

Corporate Responsibility and Citizenship

1) What are we talking about?

- A dynamic movement
- A continuous learning process
- Values and attitudes that support S.D.
- Many different perceptions

Avoid: definitions, prescription and over simplification

Promote: ability to adapt to circumstances

2) Where are we going?

➤ Close the credibility gap

- Provide a platform for discussion
- Explore differing perceptions
- Understand where business should go

➤ Raise the game

- Templates of responsible action
- Map out the full picture
- Catalyse more engagement
- Isolate free riders

3) How do we get there?

➤ Engage Partnerships

- Tell the story
- Work on concept of "fit for partnership"

➤ Active transparency

- Take a positive stance
 - Improve reporting
 - Explore all channels to promote accountability

➤ Pursue dialogue

- Better understand all expectations
- Shape the prep.process
- Mobilise the media
- Demonstrate CSR in action

Timing: Start Now

Resources: Companies/partners
BASD - clearing house