

Our ambition: To put the heart into everyone's journey



Better for People



Better for Places



Better for Planet

## Responsible Business Priorities



Enable and **promote fair and equal career opportunities**



Provide connections that creates **value and prosperity for the communities we serve**



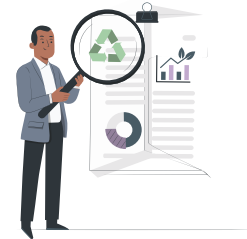
**Reduce emissions and pioneer technology that minimises our environmental impact**



**Foster a culture of equality that champions diversity and inclusion**



**Source responsibly, with care and respect for individuals, businesses, communities, and the planet**



**Conserve resources, reduce waste and increase reuse where possible**



**Make rail accessible to all**



**Support organisations through direct funding and charitable partnerships**



**Promote rail travel as a sustainable mode of transport for the long-term**