

**BUSINESS
IN THE
COMMUNITY**



**THE PRINCE'S
RESPONSIBLE
BUSINESS NETWORK**

RESPONSIBLE BUSINESS WEEK,

In partnership with Anglian Water, Responsible Business of the Year 2017

23-27 April 2018



love
every
drop.
anglianwater

Every Business Can Make A Difference, Place By Place

www.bitc.org.uk/rbweek #RBWeek

WHAT IS RESPONSIBLE BUSINESS WEEK?

Responsible Business Week (23-27 April) is an annual awareness campaign which celebrates the brighter side of business by sharing great responsible business success stories.

We believe there is an important story to be told. Behind every organisation are real people, making a difference, improving society and changing lives, 365 days a year. Every organisation has the opportunity and responsibility to make a difference, sector by sector, place by place to improve society, change lives and shape a positive future.

This Responsible Business Week, we are calling on you to champion the work you are leading to drive positive social, environmental and economic change in communities across the UK. We ask you to use Responsible Business Week to raise awareness inspire your audiences with real stories that illustrate what being a responsible business means.

So, if your organisation that has done something that you are proud of, such as helping young people develop skills for the future, stimulating your local economy, supporting small business or using natural resources more efficiently, then **GET INVOLVED TODAY!**

Talk to your communications team to showcase your work during Responsible Business Week 2018 and join the conversation in the media and with your staff, customers and suppliers and communities in which you operate.

Together The Prince's Responsible Business Network can raise the profile of the year round contribution of business in society and in turn inspire more businesses to join the movement for change. In this way, we will build the momentum to address the most pressing social and environmental issues facing today's society.

WHAT'S ON FROM BITC?

To see full details or to register attendance go to www.bitc.org.uk/rbweek



MONDAY 23 APRIL – Leadership in Responsible Business

We kick off with a **C-Suite Champions' Breakfast** to explore how leading companies are implementing the priorities of responsible business in a digital age. Day one will close with our **Recognition Reception** and the announcement of those organisations which have succeeded in reaching our **2018 Responsible Business Longlist**. During the reception, we will explore, share and celebrate these organisations' leading stories from across the responsible business agenda.



TUESDAY 24 APRIL – Spotlight on Communities

Day two has a community focus beginning with **Connectors Together** exploring the sustainable relationships between businesses and the communities in which they operate. We move onto see the Business Emergency Resilience Group (BERG) launch **Would you be Ready?** and our Education Leadership Team share the **Whole School, Whole Person, Whole Community** strategy through an event exploring the cognitive skills young people need to succeed in life and work and we conclude with our **Scottish Parliamentary Reception**.



WEDNESDAY 25 APRIL – Spotlight on Workplaces

Join our social media conversation to explore equality in the workplace. We will publish **The Times Top 50 Employers for Women #TimesTop50** and call on UK employees to take part in our ground-breaking research **#EqualLives** to help us understand the relationship between men's involvement in caring responsibilities and women's progression in the labour market. We will also highlight good practice in race equality and call on employees to share their experience through **#RaceatWork**. Wednesday's event programme includes the **Wales Peer Learning Forum** and our **Introduction to Responsible Business** training module.



THURSDAY 26 APRIL – Spotlight on Environmental Sustainability

Join us for **Smart Growth Manchester** to create a low carbon, environmentally sustainable city.



FRIDAY 27 APRIL – Place by Place round up

We round up the week with a spotlight on the positive impacts achieved when taking a holistic approach to responsible business in a place. The programme of **Community Conversations** and **Peer Learning Forums** which have been happening during the week across the UK continues. The announcement of the **Green Hotelier Awards** takes us from local to global.

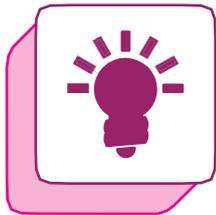
HOW YOU CAN GET INVOLVED



TELL YOUR STORY

Has your business done something you are proud of?

Use Responsible Business Week to share your story. By talking about your business, its values and how they add purpose to your operation, you can extend the reach of your communications and build trust in your brand.



STOP THE PRESS

Responsible Business Week is a great reason to talk to your media contacts about the difference your business is making in the places that matter to you – so consider aligning your planned media activities and announcements with the campaign.



ENGAGE YOUR EMPLOYEES

Employees are your greatest asset – use RBWeek to thank them and the role they play in making your business a force for good. Consider celebrating their achievements or an existing partnership, or use the week to inspire your people to generate new ideas for responsible business. The possibilities are endless.

GET SOCIAL #RBWeek

Be part of the buzz this year and consider how you can use Twitter, Instagram and all your other social media channels to engage in conversations about the positive impact of your business. Use our template infographics and social cards

LEARN

The week is a rich source of discovery for fresh ideas and practical insight you can take back to your business. There is a wealth of free events showcasing how businesses have tackled environmental or social issues. Visit www.bitc.org.uk/rbweek for the full picture of events you can attend.

BE AN AMBASSADOR

If you are a Business in the Community member, be an ambassador for the movement by showcasing your member planter publicly to shine a light on your responsible business activities.

GET GOING ON YOUR OWN PLANS FOR #RBWeek

We have produced a suite of customisable materials to help you use Responsible Business Week to tell your story to the people that matter to your business, on issues that are material to you, and in places that need your support.

Visit www.bitc.org.uk/media-centre/RBWeekstorysharingmaterials for template press releases, posters, twitter graphics and more, to help you reach your audiences this Responsible Business Week.

CONTACT

Get in touch for more information, ideas or to tell us what you are doing in the week so we can share your activity through BITC channels.

Contact Alice Carney, Marketing Partnerships Manager,
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Business in the Community

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