

University of Oxford & Achilles

- CSR joint venture -

CSR - THE ACHILLES VIEW

Colin Maund, CEO of Achilles Group says: "We are increasingly finding that companies from a diverse range of industries are taking the issue of CSR seriously and are seeking ways of integrating good practice into their daily businesses.

"Achilles believes there is a great deal of misinformation and supposition surrounding the whole area of CSR. That's why we welcome the opportunity of working with Saïd Business School to stimulate intelligent debate, and promote real academic and empirical research, which will help remove some of the misconceptions associated with this important and growing area.

"Achilles is delighted to be associated with the Saïd Business School in this initiative."

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A new partnership

Saïd Business School at the University of Oxford and Achilles Group launched a joint venture on Corporate Social Responsibility (CSR) late in 2006. The Oxford-Achilles Working Group on Corporate Social Responsibility aims to bring intelligent debate and practical recommendations to an important but under-developed field of corporate life.

The partnership takes the form of a mix of lectures, seminars, white papers, case studies and electronic resources.

Achilles is funding the initiative for two years.

The Achilles CSR insight lectures

This public lecture series of three events each year, features high-profile speakers and brings together an audience of practitioners and academics. Early lectures featured Dr Graham Baxter, Vice President, Corporate Responsibility for BP plc. Events are webcast and archived.

The Achilles seminars on corporate responsibility

This series of four academic seminars each year provides a non-partisan forum for the exploration and testing of ideas in CSR. Working papers from this series are available online and will be published in book form in due course.

Achilles white papers on CSR

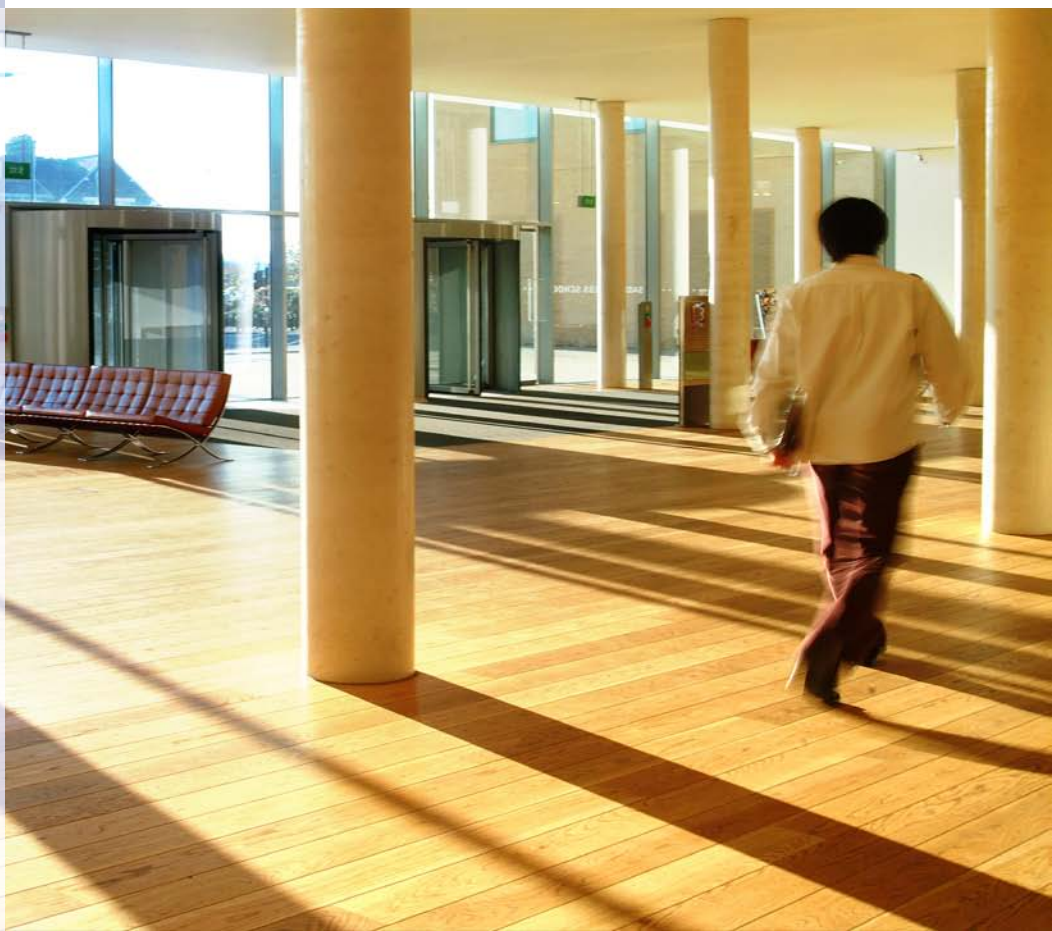
Issues of particular relevance to the corporate sector will be addressed in a series of white papers.

Case studies on CSR in practice

Carefully researched case studies will be commissioned each year which will be presented at conferences and made available for the teaching of CSR globally.

Electronic resources

A web presence will be created to provide a resource to the CSR community. It will include a resource library, online discussion forums and blogs and will provide access to papers, presentations and case studies.



Lectures & presentations

The headlines so far...

“We don’t do CSR!”



Dr Graham Baxter, Vice President, Corporate Responsibility, BP plc, tackled the topic: ‘*Why we don’t do CSR but we do try to do responsible business*’ for the first of the evening presentations. He told his audience that any business which seeks sustainability must maintain a positive relationship with its customers, local communities, host governments, etc.

“In the last 10 years, several distinct global trends have conspired to focus attention on the interaction between multinational enterprises and their business operating environments. Arguably, the ‘CSR bubble’ has become over-inflated which, at worst, tries to create a parallel universe dangerously separate from business purpose and strategy.”

To find out more, visit the business school’s page:

www.sbs.ox.ac.uk/news/archives/Main/Graham+Baxter+of+BP+talks+about+doing+business+responsibly.htm

The Lessons of Nike



Professor Richard Locke of the Sloan School of Management at MIT was the guest speaker for the inaugural lunchtime lecture. He drew upon his research into Nike to deliver a presentation entitled ‘*Does Monitoring Improve Labour Standards? Lessons from Nike*’.

More than 40 academics gathered to hear Professor Locke’s presentation, which looked at the longer-term impact of monitoring suppliers with a view to setting and maintaining CSR-related standards.

THE BIGGER PICTURE...

Achilles aims to be in the forefront of the drive to help companies meet their CSR and wider risk management obligations across the whole supply chain.

To demonstrate its commitment, in 2005 the company signed up to the United Nations Global Compact, which enshrines a set of 10 principles covering human rights, labour standards, the environment and corruption.

By signing the Compact, Achilles is underlining its belief in the importance of advancing responsible corporate citizenship, aligning itself with the UN’s goals of helping to build more sustainable and inclusive global markets.

Read our first Communication on Progress at www.achilles.com/csr

Diary of Events

Lunchtime Events (12.30 - 2.00pm)

Date	Subject	Speaker
Further dates TBC		

Evening Events (5.00 - 6.30pm)

Date	Subject	Speaker
11 th May 2007	Marks and Spencer Plan A – Because there is no Plan B	Katie Stafford Sustainable Development Manager Marks and Spencer
7 th June 2007	Corporate Social Responsibility in the Utilities Sector: the impact of the EC procurement rules	Professor Sue Arrowsmith University of Nottingham
21 st June 2007	TBC	Subroto Bagchi Chief Operating Officer Mindtree