

# CSR Programme of the Year

## WINNER

# FRESHFIELDS BRUCKHAUS DERINGER

James Daffurn

*Commitment to making the Olympics a success*

As official legal services provider to the London 2012 Olympic Games, Freshfields Bruckhaus Deringer used its status to implement a number of key CSR projects. These included working with Sport England to examine the approach to commercial sponsorship for smaller sports clubs in the UK and Fields in Trust, the charity which safeguards outdoor spaces through its 2012 Queen Elizabeth II Fields Challenge.

In the post-Games environment, the firm also contributed over 3,500 hours by roughly 560 of the firm's staff to support communities in the host boroughs. This meant Freshfields' helped with the regeneration of the neglected Cody Dock site in Canning Town as part of Groundwork London's 'Transform' project. Staff also helped to create an app, called 'East London Buzzstops', which provides an insider's guide to East London in a bid to attract visitors to the area and maximise benefits to the community.

As part of its Games programme, Freshfields also worked in partnership with Business in the Community and a number of other Olympic sponsors to develop the arc programme, which provides support to social enterprises in East London.



(L-R) Philippa Piper and James Daffurn of Freshfields with Michael Green of The International Bar Association

## HIGHLY COMMENDED

### CMS

Dick Tyler

CMS launched its 50 Hours campaign, which was designed to encourage all partners and employees to devote 50 hours to CSR schemes. As a result of the initiative, the firm increased its overall CSR hours by 61% to 17,844 in 2011-12 from 9,976 hours in 2010-11.

### GORDONS

Barbara Rollin

To considerable media and political acclaim, Gordons put its novel Apprenticeship Programme into action in 2012, enabling a number of 18-year-old school leavers from under-privileged backgrounds a chance to enter the legal profession.

### HERBERT SMITH FREEHILLS

Gavin Davies

Herbert Smith Freehills launched a partnership agreement with the government of Sierra Leone in late 2011 and during its first year, the firm provided

over 30 partners, associates and trainees to assist the government across a wide range of matters.

### HOGAN LOVELLS

Richard Welfare

Acting as sole legal adviser to the British Paralympic Association, Hogan Lovells this year alone reviewed BPA's governance structure, supported the BPA in the run-up to the hugely successful London 2012 Paralympic Games, negotiated the lease on the BPA's current office and advised on a number of commercial deals for the organisation on a pro bono basis.

### REED SMITH

Michael Skrein

Since a devastating earthquake hit Haiti in January 2010, Reed Smith has dedicated over 160 lawyers and almost 5,500 pro bono hours to provide survivors with legal help valued at £1.6m. Staff have also donated a further \$75,000 to non-profit organisations involved in recovery work in Haiti, with the firm matching this figure.

### THOMAS EGGAR

Patricia Coia

Working closely with The Prince's Trust, Thomas Eggar has raised over £42,000 for the organisation through a number of programmes, including offering ten young people job placements and hosting networking events to raise funds.

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