

## Summer update

High profile events in the business world continue to put corporate behaviour in the spotlight. Many organisations are looking for ways to respond to these events and an increasing number are using the GoodCorportion standard.

We have set out below some of main developments over the last quarter.

### *Organisations adopting GoodCorporation*

Newly verified organisations include:

- o the Environmental Transport Association, a breakdown recovery service that also lobbies for a sustainable transport system for the UK,
- o FTSE group, creator and manager of the global FTSE4Good series of indices,
- o ISTC – the community union, the first trade union to become a GoodCorporation,
- o Lewisham College, one of the government's Beacon Colleges,
- o and a number of SMEs such as GBRW a banking consultancy working in emerging markets for DFID and the World Bank.

Our founding members, including ARM Holdings and Ladbrokes, have been working towards their annual re-verification. We are very pleased with our 100% retention rate to date, showing that existing GoodCorporations are continuing to benefit from membership of the network.

### *Associate Membership*

We have introduced a new category of Associate Membership, which denotes an organisation that has adopted the GoodCorporation standard and is working towards the external verification process at an agreed specified date in the future. This status is intended for organisations that are unable to be verified immediately, either because of the amount of change required to meet our standard or because of project timing issues. Associate Membership gives the applicant the right to publish that status (though not claim that they are GoodCorporations or meet the Charter requirements) and to use the GoodCorporation Charter and management system internally.

One of our first Associate Members is GWR Group plc, the radio group that includes Classic FM, Planet Rock and Core and 32 others in the UK alone. Classic FM, the UK's biggest commercial radio station was recently named the winner of the Marketing Society's brand of the year award.

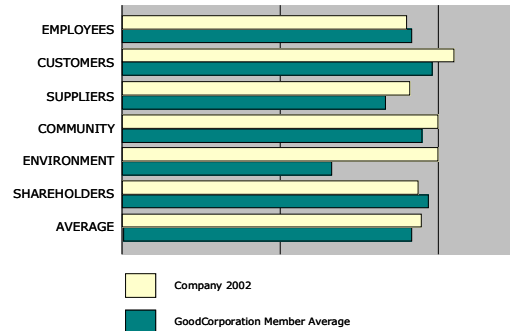
### *DTI study*

In May the DTI published its second CSR report, which included a study undertaken by GoodCorporation and Corporate Culture (one of our founding members). This work looks at how organisations manage and report on corporate social responsibility. It provides recommendations on practical tools and CSR approaches for businesses, not-for-profit organisations and for the government itself. The report can be found on the DTI's CSR web site [www.societyandbusiness.gov.uk](http://www.societyandbusiness.gov.uk), clicking on the Minster's 2002 corporate social responsibility report.

### *GoodCorporation as a management and benchmarking tool*

The GoodCorporation Charter lies at the centre of a system for developing and embedding responsibility in working practices. The standard has minimum requirements across all 65 evidence criteria, but members have been asking us how they can measure their progress over time.

We are now including a new output with the verification report that uses the verifier's gradings to create a score that can be compared with previous years and with the average across all GoodCorporation members. This also helps organisations that are verified across several divisions or countries to monitor relative performance.



### *Vicky Pryce joins GoodCorporation advisory panel*

Vicky Pryce, our current chairman has been appointed as the Department of Trade and Industry's Chief Economic Adviser and will now join the GoodCorporation Advisory Panel. Vicky said:

"This is a very exciting opportunity and will allow me to bring my many interests together to help the DTI with its policy making. These interests of course include corporate social responsibility and the work that I have been doing as Chairman of GoodCorporation. I am therefore very pleased to announce that I have agreed with the DTI that I will join the Advisory Panel of GoodCorporation and this will allow me to continue to support GoodCorporation and the excellent work that has been achieved since its launch last summer."

### *Training*

The latest GoodCorporation Practitioners' Course for consultants, verifiers and internal project managers, went ahead in June, and was once again well attended. A varied mix of people led to an interesting two days, and congratulations are due to the 10 newly accredited consultants who are now in the process of posting their details on the GoodCorporation web site. The successful consultants come from a range of companies including Conduct Becoming, Live Consulting, MWH, Policy Partnership and Willis.

The next course will be in September, and anyone wishing to reserve a place should contact Cat Craig on 020 7924 3994. Full details will be on the GoodCorporation web site shortly.