MAKING A DIFFERENCE
IN THE PAST FIVE YEARS, INEOS HAS COMMITTED ALMOST £225 MILLION TO CHARITABLE CAUSES. WE AIM TO RESPOND TO NEED, TACKLE COMPLEXITY, AND SHARE LEARNINGS, AS WELL AS FINANCE, TO CREATE LONG-TERM SUSTAINABLE GOOD.

INEOS PRODUCTS, SERVICES AND RESEARCH MAKE A SIGNIFICANT CONTRIBUTION TO SAVING LIFE, IMPROVING HEALTH, AND ENHANCING STANDARDS OF LIVING FOR PEOPLE AROUND THE GLOBE.

WE ARE SCIENTISTS, ENGINEERS AND TECHNOLOGISTS. WE ARE CREATIVE THINKERS, MAKERS AND DOERS. WE ARE THOROUGH AND AMBITIOUS.

AND WE ARE OPTIMISTS, WHO BELIEVE IN EMPOWERING OTHERS TO SET BOLD GOALS, SOLVE PROBLEMS, AND ACHIEVE GREAT THINGS.

These values underwrite our success in business, but also our desire to improve the world around us. Since its beginnings, INEOS and founder Sir Jim Ratcliffe have been committed to supporting important causes both in the communities in which INEOS operates, and far beyond.

Through our own programmes and partnerships, as well as through philanthropic donation, INEOS supports a diverse range of health, education, conservation and other initiatives – some of which are described here.

In the past five years, INEOS has committed almost £225 million to charitable causes. We aim to respond to need, tackle complexity, and share learnings as well as finance to create long-term sustainable good.

We continue to develop and support charitable projects large and small, and the latest news can be found on our website and social media channels.

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The issue of antimicrobial resistance (AMR) is already one of the greatest global health challenges today – causing an estimated 1.5m excess deaths per year, which is set to rise to 10m excess annually by 2050.

The economic impact of growing antimicrobial resistance is predicted to cause some $100tn USD in lost economic output by 2050, disproportionately affecting low and middle income countries.

The alarming – and escalating – development of bacterial resistance to antibiotics will be the primary focus of the Institute.

Without effective antibiotics, the world will no longer be able to fight many common bacterial infections, making taken-for-granted procedures like caesarians, organ transplants, joint replacements and many cancer treatments unviable. In a post-antibiotic world, even a simple cut may have dire consequences.

The reason for microbial resistance developing so rapidly is twofold. The first is global overuse of antibiotics in humans, and global excessive overuse in animals and agriculture. Secondly, the field has attracted little scientific interest or funding stimulus in the last two decades, with no new antibiotics having been developed since the 1980s.

The new INEOS Oxford Institute will provide the funding and impetus to conduct cutting edge research into understanding and addressing the global scale of the antibiotic resistance problem. As a top priority it will seek to develop animal specific antibiotics for agriculture, potentially relieving the estimated 80% of human drugs being used in this sector, which are constantly driving up resistance to our human arsenal of treatments. It will also join the urgent search for novel human antibiotics, and seek to increase public and policy action on antibiotic stewardship.

Not only is Oxford one of the world’s greatest research universities, it also has a long history of leading antibiotic research dating back to the discovery of penicillin, which Oxford scientists first developed into a viable human medicine in the 1940s.

The new Institute will draw on existing scientific excellence and simultaneously nurture new talent in the field, seeking to attract some of the brightest scientific minds to tackle this global health issue as an urgent career priority.

Why INEOS? INEOS believes that it is important for the company to ‘put back’ into society – and to do so in a meaningful way, where it can add more value than simply funding. Famous for delivering complex, large scale, ambitious manufacturing and sporting projects, INEOS will lend its management expertise to the Institute while safeguarding the total academic freedom of its research scientists.

We believe this close association to be a promising powerful alliance. There is only limited research being pursued in this field worldwide, but as we have seen very clearly with the Covid-19 pandemic, we cannot take our medical health for granted. Bacteria are the oldest living organism on earth, and have already decimated our antibiotic armoury. The time to act against resistance is now.

Professor Chris Schofield, Head of Organic Chemistry at Oxford

THE INEOS OXFORD INSTITUTE FOR ANTIMICROBIAL RESEARCH

In January 2021, INEOS announced a £100m donation to the University of Oxford to establish the INEOS Oxford Institute for Antimicrobial Research.
A PASSIONATE FLY FISHERMAN, INEOS CHAIRMAN SIR JIM RATCLIFFE BECAME AWARE OVER SEVERAL YEARS OF ICELANDIC FISHING TRIPS OF THE DIRE CHALLENGES FACING WILD ATLANTIC SALMON, WHOSE POPULATION HAS COLLAPSED OVER RECENT YEARS. FOR WHILE RESPONSIBLE SPORT FISHING REQUIRES ALL CAUGHT FISH TO BE RELEASED CAREFULLY BACK TO THE RIVER, AND RIVER POPULATIONS TO BE CAREFULLY MONITORED, EXCESSIVE SALMON FISHING IS ONE FACTOR COMPROMISING THE SURVIVAL OF THE SPECIES.

