, and redecoration of a Scout hut and the local Homestart accommodation. Recently, they organised a successful sports day at Arbour Vale School in Slough and they have also produced emergency packs for East Berkshire Women's Aid. All the money required for these projects is raised by the teams themselves through regular fundraising activities.

At the end of each community activity, the teams review their achievements, the skills they have developed – such as problem solving, communications and teamworking – and opportunities for further voluntary work.



For more information visit [www.yellgroup.com](http://www.yellgroup.com)



# 239,000

children involved in Mini Pots of Care this year.



Yell has operated an undergraduate support scheme since 2001.

### Marie Curie Cancer Care

Mini Pots of Care is a national fundraising initiative for schools, run by Marie Curie Cancer Care and Yell. The fun and creative activity forms part of the charity's Great Daffodil Appeal, its annual flagship fundraising campaign that runs throughout March, sponsored by Yellow Pages.

Schoolchildren plant a daffodil bulb in their own 'mini pot' in Autumn. When the daffodils bloom in Spring, pupils decorate their pots and take them home to someone they care about in exchange for a donation to Marie Curie Cancer Care.

Pictured are pupils from St Margaret's RC Primary School in South Queensferry, Lothian, getting their hands dirty planting daffodil bulbs. More than 239,000 children got involved this year and had fun painting their pots on 1 March to launch the Great Daffodil Appeal.

Money raised through Mini Pots of Care and the Great Daffodil Appeal helps fund the work of the Marie Curie Nurses, who provide high-quality nursing, totally free of charge to give terminally ill patients care in their own homes, supported by their families. Yell covers the cost of promotional materials so that funds raised go directly to the charity. Since 1999, Yell has helped Marie Curie Cancer Care raise £20 million, equating to 1 million nursing hours.

### Undergraduates and CBEBP

For the last six years we have operated an undergraduate support scheme designed to give participants experience of work in a FTSE100 company. At the same time, the scheme gives Yell the opportunity to see potential graduate employees at first hand.

Last year, 17 of the undergraduates based in our Reading offices worked with local schools in conjunction with a charity, the Central Berkshire Education Business Partnership (CBEBP). They facilitated a number of local CBEBP events and provided support to the teams of students taking part. The one-day events included 'Car Wise', which takes pupils through the process of buying a car, and 'Build up Your Business', in which pupils set up a company and put together a marketing campaign.

Supporting schools is a major part of our CR strategy, with benefits to all parties. The undergraduates who took part found the events useful in developing their leadership skills and the programme enhanced Yell's reputation as a responsible company.



For more information visit  
[www.mariecurie.org.uk/minipotsofcare](http://www.mariecurie.org.uk/minipotsofcare)  
[www.greatdaffodilappeal.mariecurie.org.uk](http://www.greatdaffodilappeal.mariecurie.org.uk)

## Yellow Book USA

In 2007, we produced 969 directories across 47 states and Washington DC. Yellow Book USA employs more than 8,000 people.



Our newsletter, 'The Fortress' is sent to all our people each quarter.

### Employee communication

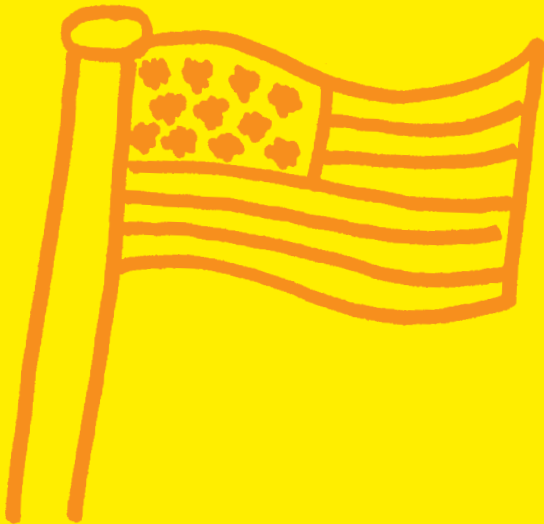
At Yellow Book USA our people are based in more than 400 offices across 47 states, presenting a challenge for communication about company goals, initiatives and information. There are several ways we address this.

'The Fortress' is our quarterly newsletter, delivered to all employees. It highlights sales success stories and provides information on key programmes and developments in other departments, including local corporate responsibility initiatives.

'Newslink' is a weekly email newsletter covering information and articles on matters such as benefits, target dates, Yell share price updates, training programmes, vacancies and meeting dates.

Sales leaders are in constant communication with their teams. Kick-off meetings at the beginning of a market canvass provide information specific to that market, weekly meetings keep teams abreast of market progress, and canvass closedown meetings let people know how well the canvass went and provide an opportunity to celebrate successes.

In 2006 we introduced 'Videos on Demand' which enables people throughout Yellow Book USA to access communication and training videos via the company intranet site.



 For more information visit [www.yellgroup.com](http://www.yellgroup.com)



We work with Earth 911 to promote the recycling of directories in local communities.



**\$190,000**  
raised for United Way in 2007.

### Publishing and the environment

We continue to work closely with our three main paper suppliers, Fraser, Catalyst and UPM-Kymmene, to minimise the impact of directory production on the environment. All our suppliers have ISO 14001 certification and participate in independently verified 'chain of custody systems' that are designed to ensure that the fibre in their paper products comes from well-managed forests. We have also worked with them to increase the recycled fibre content of the paper in our directories from 19% in 2005 to more than 40% in 2007.

We worked with our main printing partner, Quebecor World, to ensure their new presses were set up in locations that would minimise the number of freight miles travelled to deliver our directories to their destinations.

