

**Business** in  
the

**Community**

**OECD**

**Cacares, March 2007**

**The Role of Responsible Business Behaviour**

**Graham Russell**

Business in the

Community

# Business in the Community

- The largest business membership organisation promoting responsible business (CSR) globally
- Represents over 750 member companies, including 75% of the FTSE 100.
- Lead player in a global partnership network of similar organisations - currently over 60 national partners.
- Advises UK Government departments with CSR initiatives.
- Rural Action programme developed since 2001, specifically to engage business with rural issues.



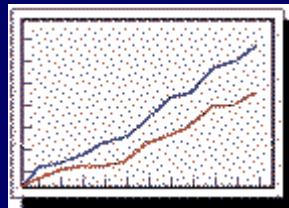
## Focus of presentation

- **The potential of responsible marketplace behaviour to generate positive results for business and the wider community.**
- **Develop the notion of underserved markets rather than deficit investment models**
- **Give some company case studies which illustrate win-win results.**



## The Business Win for responsible behaviour

**It's been shown that companies who put responsible business at their core innovate and develop new products and services, access new markets, recruit a more diverse and talented workforce and are better placed to minimise risk.**



## The view of Business Leaders

**Business leaders who recognise the importance of responsible business understand that a value based company that operates with integrity doesn't inhibit growth, or the creation of wealth and prosperity, but underpins it.**

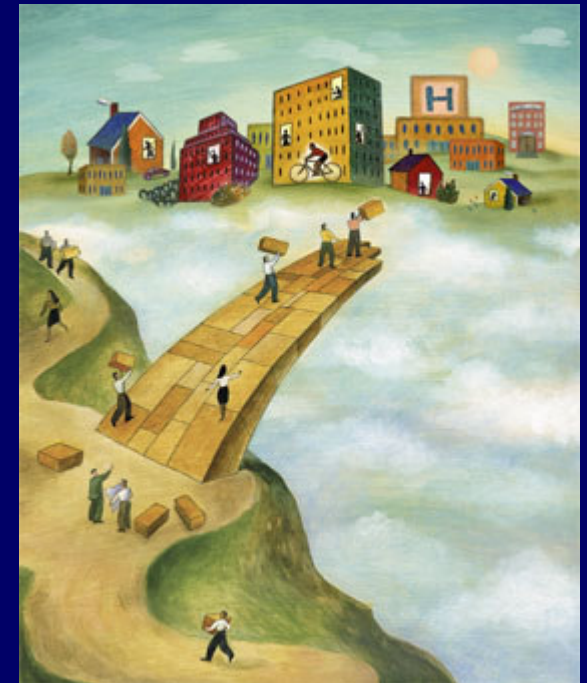
## **Marketplace behaviour by companies – generating wider value in the community**

- **Respect your customers**
- **Support vulnerable customers**
- **Seek potential customers within excluded groups**
- **Manage the impact of product or service**
- **Actively discourage product misuse**
- **Actively manage responsibility in your supply chain**
- **Treat suppliers as partners**
- **Work with the rule makers**
- **Have consistent standards**



# Developing an underserved market

- **How** it is considering locating in deprived areas
- **How** it will increase local employment and training
- **How** it will support local business development
- **How** it will contribute to increased economic activity
- **How** it will support, through partnership, local issues



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# Case Studies

**BT**



**3M**



**Happy**



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**Responsible business behaviour = competitive  
business = positive impact in the community**

## **Conclusions**

- **Providing access to technology and related training can effectively drive demand and create a market.**
- **Responsible approaches to development partnerships can help build brand recognition, generate goodwill value and competitive advantage.**
- **Community investment can transform digital exclusion into economic inclusion – a great formula.**

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