

SCHOOL AND COMMUNITY BREAKFAST CLUBS

St James' Park, Newcastle

Tuesday 9th November 2010



Bruce Learner
Corporate Responsibility
Manager
Kellogg Europe

Challenges & Successes



Breakfast Clubs and Kellogg's

Our track record



“Responsibility” or something else?

Spreading the word



What does the future hold?





Our track record



- Started work in 1998 with ContinYou (known then as Education Extra)
We distributed over £150,000 to 130 breakfast clubs in three years
- Followed this with a pioneering piece of research called “Lessons from the Best”
- We “bobbled” along a bit until 2006.....
- in 2006 we got a little more strategic & we established 100 new breakfast clubs as part of the 100 year Anniversary of Kellogg Company
- We’ve created resources for breakfast clubs
- Hotline / help desk
 - www.kelloggs.co.uk/whatson/breakfastclub
 - www.breakfastclubplus.org.uk
- Our annual Breakfast Clubs Awards have recognised dozens of the best breakfast clubs all over the UK
- We are currently in the middle of a 3 year programme to establish 200 new breakfast clubs in the most needy communities in the UK

All in all – in excess of 1m breakfasts each year





Responsibility (or something else?)



- A business approach that creates long-term shareholder value by embracing opportunities and managing risks deriving from economic, environmental and social developments and maintaining global competitiveness and brand reputation.
- Our obligation to consider the interests of customers, employees, shareholders, communities and the environment as an aspect of meeting planning, execution and evaluation so that sustainability can be achieved.
- A voluntary responsibility towards key stakeholders. It is measurable, based on the company's values and objectives, and is divided into economic, social and environmental responsibility.





Spreading the word





The future



The Big Society



breakfast 4 life



Responsibility Deal

