

Spring 2004 update

GoodCorporation and the BBC make corporate responsibility programmes

The BBC is making four programmes about corporate responsibility which highlight GoodCorporation's work. Three of the programmes will appear on BBC4, the digital television channel. The programmes are divided into the different stakeholder categories of the GoodCorporation standard. The first focuses on employee relationships, the second on the community and environment. The third programme looks at customer, supplier and investor issues. The programmes show how companies deal with corporate responsibility issues and also demonstrate the role that GoodCorporation plays as a standard and in the process of verification.

The three programmes are being edited to make a fourth programme which covers all the stakeholder groups for BBC Worldwide. This programme will be marketed to channels worldwide and also be made into a BBC Worldwide and GoodCorporation video. The video will be accompanied by a booklet on how companies can set up and manage a corporate responsibility programme and how the GoodCorporation standard can be used as a tool to help management to measure and improve corporate responsibility performance.

The programmes feature a number of GoodCorporation clients including ARM, Ladbrokes and DHL. It also includes a number of non-members including Nationwide, Shell and B&Q. The dates for broadcast of programmes have not yet been confirmed.

GoodCorporation completes pilot verification for BG

GoodCorporation's work with BG Group plc recently featured in the Group's latest Social and Environmental Report. The report includes a verification summary from GoodCorporation covering work that was conducted on one of the company's new businesses, a broadband telecoms operations in India.

For this work with BG Group, GoodCorporation extended its usual verification to include a number of special points related to the BG Group's own Business Principles. For further information about this statement see BG Group's 2003 Social and Environmental Report, available on their web site www.bg-group.com.

Recent work and new verifiers

GoodCorporation's recent work includes verifications in the UK, Belgium, Kenya, Nigeria, Norway, Mexico, USA and China. We are pleased to be developing relationships with local verifiers in these countries from organisations such as Unisys Consulting and Deloitte and Touche.

GoodCorporation revised standard

The updated GoodCorporation standard is close to publication. Feedback from the process of consultation has been used to clarify the requirements of the standard and extend its coverage. On 18 May, the revised standard will be launched at the House of Lords.

All current members will have one year to make the transition to the updated standard. Any organisation applying for verification after 18 May will use the revised standard.

To coincide with the update of the standard, GoodCorporation has also launched its first advertising campaign with Ethical Corporation magazine.



Event round-up

GoodCorporation organised a lunch hosted by Baroness Greengross at the House of Lords. At the event, Vicky Pryce, Chief Economic Adviser at the DTI, spoke about the government's role in promoting and shaping CSR.

GoodCorporation also organised an event hosted by Tamsin Dunwoody at the Welsh Assembly in Cardiff. At the lunch, Welsh members of GoodCorporation discussed their experiences and debated the role of the Welsh Assembly in promoting CSR.

Classic FM kindly hosted a members' event to review proposed revisions to the GoodCorporation standard. Members debated the changes and discussed how the new verification points might work in practice.

Events coming up

IIRME, the conference organiser, is hosting an event on CSR in Dubai from April 25-27. Michael

Littlechild, CEO of GoodCorporation, is speaking on CSR frameworks and standards.

Leo Martin, Director of GoodCorporation, will present at the Institute of Business Ethics' Open Meeting on Monday 10 May at 3pm. The event is titled "After 100 verifications... benchmark results and lessons from applying the GoodCorporation standard." All are welcome so please contact Katherine Parker at the IBE on 020 7798 6040 if you would like to attend.

Lisa Buchan, GoodCorporation Business Development Manager, is taking part in a panel discussion of the conference on Voluntary Codes of Conduct for Multinational Corporations at the Zicklin School of Business (CUNY) in New York, 12-15 May.

In collaboration with IIRME, GoodCorporation is facilitating a five day course on corporate community investment (CCI) in London. The course will run 9-13 August, from 8.30am to 2.30pm. Topics will include CCI best practice, the business case for CCI as well as measuring, monitoring and reporting on CCI. There is a discount on the usual course price available for GoodCorporation members. For further details contact Lisa Buchan on 020 7924 3994.

AGRA (specialists in conferences, publications and high value information for the food, agriculture, soft commodities, fisheries and seafood sectors) and BRASS (the ESRC Centre for Business Relationships, Accountability, Sustainability and Society at Cardiff University) are organising a conference on CSR in the food sector 21-22 September 2004. Leo Martin will speak on corporate responsibility in the supply chain.

For details of other CSR events see the listing on our web site at www.goodcorporation.com.

For more information about any of the items featured here, please contact Lisa Buchan at GoodCorporation on 020 7924 3994 or lisa.buchan@goodcorporation.com.