Earth 911 is an environmental information network and we work with them to promote the recycling of directories in local communities. Information on Earth 911 can be found on [www.yellowbook.com](http://www.yellowbook.com) as well as in the front pages of our Yellow Book directories and under the 'Recycling Centers' classification.

### Community Involvement – United Way

Yellow Book USA is involved in many community-based initiatives across the United States and we encourage our people to donate their time, skills and money.

A far-reaching initiative that involves Yellow Book people in many offices and states is our annual United Way fundraising campaign. United Way is a national organisation that works with local companies to maintain their focus on local issues and ensure that charitable donations help to support the most pressing local needs.

Recently, a number of people from Yellow Book created a video that gives an overview of how United Way supports our communities and encourages others to support its activities. More than 1,200 Yellow Book people from across the US supported United Way activities last year, raising more than \$190,000 for local United Way charities.

## Yell Publicidad

We are committed to a formal company-wide approach to corporate responsibility and to sharing best practice with Yell UK.



Yell Publicidad is committed to self-regulation and operates in strict accordance with advertising standards.

### Commitment to self-regulation

Yell Publicidad has been a member of 'Autocontrol' – the Association for the Self-Regulation of Commercial Communication – since 2002. Autocontrol is a non-profit organisation set up to prevent or resolve advertising controversies. It has established an ethical framework that promotes honest and responsible advertising that benefits consumers and advertisers, and promotes fair competition. The key principles are that advertising must be legal, honest, fair and truthful.

Through Autocontrol, consumers are able to raise any concerns they might have about advertisements which have been published in Spain, and advertisers receive advice on the legal and ethical accuracy of their adverts before they are published. As a member, Yell Publicidad continues to promote responsible advertising.

Autocontrol has agreements with relevant statutory authorities to ensure its member companies comply with regulations and that they co-operate with established regulators. As a member of Autocontrol, Yell Publicidad is committed to complying with their Codes of Conduct, which includes the General Code of Advertising Practice.



 For more information visit [www.yellgroup.com](http://www.yellgroup.com)



**\$17,000**  
donated to charities in Peru in 2006.



We are committed to providing opportunities for personal and professional development to all our people.

### Directory recycling campaigns

Yell Publicidad in Peru has been running a directory collection and recycling campaign since 2000. Now in its seventh year, the campaign aims to minimise our environmental impact, and support local charities by donating money raised from selling recycled material. Until 2005 the recycling campaign was carried out solely in Lima, but in 2006 we rolled out the campaign to all the provinces in Peru.

When new directories are distributed each year, copies of previous directory editions are collected. These old directories, along with the spools, off-cuts, strips and cardboard covers used in production, are sold as recyclable material. All money generated is donated to the chosen local charities of the year, which in the past has included local children's homes, fire brigade volunteers, and local schools. In 2006, we donated more than US\$17,000 to the Association to Aid Burnt Children and the Tulio Herrera León de Trujillo School, as a result of collecting more than 490 tonnes of paper.

As well as the environmental and community benefits, Yell Publicidad benefits from the removal of previous editions of directories from circulation, avoiding confusion for consumers between new and old adverts.

### Training and development

Yell Publicidad is committed to the ongoing personal and professional development of all its people. We provide grants to non-sales people in Spain for external studies and university courses to improve their skills in their current role. We also spent more than €313,000 on other areas of non-sales training, such as our Effective Leadership programme. We provided more than 62,000 hours of training across Chile, Argentina and Peru last year.

On joining Yell Publicidad, all new sales managers undertake sales training lasting up to 13 weeks. The training includes specific courses on sales techniques, managing the sales portfolio, identifying potential customers and product training. Each new sales person is also given a mentor and an individual development plan.

In Argentina, we try to ensure everyone participates in at least one training activity each year. We have implemented a Middle Management Development programme to encourage self-development and continuous learning, and the Professional Development programme to ensure we retain people with high potential.

## Our objectives for 2008



### Yell UK

#### Corporate practice

- Continue to support the Royal Berkshire Hospital Foundation Trust with further coaching and call-handling training support
- Maintain and develop close working relationships with 42 Trade Associations
- Grow the Yell for Enterprise initiative to increase support for new entrepreneurs funded by charitable organisations

#### Environment

- Increase the level of recycled fibre content within our Yellow Pages directories to 52%
- Extend our Yellow Woods Challenge recycling programme for schools to 100 local authority areas across the UK

#### Workplace

- Embed our Developing Potential Scheme across the company
- Roll out our Leadership programme to 174 senior managers
- Encourage Yell people to act as business mentors for the Yell for Enterprise initiative

#### Community

- Work with the Prince's Trust to host business workshops and continue our support for their 10k run
- Support our Community Champions to extend the amount of volunteering opportunities available to our people
- Help Marie Curie Cancer Care to raise £5 million in their Great Daffodil Appeal 2007
- Involve 450,000 schoolchildren in the Yellow Woods Challenge 2007

### Yellow Book USA

- Continue to improve our training and development programmes
- Raise awareness of our community involvement policy and encourage greater employee participation in local community activities
- Set up programmes to reduce the average number of miles between paper plant and printing plant

### Yell Publicidad

- Implement the ISO 14001 Environmental Management System in our Madrid offices. This will include developing an environment policy in line with that of Yell UK
- Measure and report our CO<sub>2</sub> emissions fully, and identify possible opportunities for reduction
- Develop a community policy

### Contact us

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[www.yellgroup.com](http://www.yellgroup.com)



#### Mixed Sources

Product group from well-managed  
forests and recycled wood or fiber  
[www.fsc.org](http://www.fsc.org) Cert no. SGS-COC-003115  
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[www.yellgroup.com](http://www.yellgroup.com)

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