Wild salmon go through an incredible journey to survive and reproduce – the scale of its journey across the Atlantic and up some of the world’s most intimidating rivers is scarcely believable. It survives in seawater and freshwater. It evades all manner of hungry predators at sea from seals and dolphins to sharks, only to arrive in the rivers to be confronted by rapids, waterfalls and rocks, but still manages to make its way upstream to breed. Iceland remains a rare haven for wild Atlantic salmon populations, and is home to some of the best fly fishing in the world. And while little beyond lobbying international authorities can be done to prevent the overfishing at sea of wild salmon, there is promising scope for protecting its most valuable habitats and nurturing population growth.

Strengur Angling Club in the remote north east of Iceland has long recognised the importance of preserving salmon stocks. It has been diligently monitoring the rivers, their fish stocks, the quality and use of land over many hundreds of square kilometres surrounding its network of rivers in partnership with the Icelandic Environmental Agency. But when funding limited further progress, Sir Jim stepped in to support the development of an enterprising conservation model.

In a country where foreigners are prevented from purchasing significant stretches of land, Sir Jim has collaborated with the local community to invest in farms around several key river systems, including buying 70% of Grímsstaðir á fjöllum, a vast Icelandic estate that includes the headwaters of some of the most pristine salmon rivers in Iceland.

The Six Rivers Project was formally launched in 2019 as an acceleration and development of previous conservation work. Together, Jim and his Strengur partners, Gisli Asgeirsson and Johannes Kristinsson, plan to work with locals to encourage farming in harmony with the rivers. They are developing a sustainable business offering the most exciting salmon fishing and some of the most progressive conservation in the world. “When you wrap a top-quality business around the fishing experience, the wild Atlantic salmon becomes a high-value asset,” said Jim. “Conserving it is therefore vital, and Strengur is at the forefront of this conservation work.” Sports fishing brings in a good income. “It also provides a supplementary income for the local farms and, more importantly, will fund more conservation work on the rivers,” said Jim. “If we work closely with farmers and local communities, we can build something sustainable and environmentally sound.”

The Six Rivers Project is currently developing many sustainable interventions, including the replanting of trees and native vegetation to strengthen the rivers; the creation of salmon ladders to assist access to breeding grounds; introducing fish upstream to expand existing breeding territory; and researching the life cycle of North Atlantic salmon in order to better understand how to protect it. This research is being coordinated by INEOS, with the Marine and Freshwater Research Institute and Imperial College London providing advanced field knowledge and ecological modelling respectively. A PhD student from each institution is working on the project full-time. Findings will be published as academic papers as they become available, and will inform the ongoing conservation practices in the area.

THE SIX RIVERS CONSERVATION PROJECT

http://sixrivers.is/en/
https://www.facebook.com/SixRiversConservation/
https://twitter.com/SixRiversSalmon
https://www.instagram.com/sixriversconservation/

THE RAPID DECLINE OF THE ATLANTIC SALMON IS A GLOBAL CRISIS.

Guðni Guðbergsson, Senior Division Manager, Marine and Freshwater Research Institute

http://sixrivers.is/en/
SOUTHERN TANZANIA IS AN EXTRAORDINARY NATURAL HABITAT WITH ONE OF THE HIGHEST CONCENTRATIONS OF LIONS AND OTHER WILDLIFE IN THE WORLD, BUT IT IS UNDER THREAT FROM HUMAN ENCROACHMENT AND POACHING. OFTEN OVERLOOKED BY TOURISTS, SOUTHERN TANZANIA HAS FOR MANY YEARS FACED MANY HURDLES, INCLUDING POACHING, LOGISTICAL CHALLENGES AND LACK OF TOURISM REVENUES COMPARED TO THE MORE FAMOUS NATIONAL PARKS.

Therefore, INEOS Chairman Jim Ratcliffe, a passionate conservationist, who has been on countless safaris over the past 20 years, decided that he could support its sustainable development. He has joined with luxury eco-tourism company, Asilia Africa – one of the continent’s best loved safari providers – to launch a $10 million safari tourism project in the area. He believes developing tourism in southern Tanzania will open the eyes of the world to a place of immense beauty and importance – and help to bring local jobs and prosperity.

Asilia, which is also funded by the Norwegian Sovereign Wealth fund, is now operating three luxury safari lodges to provide travelers with a unique safari experience, great hospitality and high-quality accommodation. Each guest staying in these lodges should generate over $100 per day for the local area. Concession fees go directly towards protecting the park or reserve and the wildlife and habitats.

