...it’s never been more important
We inspire, engage, support and challenge companies on responsible business to continually improve their positive impact on society.

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The value of corporate governance:
The positive return of responsible business,
BITC/MORI, 2008

*Supported by Legal & General*
All aspects of responsible business are important. Some become even more so in times of difficulty and uncertainty such as upskilling the talents of your people and future employees to compete in the globalised economy, reducing your carbon footprint and taking up the new opportunities for innovation presented by climate change.

Membership of Business in the Community is an active commitment. Our members recognise the relationship between their company’s values and responsible business practice and the role this plays in creating wealth, building trust and addressing social need.

Business in the Community’s robust, relevant and integrated approach to responsible business provides a clear framework to address new challenges and improve business performance.

**Committed to action:**

- Inspiring our members to share and learn by providing effective and prestigious platforms, awards and endorsements to communicate their company’s commitment to responsible business which inspires others to do likewise.

- Engaging our members to work together to achieve the maximum impact on social issues in our most deprived communities.

- Supporting our members to drive change in the board room and translate policy into action with practitioners across the company.

- Challenging our members to integrate responsible business across the four key impact areas of environment, marketplace, workplace and community to improve business performance.
We work across four impact areas, workplace, marketplace, environment and community, with business leadership sitting at the heart of our approach.

In the Workplace
We support and engage our members to speed up the introduction of responsible inclusive employment practices, delivering benefit to both business and society, and meeting the UK’s talent challenge. Our activities are tailored to help employees:
- Tap into the talent of a diverse society.
- Create flexible working opportunities.
- Ensure the health and wellbeing of employees.
- Develop people’s skills and talents.

In the Marketplace
We support and engage our members in how a company innovates, sources and markets their products and services to ensure they generate revenue with integrity.

We support our members by helping to:
- Collaborate with other companies in the Marketplace Principles network.
- Build relationships with customers, including those that are vulnerable or excluded, based on trust and integrity.
- Generate competitive advantage and positive change through responsible marketing.
- Innovate new products and services to address social or environmental issues, or to serve new markets.
- Manage the social, environmental and economic risks in the supply chain and realise opportunities by treating suppliers fairly and with respect.
- Work constructively with legislators and regulators to help ensure business success whilst serving the public interest.
In the Environment

We support and engage our members to reduce their carbon emissions.

Through the Prince’s May Day Network these businesses take action on climate change by pledging to:

- Calculate their carbon footprint.
- Report their carbon footprint publicly or to Business in the Community.
- Set and take action on an emissions reduction target.
- Encourage employees to reduce their carbon footprint at home and at work.
- Mobilise customers to take action on reducing carbon emissions.
- Work in partnership with suppliers to reduce emissions in the supply chain.

In the Community

We offer leadership on robust and relevant programmes that involve sharing time, skills and resources that positively impact on a company’s bottom line as well as society.

Our members work collaboratively to address key social issues and the needs of their local communities:

- Education – Building effective partnerships between schools and businesses to help young people make the most of their talents and achieve their potential.
- Employability – Working with those who are homeless or at risk of homelessness, and other socially excluded groups, who require skills and opportunity to gain and sustain employment.
- Economic renewal – Maximising the value of investment, enterprise and employment opportunities for local communities to increase social equity and cohesion.
A dedicated account manager brings advice, shape and focus to membership and access to:

**Knowledge and expertise**

- Over 26 years experience of engaging business leaders by personally inspiring and shaping their individual action on responsible business.
- An induction identifying key issues and opportunities providing a broad overview on responsible business focused on areas most relevant to your business.
- A range of products, frameworks and research - developed with members - proven to improve the impact companies have on their workplace, marketplace, environment and community.
- In-depth understanding of global markets and local communities through CSR360 Global Partner Network and ENGAGE convened by Business in the Community.

**Networks, reach and platforms**

- Access to 850 like-minded companies and a range of regional, national and international networks for all levels of management - developing, learning and sharing ideas and best practice across all issues and sectors.
- Unparalleled leadership opportunities to reach key audiences, profile company practice, share learning and experience and gain external recognition through our annual Awards for Excellence.
- Twelve regional teams providing a range of brokerage services across the UK with knowledge, experience and local networks.
- Briefings and analysis on emerging public affairs issues and legislation to ensure the views of UK responsible business are heard by government and policy makers. We also support the All Party Parliamentary Group on Corporate Responsibility.
Benchmarking and reporting

- An invitation to participate in the Corporate Responsibility (CR) Index, which includes a review meeting, confidential feedback and publication of results (Level 1 & 2 members only).
- The diagnostic tool CREATE which is used privately for companies who want to develop an action plan to drive responsible business practices.

Inspiring leaders*

- Boardroom presentations to engage senior business leaders on responsible business.
- The Prince’s Seeing is Believing invites senior business leaders to see for themselves the positive impact their organisation can have on key social issues, in some of the UK’s most deprived inner city and rural areas.

