

anniversary dialogues

To mark the 20th anniversary of Business in the Community, the Anniversary Dialogues engage business at all levels and across all industries. Richard Lambert, former Editor, Financial Times, has provided a personal overview of the key drivers that have led to the emergence of CSR as a dominant business issue.

The Lambert Commentary is an initial thought piece and sets the scene for the Anniversary Dialogues to:

- focus on key issues affecting business,
- identify ways in which responsible business practice offers strategies to address current and future business and social challenges.

The Anniversary Dialogues will provide input into the content and agenda of **A Better Way of Doing Business International Conference** on the 10th and 11th July 2002.

Make 2002 the year of action for your company and find out how you can get involved [www bitc.org.uk](http://www.bitc.org.uk)

business in the community

rewind...fast forward

Our 20th year is an opportunity to:

- review the corporate social responsibility agenda and bring clarity to the field,
- synthesise learning from the last 20 years, re-evaluate what has been learnt and share best practice,
- set out future challenges facing business and identify ways in which responsible business practice can provide some of the strategies to address them,
- examine the role of Business in the Community and how it can work with member companies to respond to the challenges identified.

To register interest or find out how your company can get involved, email anniversary@bitc.org.uk or go to

www.bitc.org.uk

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Business in the Community is a unique movement of companies across the UK committed to continually improving their positive impact on society, with a core membership of 700 companies, including 75% of the FTSE 100.

BUSINESS *in the*

COMMUNITY



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anniversary dialogues

DIAGEO

HOSTED BY THE BOARD OF BUSINESS IN THE COMMUNITY

Business representatives are invited to join these Dialogues with Practitioners sponsored by Diageo. These Dialogues provide an informal forum to debate new and emerging issues and influence the forward agenda in corporate social responsibility (CSR). Each Dialogue will be a facilitated discussion with guest speakers, each a leader in their field.

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dialogues with practitioners

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**Places are limited
To reserve your place, please email**

Anita.Dennis@bitc.org.uk

Telephone: 0870 600 2482

17th April 2002 1730 – 1930

At Diageo, 8 Henrietta Place, London W1G 0NB

how sustainable is the CSR professional?

What are the future roles as CSR is integrated into business practice? Where should leadership and accountability lie?

Speakers: Sue Slipman, Director, External Relations and Compliance, Camelot Group plc; David Grayson, Director, Business in the Community and co-author of Everybody's Business.

7th March 2002 1730 – 1930

At Diageo, 8 Henrietta Place, London W1G 0NB

great idea but it still doesn't sell

What is needed to shape the business case to engage and win support for CSR across the company?

Speakers: Simon Zadek, Acting Chief Executive, AccountAbility; Geoffrey Bush, Director, Corporate Citizenship, Diageo; Charlotte Hines, Research Director, Business in the Community.

Facilitator: Roger Cowe, Freelance Journalist.

22nd May 2002 1730 – 1930

At Diageo, 8 Henrietta Place, London W1G 0NB

doing it differently: new models of corporate community investment (CCI)

Where is CCI going? What are the new ways of doing it?

Speakers: Andrew Wilson, Director, Ashridge Centre for Business and Society; Roy Charles, Managing Director, ASAS Plc; Cathy Rylance, Community Relations Manager, Capital One.

20th March 2002 1730 – 1930

At Diageo, 8 Henrietta Place, London W1G 0NB

human rights?

When is it useful to consider an issue in a human rights context?

Speakers: Mike Peirce, Chief Operating Officer, AccountAbility; Solitaire Townsend, Social Policy Advisor, BT (CSR Europe Steering Group for Human Rights).

26th June 2002 1730 – 1930

At Diageo, 8 Henrietta Place, London W1G 0NB

thinking global: acting local

Can companies balance the needs of local and global stakeholders? How far are company activities being shaped by media interpretation?

Speakers: Jane Nelson, Director, International Business Leaders Forum; Steve Hilton, Partner, Good Business.

Facilitator: Roger Cowe, Freelance Journalist.

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