

NAME/TITLE

Responsible 100

www.responsible100.com

Date commenced:

Work began in 2002. The new Responsible 100 website platform will be ready in early 2014. The initiative will 'hard launch' later in the year.

Contributors, funders, political or ideological position (if applicable)

Responsible 100 has been devised and is managed by [Profit Through Ethics Ltd](#), a social business based in London, UK. Until recently, it has depended upon funding raised from a dozen individual investors. The initiative has been created in collaboration with a wide range of NGOs, campaign groups and businesses. Income is earned from subscriptions from participating businesses which share our vision and work with us to continue to develop the platform and grow the movement.

ABOUT/KEY MESSAGES (in its own terms)

Business can better serve people and planet. Responsibility can become a powerful driver of profitability.

Does this initiative offer any compelling narrative for business leaders in particular, i.e. about the purpose and role of business and financial institutions, about values and ethics, about the relationship between business and society?

The purpose of business is to deliver the goods and services we need at the right price and quality AND to make the world a better place through (net) positive impacts on society and the environment. Values and ethics must be aligned with the narrative of business as a servant of society, and they must be manifest in how businesses operate.

WHAT QUESTIONS IS THIS INITIATIVE TRYING TO ANSWER?

WHAT PROBLEMS IS THIS INITIATIVE ADDRESSING/ATTEMPTING TO SOLVE?

The public is distrusting of business and cannot identify those with genuine commitment to more responsible behaviour from those pretending to be more responsible while continuing with 'business as usual'. Many companies are trying to do better but find it difficult to know how or where to start or what to prioritise. Or, having made a start, they struggle to convince a sceptical public that they are sincere. The public is unable to identify and support those with genuine commitment and are thus powerless to reward and further incentivise responsible businesses.

HOW DOES THIS INITIATIVE IMAGINE CAPITALISM WILL BE DIFFERENT IN THE FUTURE?

Business will deliver the goods and services we need at the right price and quality AND serve people and planet. Responsibility will be a powerful driver of profitability. Businesses will compete in a race to the top.

WHAT RECOMMENDATIONS DOES THIS INITIATIVE MAKE FOR THE VARIOUS ACTORS

National governments/regulators

Identify and support Responsible 100 businesses.

Trading corporations/business leaders/collective business institutions

We recommend businesses to join Responsible 100. We recommend that they answer questions – devised by NGOs and campaign groups – which address various social, environmental and ethical issues affecting business and wider society. We recommend that those answers are objectively assessed and scored and that the results are then shared with chosen stakeholders or with the public at large via www.responsible100.com.

Through Responsible 100, businesses of all sizes and sectors can determine how well they are responding to the responsibility challenges they face, how they compare to others and how they might improve. Further, they may offer up details of their current practices and plans for improvement for public scrutiny, comment and rating. In so doing, they will be able to make better informed, more inclusive decisions about where to channel their resources to better balance their pursuit of profit with the interests of wider society.

Investors: individuals and institutional

Identify and support Responsible 100 businesses.

Financial institutions

Identify and support Responsible 100 businesses.

International institutions

Identify and support Responsible 100 businesses.

Does this initiative have anything to say about major medium to long term economic and social issues

Together, we can solve them all.