

Our Dynamic Earth

Corporate Social Responsibility Report



Introduction:

Visited by 230,000 people in 2014, Our Dynamic Earth (ODE) is an award winning, 5* science centre situated in Edinburgh. It is operated by Dynamic Earth Charitable Trust (DECT) with the delivery of lifelong learning and public engagement in Earth and Environmental Science at its core.

Mission:

***“To consistently be the most fun place to play,
learn and work.”***

Our Dynamic Earth

A permanent visitor attraction which presents the story of the planet - how it was created; how it continues to evolve, the prospects for mankind and the effect of hazards both natural and manmade. The development and presentation of the story represents a unique combination of scientific and design talents. Behind a desire to entertain lies a serious and carefully calculated educational intent. Academic involvement from a broad spectrum of leading figures in the earth sciences has ensured both the accuracy and integrity of the presentation.

Dynamic Earth Enterprises Limited is a registered charity and a not for profit organisation. It is made up of three parts; 5 star awarded visitor attraction, HMIE inspected & curriculum linked Education service and Unique Venues of Edinburgh corporate events space. Across all three aspects of the business, responsible practices remain at the core of what we do.

These values can be broken down into the following categories:

Community:

Be a key part of our local community.

Respecting our visitors, our staff and our surroundings

Business:

Understanding our core ethos

Learning where to improve by listening to our customers and industry experts

Environment:

(Support) Help our planet

Encourage others to do the same

CSR At Our Dynamic Earth



Being the catalyst for the economic regeneration of the Holyrood area 15 years ago we have remained a vital part of our neighbourhood by actively helping and encouraging visitors from all walks of life to gain access to a unique experience whilst being able to discover more about Scotland's geological history.

Community

Commitments

Neighbourhood

Supporting good causes
Lend a helping hand

What We Do

- Continue to run the **Golden Ticket** scheme, enabling kids and seniors from deprived areas to access the attraction for free for a whole year
- Where budget allows, offer entry tickets as **raffle prizes** to local schools/clubs/charity fundraisers
- New for 2014/2015; offer a **Schools Golden Ticket**, available to 10 local schools who met the SIMD index to qualify. Allowing up to 30 kids and 3 adults a free visit, including access to our Education facilities.
- Through funding from the Heritage Lottery Fund (HLF) we have been able to attend regional Science Festivals across Scotland offering **outreach education** to share the countries fascinating Geological Heritage
- Using Government funding we have been able to run a free **Adult Learning Programme**, with focus on "hard to reach" adults aged 16+ yrs. This programme included customised workshops and tours of the attraction
- Thanks to private funding, we have been able to take our exciting kids club on the road, **Dino's Outreach** offered free workshops to after school clubs in the Edinburgh & Lothian's region
- We also offer throughout the year, various **community learning** on a request basis. This includes stalls at local Family Days and charity group AGM's.
- We play an active role in the CHI group (**Canongate & Holyrood Initiative**) which was formed to actively encourage visitors to the area to try all of the neighbouring attractions
- Via Government funding, be able to offer a **Transport Subsidy** to qualifying Scottish schools, helping schools to visit from deprived and geographically distant areas.

Staff

Training & development

- Continue to be a proud **Investors In People** organisation.
- Offer unique **staff training** experiences including First Aid, SVQ, H&S, specialist equipment and other ideals to help towards staff duties
- Create a welcoming, safe and inclusive working environment

International

Fair Trade

- Continue our use of Fair Trade products both in staff areas, our Gift Shop and Cafe

CSR At Our Dynamic Earth



Based in a unique building and located at the foot of an extinct volcano, Our Dynamic Earth has life long learning at it's very core. Each section of the business strives to excel in both presentation and customer satisfaction by meeting a high set of company and industry standards as well as gaining vital feedback from all customers.

Business

Commitments

Company Ethos

On brand &

On message

What We Do

- The delivery of **lifelong learning** and public engagement in Earth and Environmental Science
- Maintaining our longstanding **5 Star quality award** from VisitScotland for the Dynamic Earth visitor attraction
- Use up to date information in **family friendly** ways to help continued understanding of our planet
- To deliver an **exceptional & consistent** product across all three aspects of our business

Visitor feedback

Collecting and analysing

- Continue to collect **customer feedback** from across all three aspects of the business
- Deliver customer feedback reports accessible to all staff so praise and criticism is understood & **shared by all**
- Use feedback comments to help with future attraction **development plans and marketing campaigns**
- **Respond** where appropriate to feedback comments
- Review feedback results on a monthly, yearly and three yearly basis to gauge progress and **observe trends**

CSR At Our Dynamic Earth



We have been members of the Green Tourism Business Scheme (GTBS) since 2011 and are proud holders of GOLD award. The aim of the GTBS is to help and encourage businesses to be more environmentally aware by offering advice in recycling, energy efficiency and responsible trading.

Environment

Commitments

Reduce our landfill waste

Reduce recyclable waste
Going to landfill

What We Do

- Encourage all staff and visitors to use our full range of recycle bins available in all relevant areas of the building (including car park and café areas)
- Educate staff and visitors on correct waste streams, enabling us to help maintain Scotland's goals of high quality, pure material streams
- Work with our waste collection company (Changeworks Recycling) to keep up to date on new recycling collection options
- Investigate alternatives to non-recyclable materials within our purchasing
- Sell products made from recycled materials in our Gift Shop to help recycling practices
- Prevent general waste where possible

Encourage suppliers to use
reusable packaging

- Investigate supplier practices by receiving their green policies and CSR reports
- Explain our environmental goals and work with companies to offer green options on their packaging

Waste management

- Work towards reducing the carbon impact of our landfill waste in compliance with Scottish Government targets
- Use reports from Changeworks to monitor our progress on landfill waste reduction
- Comply with the Waste (Scotland) Regulations to control our waste streams

Reduce our carbon output

Be as energy efficient
As possible

- Reduce office carbon footprint by improving on general housekeeping
- Replace electrical items with energy efficient models after current life cycle
- Work towards reducing the carbon impact of our landfill waste in compliance with Scottish Government targets