The new camps sit within two unique eco-systems, which cover over 100,000 sq kms of conservation land. The Roho Ya Selous camp is located in the heart of the Selous Game Reserve, a wild and unspoiled game park which is larger than Switzerland. The Jabali Ridge and the Jabali Private House are situated in the Ruaha National Park, which is home to 10% of the world’s lion population, and despite being the size of New Jersey in America, it is visited by only a handful of travelers every year.

The two camps and the lodge – although designed by a South African architect – were built using local labour. Food and goods made locally are also used where possible and about a third of the company’s 600 plus staff live in the remote, rural villages close to its safari camps. The opening up of Tanzania’s unique southern circuit and the launching of these three camps is intended to create a sustainable tourism industry, high quality and numerous jobs for local people and to discourage poaching by offering alternative income streams.

Jim chose to invest in Asilia particularly because of the work it does to empower local people and places. “We see people and nature as inseparable partners,” said Clarissa Hughes, Positive Impact Co-ordinator at Asilia Africa. “The development of one must mean the development of the other.”

The company, which likes to work with communities, authorities, non-governmental organisations and other tourism companies to benefit all, also provides schools with desks, books, and pens. This year, it has also been on a mission to help local students, who cannot afford higher education, to gain scholarships to the Vela Hotel & Tourism Training Institute. “We believe that education is key to lifting people out of poverty and providing them with alternative livelihoods to poaching and unsustainable farming,” said Clarissa.

Another aim of the project is to raise public awareness of the richness of the region and its need for protection. “There would be an international outcry if someone said we might lose all the elephants in the Serengeti, but if someone said the same of the Selous Game Reserve, most people wouldn’t even know where it was,” said Katie Fewkes, Commercial Manager of Asilia Africa. “We aim to change that.”

As well as the three camps, Sir Jim is currently supporting a research facility in the area, which is monitoring both the local wildlife and the environment. He says, “I have visited Southern Tanzania many times and know what an extraordinary place it is. As has been seen so clearly in the Okavango Delta, when a local community benefits from high quality employment from tourism, poaching flips to protection to preserve those jobs. This is a huge opportunity to create a long-term, sustainable and ecologically-friendly safari tourism business.”

https://www.asiliaafrica.com/
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ASILIA AFRICA
IN ZAMBIA
FOREST PRESERVATION
& SOCIAL ENTERPRISE
IN ZAMBIA

This 120kha region, already 30% deforested and under significant pressure from illegal charcoal production, logging, mining, poaching and encroachment, is beginning to see its fortunes turned around by the efforts of the Trust. The organisation aims immediately to enable vital forest corridors whose loss will exacerbate the forest’s decline. In doing so, it is helping the local community to create sustainable businesses on surrounding land. Its ultimate hope is to rebuild the local ecosystem with a buffer zone to one day support several endangered species, and protect the region through National Park protection status.

INEOS’s initial investment and programme development work has helped launch several key interventions:

- Monitoring and policing illegal activities in the forest, through supporting local law enforcement.
- Designing an efficient wood burning stove, which are simple to build for free, and easy to operate. Working in tandem with local leaders and often the women who use the stoves daily, teaching them how to construct and use these has seen almost 1,000 built in a year across the region. Each results in each family saving at least two tonnes of firewood per year, and reduces the time involved in meal preparation from several hours a day to less than an hour.
- Providing alternative sustainable sources of income to families whose current livelihood depends on illegal logging and charcoal sales. This includes:
  - Supporting the teaching of more efficient farming techniques in partnership with local farmers, covering planting methods and timings, crop rotation, composting, and water management. These simple systems enable families to grow enough nutritious food for their needs, and then sell leftover cash crops through cooperatives. As a result, the farmers are replanting trees to support their fields’ ecosystems (providing shade, wind protection, water retention) and to provide new crops (e.g. fruits). The programme involves educating local leaders and influencers through workshops, supporting farmers to attend initial in-person teaching, and creating a strong local network to share this better practice in the wider community. Initially working with 10 focus groups (200 farmers), the organisation intends to scale this up to at least 2,000 farming families.
  - Teaching farming families how to produce effective natural fertilizer (compost) from their land, and enabling former ‘convicted’ charcoalers to set up compost businesses instead. This also reduces the area’s reliance on government/aid agency fertiliser supplies.
  - Providing families with beehives to begin generating income from local honey. Six hundred beehives have to date been gifted to local farmers, provided along with training and support. The North Swaka Trust coordinates collecting and selling the honey, and a small amount of profit derived from these sales will be reinvested in the programme to expand it further, providing more hives. This also creates a link between financial rewards and the health of the forest, since in order to produce honey, the bees need to have access to trees.
  - Experimenting with simple tree nurseries to repopulate damaged forest with new trees. The team are exploring the most cost-, time- and ecologically-efficient species and methods of growing indigenous trees to find the solutions that work best locally.
  - Deepening the scientific understanding of forest monitoring processes through open source tools such as Google Maps and readily available data from flights and drones. This area can be cheaply surveyed whenever needed.

