

Nationwide Building Society reports on year three of citizenship strategy

Nationwide Building Society is three years into its five-year citizenship strategy and strong progress has been made against the targets it set.

Nationwide Building Society is a mutual, which means it's owned by, and run, for the benefit of its members. As the world's largest building society, with over 160 years' experience meeting members' needs, it is unique.

In 2012, Nationwide launched Living on your side, a five-year citizenship strategy which brings to life its brand promise to be on the side of its members. With it came the aspiration to take citizenship to a new level and in doing so make a lasting difference to UK society. Three years into the strategy, Nationwide has published its progress in its Citizenship Report 2015.

Report highlights for 2014/15:

- Your Home: Nationwide's goal is to help 750,000 people into a home of their own by 2017. This year, 179,000 were helped, taking the three-year total to 547,000
- Your Money: the Society aims to empower one million people to start saving by 2017. This year they helped 259,000 people to start saving, taking the three-year total to 632,000
- Your Community: Nationwide's goal is to invest and unlock £15m into local communities by 2017, as directed by its members and employees. This year it achieved £4.5m, taking the three-year total to £11m
- Your Society: the mutual society launched a woodlands creation programme, diverted 100% of waste from landfill, reduced its carbon footprint by 11% and water usage by 25% (both compared with 2011) and became a principal partner of the Living Wage Foundation.

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