

## Summer 2004 update

### GoodCorporation in BBC TV series Good Company, Bad Company

GoodCorporation plays a prominent part in a new corporate social responsibility television series to be broadcast from the 12 July.

The BBC has made a series of programmes about corporate social responsibility that investigate how companies deal with corporate responsibility issues.

The programmes feature the work of GoodCorporation and will appear on BBC Four, the digital television channel, from 12–14 July at 8.30pm. The first programme, *It Pays to Be Green* (12 July), focuses on the community and environment; the second in the series, *Nice Guys Finish First* (13 July), highlights employee relationships; while the final one, *Power to the People* (14 July), looks at customer, supplier and investor issues.

The programmes feature GoodCorporation members ARM, Ladbrokes and DHL as well as GoodCorporation advisory panel member, Will Hutton of the Work Foundation. Other companies and organisations that participated in the series include B&Q, The Consumers' Association, Fidelity Investments, Greenpeace, Isis Asset Management, Nationwide, Oxfam, Shell UK and USS Pensions. For complete programme information see [www.radiotimes.com](http://www.radiotimes.com).

### First Biotech company joins GoodCorporation

GoodCorporation has its first biotechnology member after Acambis plc was successfully verified in April 2004. It is GoodCorporation's second high-tech Cambridge company and is next-door neighbour of ARM, one of our founder members which has just had its fourth verification.

Acambis is one of the leading developers of vaccines against infectious diseases. Two products are currently marketed: the first is supplied to

governments to protect against the threat of a smallpox-related bioterrorist event; the second is an orally administered typhoid vaccine promoted and distributed in North America.

Acambis started out as a small research-focused organisation based in Cambridge only twelve years ago; today it has around 300 employees located across its operations in Cambridge (UK), Boston (MA), Miami and Toronto.

Having grown so fast, Acambis wanted to take stock of its responsible business practices and to report on them in a practical framework. It chose GoodCorporation so that it could benefit from an independent assessment of where they are now.

### First for FirstAssist

FirstAssist is a management buy-out from Royal & SunAlliance. It was set up in 2003 when the healthcare and assistance division of R&SA was purchased by its management with the support of venture capital. The company is 90% owned by Barclays Private Equity and 10% by the management; it employs 1,100 people in 6 locations across the UK. FirstAssist focuses on the well being of individuals and helps companies who want to improve employee productivity by managing sickness and absence combined with employee well being.

FirstAssist is using the GoodCorporation standard to develop good practices towards all stakeholders. It is undergoing its first verification as Tim Ablett, CEO explains: "As a new company we are keen to get things right from the start. We see the GoodCorporation standard as an excellent way to embed good practice in our own organisation and make ourselves better equipped to sell our range of healthcare and well being services."

## Revised GoodCorporation Standard

The revised GoodCorporation standard has been finalised and is available on the web site. It was launched on 18 May at a discussion meeting in the House of Lords.

As a result of tightening up the structure, tidying up the language and introducing new points particularly in the area of corporate governance, the standard consists now of 62 rather than 65 practices. For a detailed comparison of old and new wording, please contact us.

Any organisation now applying for verification will use the revised standard while all current members will have one year to make the transition to it.

## GoodCorporation's Third Birthday and 100th verification

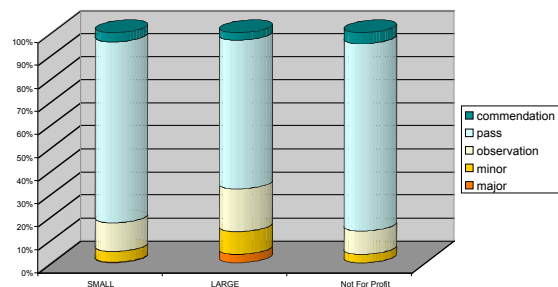
GoodCorporation has marked its third anniversary by conducting a detailed analysis of its benchmark data. Director Leo Martin presented the findings at the Institute of Business Ethics' Open Meeting on Monday 10 May. The analysis was also cited in the article on SMEs and CSR in the *Financial Times*' special report on the Business in the Community Awards (Small and Medium-sized Enterprises: Involvement with community is key, 7 July 2004, p3).

Since its launch on 3 July, 2001, GoodCorporation has conducted over 100 verifications of 70 organisations. Of the total assessed, 21 companies are SMEs (defined as having fewer than 250 employees), 30 are large and 9 are not-for-profit organisations.

The data suggests that SMEs tend to be better corporate citizens than very large companies.

In the assessments of smaller organisations, merits and commendations accounted for 84% of grades given on all 65 CSR practices compared to 70% of such grades in large company verifications. (See figure).

All organisations obtain their best scores in managing shareholder relations and here the difference between large and small companies achievements is insignificant. By contrast, supplier relations and environmental management proved to be the



weakest areas of CSR performance overall.

Small companies, however, still scored considerably better than large ones on both counts.

The findings run counter to common perceptions which hold that large companies need to teach SMEs about CSR. This is probably because large companies have far greater resources and manpower devoted to reporting on CSR than SMEs. But when it comes to actual performance, smaller firms are able to move faster in putting good practices into place.

## The Operating and Financial Review in focus

GoodCorporation is organising two events to provide in-depth discussion about the proposed Operating and Financial Review (OFR).

**19 July:** a discussion meeting on the OFR to be attended mainly by directors and company secretaries, hosted by Baroness Sharp at the House of Lords.

**17 November:** in cooperation with the Strategic Planning Society (SPS) and the Royal Society of Arts Manufactures and Commerce (RSA) GoodCorporation is holding a one day conference on the OFR on 17 November at the RIBA, Portland Place in London. The event is structured around a series of brief presentations and debates on the practical

implementation of the OFR and the expectations of different stakeholders.

Confirmed speakers include: Rosemary Radcliffe (chair of the OFR steering group), Rosemary Martin (Company Secretary, Reuters), Patricia Peters (Head of Corporate Governance, Institute of Directors), Will Hutton (The Work Foundation), Charles Pretzlik (the *Financial Times*), Emma Howard-Boyd (Jupiter Asset Management) and Mike McAteer (Consumers' Association).

The audience is likely to consist of over 250 senior business people with responsibility for devising their company's strategy for practical implementation of the OFR. In order to ensure the success of the seminar, the three organisers are working with a number of major industry partners, such as Ashridge, the London Business School and Henley Management College, as well as the Institute of Chartered Secretaries and Administrators. For more information on the conference contact Lisa Buchan at GoodCorporation.

### Events round-up

On 8 July GoodCorporation spoke at the Corporate Governance seminar hosted by the Consumers'

Association. At the event the Consumers' Association announced its plans to launch a code of conduct to promote fair treatment of customers in the financial services sector.

GoodCorporation also spoke at the ORSE meeting in Paris where we were asked to introduce the Standard to a number of French companies and institutions.

For details of other CSR events see the listing on our web site at [www.goodcorporation.com](http://www.goodcorporation.com).

### Events coming up

**9-13 August:** Managing Corporate Community Investment. In collaboration with IIRME, GoodCorporation is facilitating this five-day course in London. There is a discount on the usual course price available for GoodCorporation members. For further details contact Lisa Buchan on 020 7924 3994.

**21-22 September:** Corporate Social Responsibility in the Food Industry. Organised by AGRA/BRASS, Leo Martin will speak on corporate responsibility in the supply chain.

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](mailto:lisa.buchan@goodcorporation.com).