By empowering locals and stimulating the local economy alongside enhancing the health of the forest, a positive feedback loop is created locally enabling Mkushi farmers to become stewards of their surroundings. INEOS has provided its business expertise in efficient farming methods, while reducing middlemen with a social enterprise model ensuring that economic success is fully reinvested in the community and can continue in the long-term.
Walking With the Wounded is a veteran support charity that certainly knows all about getting the job done, sometimes in the most challenging of circumstances. It works to help injured former British Armed Forces servicemen and women in their career transition from the military to civilian life, and ultimately strives to provide our most vulnerable veterans with security and independence through employment.

When Walking With The Wounded asked for our support during their next fund- and awareness-raising expedition, the INEOS Automotive business was keen to step up. Previous expeditions have seen remarkable teams of injured veterans take on challenges including dragging sleds to the South Pole and climbing Mount Everest, raising awareness of their cause and impressive sums of money at the same time. In 2020, Walking With The Wounded celebrated its 10th birthday, and wanted to mark the occasion with another audacious expedition. The Coronavirus pandemic pushed plans into early 2021 – but it’ll be worth the wait.

The charity intends to support a team of veterans make an epic 400km journey on foot through the harsh Empty Quarter desert of Oman, previously tackled by fabled explorers including Wildred Thesiger and Bertrand Thomas. Conditions will be unforgiving, and all the former soldiers will train to drag heavy carts full of vital supplies through the heat and sand every day for more than two weeks.

Already, a cornerstone donation of £150,000 by INEOS has enabled the logistics of the expedition to go ahead, and now the INEOS Grenadier team, the expedition’s lead partner, is getting hands on to support its execution. Follow the INEOS Grenadier channels for further news of how we’re getting behind the team and amplifying their message.

https://www.walkofoman.co.uk/
https://www.facebook.com/walkingwiththewounded
https://twitter.com/supportthewalk
https://www.instagram.com/supportthewalk/
https://www.youtube.com/WalkingWounded2010
INEOS recognises that local charities and community organisations have a special role to play in reaching some of the most vulnerable people in our communities, developing trusted relationships and implementing practical support programmes that work well.

Many local community organisations faced an increase in demand for their services through lockdown, whilst already under-resourced and working at capacity – while some had to completely change the way they operate. Many small charities reliant upon volunteers struggled if those vital supporters became ill, self-isolated or were unable to help due to caring responsibilities of their own. Many charities have also seen a drop in their income due to cancelled fundraising events and reduced rental and activity income.

INEOS therefore launched a £1m Community Fund in response to the immediate challenges caused by the pandemic and the broader charity financing issues likely to follow – with employees empowered to recommend organisations needing support in their local communities.

The fund, which was available to all international INEOS sites and sports bases, and supported organisations such as:

- Food banks providing vital food to those in need
- Organisations providing medical supplies or services
- Organisations protecting vulnerable elderly/those with underlying medical conditions
- Organisations providing mental health services
- Organisations protecting vulnerable children
- Organisations protecting those at risk of domestic violence
- Organisations doing other vital work who are unable to fundraise at this time

Grants of up to £10,000 (or equivalent local currency) were awarded to organisations, based on their need and the potential scale of the money’s impact. Within just three months we had committed the full £1m fund through 159 grants, coordinated by 67 sites, in 15 different countries, providing a lifeline for many local organisations in unprecedented circumstances.

For further information about the grants given and the impact of the fund, see the INEOS social channels and hashtag INEOSCommunityFund.
AS THE COVID-19 PANDEMIC BROUGHT THE WORLD TO A STANDSTILL IN THE EARLY MONTHS OF 2020, INEOS WAS QUICK TO RESPOND, TO ENSURE THAT IT KEPT ALL ITS EMPLOYEES SAFE AND HEALTHY, AND KEPT ALL ITS VITAL MANUFACTURING PROCESSES WORKING.

It diverted resources away from non-essential work at sites in America, mainland Europe and the UK, to keep the flow of essential chemicals to those making vital medical materials, disinfectants and equipment. “We have never experienced demand for products that support health and hygiene like this,” said INEOS’s Group Communications Director Tom Crotty.

Many of its products are essential to everyday health and wellbeing, as well as the fight against the virus, including chlorine for making 98% of the UK’s water drinkable; chlor-alkali for soap; household bleach for disinfecting surfaces; phenol for aspirin and paracetamol; and PVC for IV bags, blood bags, ventilators and disposable protective equipment. But INEOS was quick to realise that the large volumes of ethanol and isopropyl alcohol (IPA) it produces in Europe would become vital to stopping the spread of the Coronavirus as ingredients of disinfectant hand gel.

Always ready to rise to a challenge, INEOS responded to the British Government’s call for support in fighting the pandemic by offering to build new production lines to create vast quantities of medical grade hand sanitiser for giving away free to hospitals. Within 10 days, it created six new production lines for hand gel in the UK, France, Germany, Belgium and the USA, each with one million bottle per month production capacity.

