

**BUSINESS
IN THE
COMMUNITY**

The Prince's
Responsible
Business Network




A SNAPSHOT OF THE YEAR AHEAD

2021: INSPIRING BUSINESS ACTION

JULY – DECEMBER 2021

**An integrated calendar to inspire members and companies to
take action and build back responsibly**

2021: INSPIRING BUSINESS ACTION

	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
	WE GROW THE RESPONSIBLE BUSINESS MOVEMENT AND COLLECTIVELY CREATE A GREATER IMPACT by focusing on					
BITC flagship activity				Race at Work 2021 scorecard report and event Launch of Skills Exchange (People)	COP26 comms The Times Top 50 Employers for Women	RB Live 2021 Launch of Making Work Work
Key supporting/ internal activity	Direct mail to member contacts, RLBs, LTs, BITC Advisory Board, Board of Trustees, Advisory clients in membership to prepare them for the launch of MyBITC	Mallings to launch MyBITC members area, home page and events management system - Blackthorn	Launch of member digest email Roll out of new core messaging			
Monthly theme	What if tackling the climate crisis was everyone's business?	What if no-one was left behind?	What if work was good for you?	Developing a skilled and inclusive workforce	Innovating to sustain and regenerate the planet	Growing the movement
External factors/ National dates	World Population Day World Youth Skills Day Earth Overshoot Day	International Youth Day International Day for the Remembrance of the Slave Trade and Its Abolition	International Equal Pay Day World Suicide Prevention Day Happiness at Work Week United Nations General Assembly Week	Black History Month World Mental Health Day	COP26	
Themed content	Briefings from Climate action c-suite roundtables x3 (CFOs, CPOs, CEOs) Factsheet: Nature stewardship Climate factsheet series – re-promote: COP26; Task force on climate-related financial disclosures; Race to zero; Inclusive green economy Toolkit: Nature-based solutions for the climate emergency; guide for local authorities (produced by UKGBC) Joint blog with CDP (global disclosure system): the power of procurement to tackle supply chain emissions Social media: content on how businesses can take action on the climate crisis Guidance for RMs to support BITC's goal for 80% of our members to commit to creating climate action plans	Factsheet: Top tips on inclusive recruitment for CHROs Toolkit: Reducing reoffending through employment guide Factsheet: How businesses can support survivors of modern slavery Report: Businesses enhancing the curriculum Case study series: Businesses enhancing the curriculum Case study: Capita on Essential skills	Case studies: McKinsey and PWC Factsheet: linking to the What if your job was good for you? on key lessons and insights from August round tables with regions and nations Video: Leadership team member on how they are going to implement the two calls to action Video/ Blog: Reflections on the release of the What if your job was good for you? report Report on job design Blog on equal pay Blog on accessible recruitment for young black men UNGA week comms: Build Back Responsibly report - one year on reflections, Global Goals content	Report: Race at Work 2021 scorecard report Case studies, regional factsheets - all key outputs from the Race at Work 2021 scorecard report Blog: to coincide with the Black History Month and release of the Race at Work 2021 scorecard report	Climate-positive business action principles Toolkit: Climate-positive business action Videos from business leaders, young people, diverse communities talking about their thoughts on business climate action Short documentary with Sky Zero young reporters (TBC)	RB Live 2021 PR launch of Making Work Work Teaser film This Much We Know Announcement of Anniversary series of Seeing is Believing 
Additional content	Report: What if work was good for you? ongoing engagement (published on 30 June) Bupa Mental Health at Work series of videos		Toolkit: Carbon Offsetting Cross-Organisational Mentoring Circles Impact Stories (8th Cohort)	Closing Ceremony of Cross-Organisational Mentoring Circles (8th Cohort) Promotion of the launch of The Times Top 50 Employers for Women 2022 cycle Comms on Brent project final output	Report: Improving employment for black men Practical tips on communicating with investors about responsible investment	
Membership offer	Promotional Climate Advisory services Promotion of the RB Tracker as key tool to support climate ambitions Launch of Membership focused blog series	New BITC website home page, with space for 3 case studies and a testimonial Driving core membership proposition on social media 2nd edition of Membership Blog series Promotion of relevant Advisory services	Service front page with 3 stories and updated testimonial 3rd edition of Membership Blog series Driving core membership proposition on social media; support Membership colleagues to gain profile on social platforms New recognition process for RB Tracker participants (Sept/Oct)	Service front page with 3 stories and updated testimonial 4th edition of Membership Blog series Driving core membership proposition on social media Use profile of Race at Work 2021 scorecard report to drive Acquisition Profile Race Advisory services and value of RB Tracker	Service front page with 3 stories and updated testimonial 5th edition of Membership Blog series Driving core membership proposition on social media Use profile of COP26 to drive Acquisition alongside Regional Boards	Service front page with 3 stories and updated testimonial 6th edition of Membership Blog series Driving core membership proposition on Social Media Align announcement of 40th Anniversary with Acquisition Marketing
Community response and recovery	NBRN quarterly stories summary report Post event report - Ditching the digital divide	Life Skills - 6 months report blog post - key figures, feedback from participants, what's coming up Safer Wales article and profile	Build up to Skills Exchange (People) launch - initial thought leadership Initial report on Place work - Blackpool Initial launch - Natwest project, in conjunction with Natwest.	Launch of Skills Exchange and Coaching Programme - marketing material, press release, social, impact stories from pilot project, funder profiles		
Events	CLICK HERE FOR July events	CLICK HERE FOR August events	CLICK HERE FOR September events	CLICK HERE FOR October events	CLICK HERE FOR November events	CLICK HERE FOR December events

For more information about all content and resources available to members and non-members please see the detailed monthly content planner