

THE SOCIALLY RESPONSIBLE BUSINESS MOVEMENT

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Progressive companies in New Zealand and internationally are changing the way they do business. Doing well by doing good is the new catch-phrase. Businesses are realising that managing the triple bottom line of economic, environmental and social wealth. Taking a stakeholder approach that involves dialogue with and concern for the needs of customers, suppliers, employees, investors, the community and the natural environment is all part of the new approach to business.

This session will cover the drivers behind this movement, trends on an international scale, developments in New Zealand and examples of individual business practices.