INESOS committed to meeting the needs of front line medical and care services by providing product free during the peak of the crisis, offering the equivalent of four million bottles of hand gel free of charge to the NHS and hospitals in France, Belgium and Germany – including a timely delivery of 3,000 bottles to London’s emergency Nightingale Hospital, allowing it to open safely and on time. An additional one million bottles were donated to hospitals in the USA.

A new company, INEOS Hygienics, will now go on to supply hand gel and other essential disinfectant products to schools, places of work, pharmacies and supermarkets for households, and will continue to develop its charitable outreach.

https://www.ineoshygienics.com/
Complex national and regional waste management infrastructure issues need tackling through collective international action, but INEOS is striving to improve the recyclability of its products in many ways – including through public education.

It is actively seeking partners to work with in this area – and has in the past year been trailing a new primary school education programme in challenged townships in South Africa to teach children about responsible waste management.

Working with Caroline Hughes of INEOS SA and charity marketing consultancy [dot]GOOD, INEOS ran a pilot challenge for ten primary schools in the Western Cape area around Cape Town to collect the most plastic, glass, cans and paper for a chance to win about €3,000. “The idea was to turn what is perceived as a chore into a fun habit,” said Caroline. “And also to show the children that waste has value.”

The schools chosen to take part in this “Trash 4 Treats” pilot were first briefed by a local recycling company, Waste Want, which would help to weigh and dispose of the rubbish collected. Rubbish mascot, Trashy, issued starter kits to each child to show what could and couldn’t be recycled. After the competition ended, the 13,094 children had collected 5328 kg of waste in their neighbourhoods tidy.”

Next year, INEOS plans to develop Trash 4 Treats and take its popular mascot, Trashy, to more schools in South Africa.

IN 2019, INEOS DONATED A RECORD SUM OF £25.3 MILLION TO THE UK’S NEW DEFENCE AND MEDICAL REHABILITATION CENTRE FOR WOUNDED BRITISH SOLDIERS. THIS REPRESENTED THE COMPLETION OF THE FUNDRAISING CAMPAIGN FOR THE FACILITY, BEING BUILT TO REPLACE THE FORMER MINISTRY OF DEFENCE (MOD) REHABILITATION CENTRE AT HEADLEY COURT, SURREY.

The establishment of the new facility on the Stanford Hall estate in Nottinghamshire builds on the incredible work of the late Duke of Westminster who came up with the idea of a rehabilitation centre for injured servicemen and women, with the potential for also helping NHS patients. The DMRC is one of the world’s most advanced clinical rehabilitation centres – providing expert care and facilities for members of the British Armed Forces. The new building will serve wounded servicemen and women in rehabilitation following traumatic injuries sustained in action. It can also help civilians thanks to the first ever NHS specialist rehabilitation facility on the same site, and will function as training facility for specialists across the UK.

INEOS’s donation paid for the new prosthetics wing, to help those who have lost limbs get the very best treatment and support.

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Caroline Hughes, INEOS SA  
https://trashfortreats.com/
INEOS TAKES ITS RESPONSIBILITY AS A CORPORATE NEIGHBOUR SERIOUSLY, AND REGULARLY DONATES TO SUPPORT GOOD CAUSES IN THE COMMUNITIES AROUND ITS SITES AND OFFICES.

Last year it helped end a £2m funding campaign for a children’s emergency and trauma department at Southampton Hospital (near its Lyndhurst base) five months early, by donating the final £500,000 required to build the A&E centre.

Formerly, children have had to be treated in the adult A&E department, but the new children’s A&E, which will include a children’s emergency X-ray department and a short stay unit, was finished last year.

The money was raised through the Southampton Hospital Charity and The Murray Parish Trust, which was founded by actors Sarah Parish and James Murray who lost their daughter, Ella-Jayne, to a congenital heart defect in 2009.

Other notable contributors have been University Hospital Southampton’s NHS Foundation Trust and former chancellor George Osborne, who in 2016 agreed to match fund the money raised to build the facility.

Therefore when the School was needing to fundraise ambitiously in 2016 to secure its premises for the future, Jim stepped in to help – donating £25 million to ensure the use of its Regent’s Park building for the next 125 years.

Professor Sir Andrew Likierman, Dean at the London Business School, described the donation as ‘incredibly generous’.

“This will mean that future generations of students will have the benefit of studying in one of London’s most beautiful and historically important buildings,” he said.

As a thank you, the London Business School has named its main Nash terraced building “The Ratcliffe”.

SIR JIM RATCLIFFE OBTAINED HIS MBA FROM LONDON BUSINESS SCHOOL IN 1980, WHILE WORKING FOR EXXON CHEMICALS AS A CHEMICAL ENGINEER, AND HAS TURNED OUT TO BE ONE OF ITS MOST SUCCESSFUL ALUMNI.

