



The Prince's
Responsible
Business Network



The Responsible Business Tracker®: A mark of continuous improvement



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Responsible
Business Tracker®
2021

With 40 years of experience of driving responsible business in the UK, we know how important it is that members of Business in the Community are able to demonstrate their commitment to continuous improvement.

Developed following consultation with participants, the new **Responsible Business Tracker® Mark** enables you to showcase your credentials, gain valuable recognition, and engage with the growing network of businesses that have used the Tracker as a key tool to understand their progress and priorities.

Having completed the **Responsible Business Tracker®**, this short guide is designed to support you to show your networks of stakeholders, suppliers, customers and colleagues, that you are taking responsible business seriously.

Within this guide, you can find information covering:

- How to use your **Responsible Business Tracker® Mark**
- Ideas on where to use your **Responsible Business Tracker® Mark**
- Suggestions to help use the **Responsible Business Tracker® Mark** on social media
- Information on how BITC will use the **Responsible Business Tracker® Mark**

There is also a page on the BITC website where you can find and download all the files you need to use your **Responsible Business Tracker® Mark** -

<https://www.bitc.org.uk/your-responsible-business-tracker-mark/>



Royal Founding Patron: HRH The Prince of Wales
Chairman: Gavin Patterson
Chief Executive: Amanda Mackenzie OBE

Business in the Community is a registered charity in England and Wales (297716) and Scotland (SC046226). Company limited by guarantee No. 1619253.

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How to use your Responsible Business Tracker® Mark

There are 2019 and 2021 versions of the Mark. You can download all logo files using the following links: - [Main logos](#); - [Simple logos](#)

Main logo lock up - primary use:



Main logo lock up - secondary use:



Simple version -

only use when it is not possible to use either of the main logos



Asset availability:

All logos are available in .eps, .pdf & .jpg formats

Versions are also available for 2019 and will be made available for future years in due course

Where to use your Responsible Business Tracker® Mark

Where and how you use your Mark is up to you.

Following valuable input from participants, the Mark has been intentionally designed to be user-friendly, and compatible across different communications channels.

To provide you with inspiration, some ideas for use and application are listed below:



Website homepage: You may wish to use your Mark alongside other accreditations or endorsements you've received for business excellence. Not only will this display your credentials, it will also help more businesses to recognise the vital importance of taking responsibility seriously.



Articles and blog posts: BITC would be happy to support you to share your experience of using the Responsible Business Tracker® in your own blog posts or articles, which could also be the perfect place to share your commitment with key stakeholders.



Email signatures: Time-limited, or permanent, email signatures can help provide your networks with a visual reminder of your responsible priorities. Why not think about carrying the Tracker Mark on colleague email signatures, to show your alignment with the Prince's Responsible Business Network?



Presentations and Reports: Whether for internal or external audiences, using the Mark on documents, presentations, and impact reports can help to further establish your responsible credentials, appealing to clients, colleagues, and prospects.



Social Media: Telling the story of your commitment to responsible improvement on social media is a brilliant way of inspiring your key audiences and followers. On the next page you can find imagery and copy to help you.

Using your Responsible Business Tracker® Mark on social media



Social media assets

BITC has created a range of social media assets to help you showcase your commitment to improvement through the **Responsible Business Tracker®**.

[You can download versions suitable for Twitter, LinkedIn, and Facebook here.](#)

Template social media copy

Twitter:

We are proud to show our commitment to improvement by completing the **@BITC #RBTracker**. Find out more > <https://www.bitc.org.uk/the-responsible-business-tracker/>

LinkedIn or Facebook:

We are proud to show our commitment to improvement by completing the **@Business in the Community Responsible Business Tracker**.

The Tracker has helped us identify our strengths and areas for improvement, so we can ensure we drive #responsible change to support our communities, customers, and the planet.

Find out more > <NB. Here you may wish to insert details of your Responsible Business strategy>
OR < <https://www.bitc.org.uk/the-responsible-business-tracker/>>

#RBTracker #ResponsibleBusiness



How Business in the Community will use the Responsible Business Tracker® Mark

Business in the Community will share any examples of businesses using the **Responsible Business Tracker®** Mark on our social media channels, with web and newsletter articles earmarked for the near future.

In time, you will also notice that the Mark will appear on all Tracker-related resources, materials, and events.

Get involved, and share your commitment, to benefit from additional profile opportunities as Business in the Community enters its 40th year.

Get in touch

You can learn more about the **Responsible Business Tracker®** on the Business in the Community website - <https://www.bitc.org.uk/the-responsible-business-tracker/>

If you're a BITC member and would like to discuss anything about the **Responsible Business Tracker®**, please contact your Relationship Manager.

Any business can also [get in touch with Responsible Business Tracker® team via email](#).

