



a blueprint for better business?

Uniting corporate purpose and personal values to serve society

Launch Conference – September 2012



INTRODUCTION

KEYNOTE ADDRESS: THE BUSINESS NEED FOR CHANGE

IS THERE AN INEVITABLE CONFLICT BETWEEN PROFIT MAXIMISATION AND DEVELOPING COMMON GOOD?

WHAT IS THE DISTINCTIVE PRACTICAL CONTRIBUTION OF A FAITH BASED ETHICAL FRAMEWORK TO PERSONAL & CORPORATE RESPONSIBILITY?

RESPONSES FROM BUSINESS LEADERS: THE PRACTICALITIES OF MAKING A DIFFERENCE

Following the success of our Conference in 2012, launching the Blueprint for a Better Business initiative, we are pleased to be planning another conference in October 2013.

The 2012 conference was in response to a request by business leaders to the Archbishop of Westminster to convene a gathering of business leaders to debate what the keynote speaker Dominic Barton called " .. "A period of huge change that comes around just once every 200-300 years..." The call came to the Archbishop as a result of previous work convening financial sector leaders which culminated in a public call to action from those leaders in a letter to the FT which posed a central question

" if the only question is, 'Is it legal and profitable?', then all that matters is that what is done complies with the regulations in force and makes a profit for the seller and the institution they represent. At its most extreme this philosophy... legitimates exploitation and in the end subverts the very basis of trust in the market on which all profitable activity depends."

To address and engage the audience of some 200 business people he brought together to the podium outstanding spokespeople from business, including Dominic Barton Global MD of McKinsey, Paul Polman CEO of Unilever and Vittorio Colao CEO of Vodafone. There was a panel of experts to explore the spectrum of influencers of change – the investor community, the workforce, the CFO community, and a corporate law expert. The Archbishop proposed for debate and challenge a practical way forward that the business people were invited to challenge, with a specific challenge invited from Lord Glasman economist, academic and politician. It was also supported by a pre-conference survey completed by over 100 respondents that Dominic Barton referenced in his opening address.

The intention of this summary booklet is to give you an essence of what was discussed at this conference and to provide an introduction to the further exploration of these themes in the next Conference. This will be held on 24 October 2013 at Prince Philip House in London, and will tackle current issues and developments on the journey for better business for better society.

For more information on the Blueprint for Better Business initiative and on the content of the Conference, including podcasts of some of the speeches, visit <http://blueprintforbusiness.org/>