LONDON BUSINESS SCHOOL

I OWE A LOT TO THE LONDON BUSINESS SCHOOL. IT IS ONE OF THE BEST BUSINESS INSTITUTIONS IN THE WORLD.

Jim Ratcliffe
INEOS Chairman
THE DAILY MILE

THE DAILY MILE IS A FREE INITIATIVE FOR PRIMARY SCHOOLS, WHEREBY ALL CHILDREN PARTICIPATE IN 15 MINUTES OF DAILY PHYSICAL ACTIVITY DURING CLASSROOM TIME, TO IMPROVE THEIR HEALTH AND WELLBEING. IT IS A SIMPLE SOCIAL ACTIVITY, WITH CHILDREN RUNNING OR JOGGING AT THEIR OWN PACE IN THE FRESH AIR WITH FRIENDS, BUT ITS BENEFITS ARE PROFOUND.

We believe that The Daily Mile is an incredibly effective keystone habit for all young children. Children in the modern world are more sedentary than ever, while consuming more calories than at any time in the past.

At primary school age, between 5-11, children are at their most impressionable, with minds like sponges and bodies in a highly responsive state of development. It is the ideal time to ingrain positive habits, and make them aware of the myriad positive benefits of exercising.

We believe that all children, no matter their background or circumstance, should have the right to do The Daily Mile as part of their early years education, and we fervently hope that they will take the exercise habit on through life.

In 2012, Elaine Wyllie was headteacher at St Ninians Primary School in Stirling, Scotland when she founded The Daily Mile. Concerned by the lack of fitness displayed by children at the school, her class was encouraged to run around their playing field for 15 minutes every day to improve their fitness, the results were remarkable, and The Daily Mile was born.

In 2015, after hearing about the initiative from colleagues at the Grangemouth site, situated just a few miles from Stirling, INEOS offered to help Elaine scale up her vision. In 2016, The Daily Mile Foundation was established.

Today, we know that over 2 million children at more than 11,000 schools in at least 78 countries are regularly running The Daily Mile, and the number continues to grow.

With INEOS’s support, the Foundation has established several international partnerships to assist with the roll-out and sustainability of The Daily Mile. These include relationships in England (London Marathon Events, Sport England and Places2Be), Scotland (the Scottish Government has committed to become the first ‘Daily Mile Nation’ with the support of Active Scotland), Wales (Welsh Government), the USA (The Sports Institute, University of Washington), Austria (Vienna City Marathon), Belgium, France, Germany and Spain (Golazo), Ireland (Athletics Ireland), Portugal (Portuguese Athletics Federation Spain), and the UAE (interact events).

Since February 2018, the Daily Mile Foundation has been supported in the UK by media partner, ITV, and has been promoted in cinema marketing campaigns for the 20th Century Fox Film ‘The Kid Who Would Be King’.

The Daily Mile has an impressive cadre of public ambassadors, including sub-2h marathon record holder Eliud Kipchoge, Sir Andy Murray, Sir Mo Farah, Lady Tanni Grey-Thompson and Paula Radcliffe MBE.

In March 2019, Elaine received an MBE for ‘services to the fitness of children’ from HRH Prince William, Duke of Cambridge, in a service at Buckingham Palace, to add to her 2015 Pride of Britain Teacher of the Year award.

The Daily Mile Foundation, with the support of INEOS, continues to strive towards integrating the initiative in all primary schools globally. In the wake of the Coronavirus pandemic, the Foundation has teamed up with public health experts to promote ‘The Daily Mile at Home’ campaign, encouraging parents to take their children outside to run for 15 minutes each day until schools reopen, with very positive engagement to date.

ALONGSIDE SUPPORTING THE GROWTH OF THE DAILY MILE, INEOS HAS ALSO SUPPORTED IMPERIAL COLLEGE LONDON TO BEGIN A 3-YEAR EXTENSIVE RESEARCH PROJECT EXPLORING THE IMPACT AND EFFICACY OF THE DAILY MILE. TO DATE, SEVERAL ACADEMIC PAPERS HAVE BEEN PUBLISHED TO BACK UP THE BENEFITS OF THE DAILY MILE INCLUDING:

UNIVERSITY OF BIRMINGHAM: concluded The Daily Mile could help address obesity, has an impact on BMI, and is a cost-effective solution (particularly for girls).

UNIVERSITIES OF STIRLING, EDINBURGH AND HIGHLANDS & ISLANDS: concluded The Daily Mile has an impressive cadre of public ambassadors, including sub-2h marathon record holder Eliud Kipchoge, Sir Andy Murray, Sir Mo Farah, Lady Tanni Grey-Thompson and Paula Radcliffe MBE.

UNIVERSITIES OF EDINBURGH AND HIGHLANDS & ISLANDS: concluded that The Daily Mile can increase children’s fitness (9%) has a positive impact on attitudes towards physical activity; and benefits children from both deprived and non-deprived backgrounds equally.

