



## Lord Hastings announces launch of revised GoodCorporation Standard

GoodCorporation strengthened its business assessment Standard this summer adding new points on lobbying; bribery and corruption of public officials; responsible management of the supply chain; transparent disclosure of political payments and employee privacy.

The revised Standard was launched by Lord Hastings, global head of CSR at KPMG and former head of CSR at the BBC, at the recent GoodCorporation lunchtime debate at the House of Lords on 'Corporate Responsibility'.



Lord Hastings welcomed the revised Standard, describing it as a rigorous assessment of corporate responsibility that would benefit businesses of all sizes.

To ensure that the Standard stays up-to-date it undergoes a triennial review in consultation with the Institute of Business Ethics, the Accreditation Council and the GoodCorporation Advisory Panel, which includes, amongst others, Lord Sharman, Baroness Greengross, Will Hutton and Dame Pauline Neville-Jones.

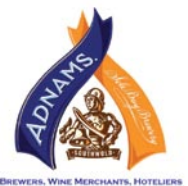
The review ensures that the Standard continues to address all the significant responsible practices towards stakeholders while remaining a widely applicable framework for corporate responsibility. It also ensures that the Standard is clearly, succinctly and consistently expressed.

### The GoodCorporation Standard (Revised June 2007)

The GoodCorporation Standard is based on a core set of principles that define a framework for responsible management in any type of organisation. Under each principle, the Standard sets out management practices that can be assessed to determine how well the organisation works in reality. GoodCorporation uses an independent assessment process that looks at four levels of evidence for each individual practice and assesses them against a five-point scale.

## Adnams achieve top ratings for community and environmental performance

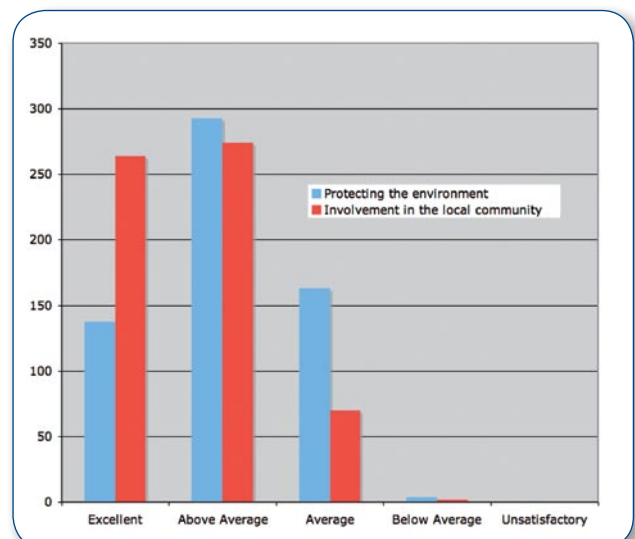
GoodCorporation awarded Adnams commendations for its contribution to the local community and for its overall efforts to reduce its environmental impact. Adnams also received a commendation for the honesty and transparency of its retail advertising and for its efforts to promote responsible drinking.



Adnams has met the GoodCorporation Standard, this entitles Adnams to become a full member of the GoodCorporation network and use the GoodCorporation logo.

This number of commendable business practices is exceptional. GoodCorporation has a 23 per cent fail rate for its corporate responsibility assessment, so for Adnams to pass first time and with such good grades is a great credit both to the company's management and its employees.

In particular, we were impressed by the feedback from Adnams retail customers. Many went out of their way to praise the company's community contribution. Clearly the company has a loyal customer base, which appreciates Adnams' social responsibility.



# Membership helps mergers and acquisitions

Congratulations to GoodCorporation member GBRW, which has just completed a successful acquisition of the business of another banking advisory firm, Intrabank Expert Witness.

Speaking about the impact of GoodCorporation membership, GBRW Managing Director, Paul Rex said, "Due to the nature of the two businesses, an earnout was the most appropriate approach so it was essential to reassure Intrabank's shareholders that GBRW would fully protect their interests during the earnout period.

As part of the confidence building process that was key to a successful negotiation with the vendors, we were

able to point to the GoodCorporation accreditation as an independent verification of the way we conduct our business.

As we take over the new business, we will be working with a number of individual experts previously contracted by Intrabank and will be using the GoodCorporation logo in our communications with them to highlight our business practices."

## GoodCorporation at the House of Lords



Lord Hastings chaired a lively debate at the House of Lords on the subject of responsibility in the media, encouraging guests to consider the moral as well as the practical implications of media responsibility.

Two further debates are planned for 2007. On October 12, Rory Murphy former assistant General Secretary of Amicus will chair a debate on the value of CSR Reporting and on November 8, Lord Browne, former head of BP, will speak on Climate Change and business responsibility.

## News from our advisory panel

Dame Judith Mayhew Jonas and Dame Pauline Neville Jones have recently received high profile appointments.

Dame Judith has been appointed to the Audit Committee and Public Policy and Responsibility Committee of the board of Merrill Lynch.

Dame Pauline has been appointed to chair the Conservative Party's Policy Group on National and International Security.

## Conference season

GoodCorporation will be involved in two key CSR conferences this Autumn.

**On the 7th and 8th November**, GoodCorporation will be an Official Association at a conference on Engaging in Corporate Sustainability run by Osney Media.

For more information on the conference go to [http://intranet.eabis.org/events/event-info?event\\_id=1138990](http://intranet.eabis.org/events/event-info?event_id=1138990).

**On November 27th**, Leo Martin will be speaking at a conference in central London on Directors Duties and Liabilities in the New Regulatory Environment.

For more information about any of the articles featured here, please contact

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