



CASE STUDY

MOUNTJOY MAKING A DIFFERENCE THROUGH CORPORATE SOCIAL RESPONSIBILITY

Initiative:	Sponsoring Isle of Wight Cycling Festival/ Bike to School Week— promoting cycling as an environmentally friendly form of transport.
Date:	September 2007
Partners:	Isle of Wight Council

Summary of Achievements

- sponsored a high profile event promoting cycling as an environmentally friendly form of transport;
- written a comprehensive environmental policy and corporate social responsibility statement, along with detailed action plans. The Board of Directors and all staff are all totally committed to delivering the plans;
- promoted an increased awareness to staff of the importance thinking and acting responsibly towards the environment;

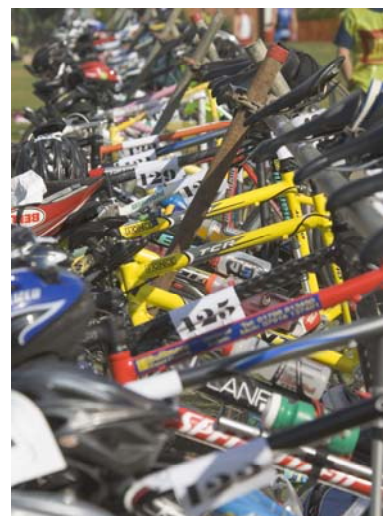
In 2007, Mountjoy sponsored the Isle of Wight Council's Cycling Festival. This year's Isle of Wight Cycling Festival was bigger than ever.

The aim was to establish the Isle of Wight as a leading destination for cyclists, promote cycling as an environmentally friendly mode of transport, as well as providing a programme of events that would benefit the Island's cycling community. With support from local cycling clubs and organisations it achieved this and has made cycling on the island an enjoyable activity for all levels of cyclist.

The Isle of Wight Cycling Festival took place between 15th – 23rd September 2007, at various locations across the Isle of Wight.

The Festival now hosts in the region of 30 different cycling events.

Mountjoy were a sponsor of the event, provided 1,500 water bottles for participants and also provided road safety cones and staff volunteers to help mark the course. The water bottles were also used for Bike to School Week the following month.



Making a difference

Making a difference through corporate social responsibility

Other references: Mountjoy Visions and Values, Environmental Statement, Corporate Social Responsibility Statement.