SWANSEA UNIVERSITY: concluded that The Daily Mile is beneficial for pupils’ cognition and wellbeing – reporting a 7% improvement in awareness, mood and verbal memory.

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A 3-YEAR EXTENSIVE RESEARCH PROJECT EXPLORING THE IMPACT AND EFFICACY OF THE DAILY MILE. TO DATE, SEVERAL ACADEMIC PAPERS HAVE BEEN PUBLISHED TO BACK UP THE BENEFITS OF THE DAILY MILE INCLUDING:

UNIVERSITY OF BIRMINGHAM: concluded that The Daily Mile could help address obesity, has an impact on BMI, and is a cost-effective solution (particularly for girls).

UNIVERSITIES OF STIRLING, EDINBURGH AND HIGHLANDS & ISLANDS: concluded that The Daily Mile has an impressive cadre of public ambassadors, including sub-2h marathon record holder Eliud Kipchoge, Sir Andy Murray, Sir Mo Farah, Lady Tanni Grey-Thompson and Paula Radcliffe MBE.

UNIVERSITIES OF EDINBURGH AND HIGHLANDS & ISLANDS: concluded that The Daily Mile can increase children’s fitness (9%) has a positive impact on attitudes towards physical activity; and benefits children from both deprived and non-deprived backgrounds equally.

SWANSEA UNIVERSITY: concluded that The Daily Mile is beneficial for pupils’ cognition and wellbeing – reporting a 7% improvement in awareness, mood and verbal memory.

https://thedailymile.co.uk
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To date, over 331,000 children have taken part in over 440 events near INEOS sites in 11 countries, including Belgium, France, Germany, India, Italy, Mexico, Norway, Singapore, Switzerland, UK and USA, supported by over 10,000 volunteers, many of whom are INEOS employees. It is due to expand next into Brazil, Denmark, Spain and Sweden.

In 2019, the first ‘Event in a Box’ DIY school-run events were piloted in 17 schools across the UK, and got 6,000 children running.

The GO Run For Fun Global Buddying programme also offers schools to pair up internationally and complete educational, fun activities together.

Alongside the event series, the GO Run For Fun programme offers primary schools an exciting pupil-led educational programme providing inspiring activities and resources to enhance children’s health and wellbeing. This currently runs across 15 counties in the UK, covering eight areas of the curriculum, and in 2020, this is being developed into a broader activity series in partnership with The Daily Mile Foundation.

GO Run For Fun receives tremendous support from an impressive team of international sporting ambassadors at its events, including Colin Jackson CBE, Beth Tweddle MBE and Eilish McColgan.

Focusing on its educational materials while the Covid-19 pandemic interrupts its event tour, the team have developed “Mission: Kids Fit For Life”, which helps children become Special Agents and learn about taking responsibility for their health and wellbeing.
EVER SINCE FIRST SPONSORING SIR BEN AINSLIE’S BRITISH AMERICA’S CUP TEAM IN 2018, INEOS HAS FUNDED THE 1851 TRUST. ENCOURAGING HEALTH AND WELLBEING AMONG YOUNG PEOPLE HAS BEEN A KEY FOCUS FOR INEOS FOR SEVERAL YEARS, SO THE OPPORTUNITY TO COMBINE THIS WITH AN EDUCATIONAL PROGRAMME OF SCIENCE, TECHNOLOGY, ENGINEERING AND MATHEMATICS (STEM) – ALL 50 CENTRAL TO ITS CORE BUSINESS – SEEMED THE PERFECT FIT.

The 1851 Trust is an education charity that uses the context of the America’s Cup, dubbed “the Formula 1 of sailing”, to bring STEM subjects to life. Alongside this, it provides sailing experiences for children who wouldn’t otherwise have the opportunity to get on the water, building personal skills and confidence alongside STEM understanding.

INEOS’s support for the 1851 Trust funds two programmes with INEOS TEAM UK’s challenge for the America’s Cup at their core: STEM Crew and Rebels Crew.

STEM Crew provides a range of STEM teaching resources targeted at 11–16 year olds. Established in 2014, it uses its link with the America’s Cup to inspire young people and open their eyes to their potential. Part of this is to emphasise that the success of the sailing team extends far beyond the 11-strong crew and involves over 120 people – each with unique abilities and disciplines.

“The America’s Cup is a real combination of technology and teamwork,” adds CEO Ben Cartledge. “It’s a coming together of different people from a lot of different backgrounds and skill sets, with the single aim of making the boat go as fast as possible.” STEM Crew reflects this and leaves children feeling confident and enthusiastic in their abilities, knowing that they could pursue a career as an athlete, designer, scientist or an engineer, he says. “We want to give them opportunity and ambition. It’s all about making the experience as real as possible and relevant to their day-to-day lives.”