Integrating responsible business practice*

- One day ‘Introduction to Responsible Business’.
- Confidential benchmarking – bespoke gap analysis and peer comparisons to companies not ready to participate in the public CR Index. We also offer additional support and engagement within the company when undertaking a private benchmark.
- Bespoke advisory services covering: benchmarking, programme development, gap analysis and sector comparison, advice on compiling corporate responsibility and sustainability reports.
- Peer Learning groups – focusing on integrating responsible business practice.

* These are additional services and are costed separately
Unwaveringly values driven...
We work with integrity to inspire companies by sharing our knowledge and experience as well as developing innovative and challenging ways to be a catalyst for change. By supporting and challenging companies to integrate responsible business through their operations, they can have a positive impact on society.

14.7m 100
Together Business in the Community members employ 14.7 million people in over 200 countries worldwide.
We lead a global partners network of 100 organisations operating in over 60 countries.
Business-led...

- An independent, business-led membership charity with a purpose ‘to create a public benefit’ by inspiring companies to continually improve the impact they have on society.
- An inclusive membership creating a unique platform for dialogue, collaboration and sharing best practice.
- Over 850 member companies making us the UK’s largest network focused on responsible business practice.
- A unique catalyst for collaborative action to tackle some of the most critical social and environmental issues of today.
- Over 26 years’ experience of working with our members and the wider business community to develop practical and sustainable solutions to manage and embed responsible business.
- Over 200 business leaders from companies at the leading edge of social and environmental responsible business practice drive our strategy.
- Conveners of a global network of 100 plus partner organisations sharing worldwide knowledge of how to translate policy into practice.

Our premier members:

- Drive responsible business practice beyond managing risk and recognise its role in driving new product and service innovation, as well as access to new markets.
- Build businesses that balance short-term needs, long-term value creation and the continued demands of a fast changing society and business environment.
- Take an active role within Business in the Community helping set the future direction of responsible business through Leadership Teams across all our impact areas and regions, as well as supporting specific initiatives.
- Measure their progress on responsible business through recognised indices.
Business in the Community

"Over the last 26 years, we have learned that what matters most is that responsible business practice builds competitive businesses and cohesive and sustainable societies. So we need to learn from your different experiences and we also need innovation: we need a new determination to raise the game."

HRH The Prince of Wales
President, Business in the Community

The Board

Chairman
Sir Stuart Rose
Chairman, Marks and Spencer Group plc
Ann Beynon OBE
Director Wales, BT Group
Chairman, Wales Advisory Board
Peter Cummings
Chief Executive, Corporate, HBOS plc
Amelia Fawcett CBE
Chairman, Pensions First
Chairman, Workplace impact area
Philip Green
Chief Executive, United Utilities Plc
Chairman, Environment impact area
Christine Hodgson
Chief Financial Officer, Capgemini UK Plc
Member, Finance & Risk Committee
Phil Hodkinson
Non-Executive Director, BT Group
Chairman, ‘Support & Challenge’ membership commitment
Chris Hyman
Chief Executive, Serco Group plc
Chairman, The Prince’s Seeing is Believing programme
John Kelly
Chairman, Gala Coral Group
Chairman, Community impact area
Mike Kelly
Chairman, Corporate Responsibility Group
UK Head of CSR, KPMG
Ben Kernighan
Deputy Chief Executive, NCVO
Richard Lambert
Director General, CBI
Carolyn McCall
Chief Executive, Guardian Media Group
Chairman, Opportunity Now
John Neill CBE
Chief Executive, Unipart Group of Companies Ltd
Chairman, Audit Committee
Michael Ryan CBE
Vice President & General Manager, Bombardier Aerospace, Belfast
Chairman, Northern Ireland Advisory Board
Ian Smith
Managing Partner, AndersonBick Consultants LLP
(formerly of Oracle Corporation UK)
Chairman, South East Leadership Team
Cilla Snowball
Chairman and CE, AMV Group
Chairman, ‘Inspire’ membership commitment
John Spence OBE
Director, HMRC
Chairman, Finance & Risk Committee
Todd Stitzer
Chief Executive, Cadbury plc
Chairman, Marketplace impact area
Francesco Vanni d’Archirafi
Chairman, Citibank Europe plc
Chairman, Engage
Michael Wareing
Chief Executive, KPMG International
Chairman, Global Partner Network
Robert Wigley
Chairman, Europe, Middle East & Africa, Merrill Lynch International
Chairman, Education Leadership Team
John Williams
Chairman, Tomorrow’s Company
Charity Commissioner
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www.bitc.org.uk
Our website provides access to knowledge and information on all aspects of responsible business: thought-leading commentary, campaign updates, research, issue briefings, a monthly members’ e-newsletter, a vast library of over 1,000 case studies and a daily media digest of news.

Want to know more or find out about membership?
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Mobilising business for good
...it’s never been more important

Our website provides access to knowledge and information on all aspects of responsible business: thought-leading commentary, campaign updates, research, issue briefings, a monthly members’ newsletter and a daily business thought-leadership commentary.

Want to know more or find out about membership? Please call (0)20 7566 8650 or go to www.bitc.org.uk