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THE PRIME MINISTER

Modern businesses now have to cope with a much broader range of expectations and pressures than in the past. Customers and employees care about companies' impact on society and the environment as well as their efficiency and profitability.

That's why the best companies have increasingly tried to integrate corporate social responsibility into their mainstream business strategy.

The Awards for Excellence give recognition to the companies that have achieved most in partnership with the community. They are a good way of highlighting best practice projects and of showing, in a practical way, that the creation of a more vibrant and competitive economy and of a more inclusive society go hand in hand.

Tony Blair

July 1999