Currently, over a third of secondary schools in the UK have one or more teachers using the assets, he says, and more than 3,000 teachers and 200,000 young people have benefited from the resources in 2020 alone. “Teachers use our resources for two reasons: the content really delivers and it excites and inspires their students,” says Cartledge. As the Covid-19 pandemic closed schools, engagement with the resources soared, and a new pupil portal was created to address the need for engaging at-home learning.

Following the success of the INEOS 1.59 Challenge in 2019, the 1851 Trust also developed a popular set of secondary school STEM resources, breaking down how the perfect performance conditions were created for Eliud Kipchoge’s historic marathon. It has also developed an engaging “Zero Days: Back to School” programme for secondary schools and students, using hygiene learnings from elite sport to help schools reopen safely following the pandemic.

Engagement with the STEM Crew resources has more than doubled in 2020, and it now has reach over 50 countries.

REBELS Crew, meanwhile, is a rather different initiative targeted specifically at 11–14-year-old students from disadvantaged backgrounds. It aims to remove barriers and help to dispel the myth that sailing is exclusive or unaffordable. Through their schools, participants join a 6–8 week sailing programme that not only gives them a taste of the sport but helps them develop vital life skills. The budding sailors are taught by a network of highly qualified instructors and inspired by short films from INEOS Team UK sailors.

“Rebels Crew is making a real difference,” says Cartledge. “We find that the behaviour and motivation at school improves not only for those who are directly taking part but the rest of the school feels the benefits as well.”

INEOS’s support has allowed the programme to expand far beyond the sailing team’s Portsmouth base to reach disadvantaged children across the UK, from areas including London, Liverpool, Manchester and Edinburgh. Before the Covid-19 pandemic paused activity, 3,000 pupils from 60 schools in some of the poorest communities in the UK were benefiting from the opportunity to learn to sail, and the 1851 Trust are very much looking forward to resuming the programme when feasible.

Alongside the generous ongoing support of INEOS, the Trust has secured the support of organisations such as the Department for Transport, Lloyds Register Foundation, and Fidelity Foundation to further develop its work inspiring young people with science and technology.
ALONGSIDE THE £1M INEOS COMMUNITY FUND ESTABLISHED IN RESPONSE TO THE COVID-19 PANDEMIC, INEOS’S INTERNATIONAL NETWORK OF SITES AND BUSINESS ARE EACH ENGAGED WITH SUPPORTING IMPORTANT CAUSES IN THE SURROUNDING COMMUNITIES IN WHICH THEY OPERATE.

Alongside offering annual charitable funds, many also support employees volunteering their hours and expertise to help local charities realise their objectives. Focusing on locally determined core themes including health, education and increasing access to grassroots sport, INEOS sites have given over £2.1m to local causes in the past three years.

INEOS LOCAL GIVING

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APPLYING FOR FUNDING

INEOS RECEIVES A LARGE VOLUME OF SPECULATIVE APPLICATIONS FOR FUNDING THROUGH THE YEAR AND WE AIM TO REVIEW THESE REGULARLY. PLEASE CONTACT YOUR LOCAL INEOS SITE TO MAKE A CHARITABLE APPLICATION.

Please note that applications for funding are unlikely to be successful unless they are local to our operations and/or fall into our core areas of charitable interest.

INEOS TENDS TO DONATE DIRECTLY TO CHARITIES DOING THE WORK IT MOST VALUES, RATHER THAN SUPPORTING ADVENTUROUS INDIVIDUAL FUNDRAISING FEATS – BUT SOMETIMES, IT CONSIDERS EXCEPTIONAL CASES.

One of these arose in early 2019, when remarkable pensioner Mavis Paterson got in touch about her plans to become the oldest woman to cycle the UK’s famous Land’s End (Cornwall) to John O’Groats (Scotland) cycle route – a challenging and often hilly 860 miles.

A spirited 81-year old Scotswoman who had started supporting Macmillan Cancer Support years earlier after losing her mother and sister to cancer, Mavis decided to continue fundraising for the organisation after tragically losing all three of her adult children within four years to accidents and unforeseen health complications.

She decided to focus her grief around an audacious sense of purpose, and set out to raise £20,000 for Macmillan’s work providing specialist health care, information and financial support to people affected by cancer.

As well as INEOS donating £10,000 to her cause, the newly acquired Team INEOS cycle team, representing some of the best riders in the world, got behind Mavis’ efforts, providing her motivational videos, gear for the ride, and amplifying her message to millions across the UK and beyond through its social media channels.

The journey was not without its challenges for Mavis, and the start delayed by health conditions of her own, but her determination drove her on. She finished the route triumphantly in 24 days covering 1,027 miles and succeeded in taking the title of oldest woman to cycle the distance.

She gained national publicity on radio and television news and breakfast shows, including BBC Breakfast and Good Morning Britain, and ended up raising over £80,000 for Macmillan.

Mavis Paterson’s ‘LEJOG’

MAVIS PATERSO’N’S ‘LEJOG’

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