



LBG

Alison Braybrooks, Corporate Citizenship

Thursday October 2nd, UN Private Sector Focal Points Meeting



What is the LBG?



The global standard that helps companies better measure, manage and report Corporate Community Investments (CCI)

A group of around **125** companies and their community partners working together to:

- Benchmark using the LBG framework

- Develop measurement methodologies and tools

- Inform programme management and implementation

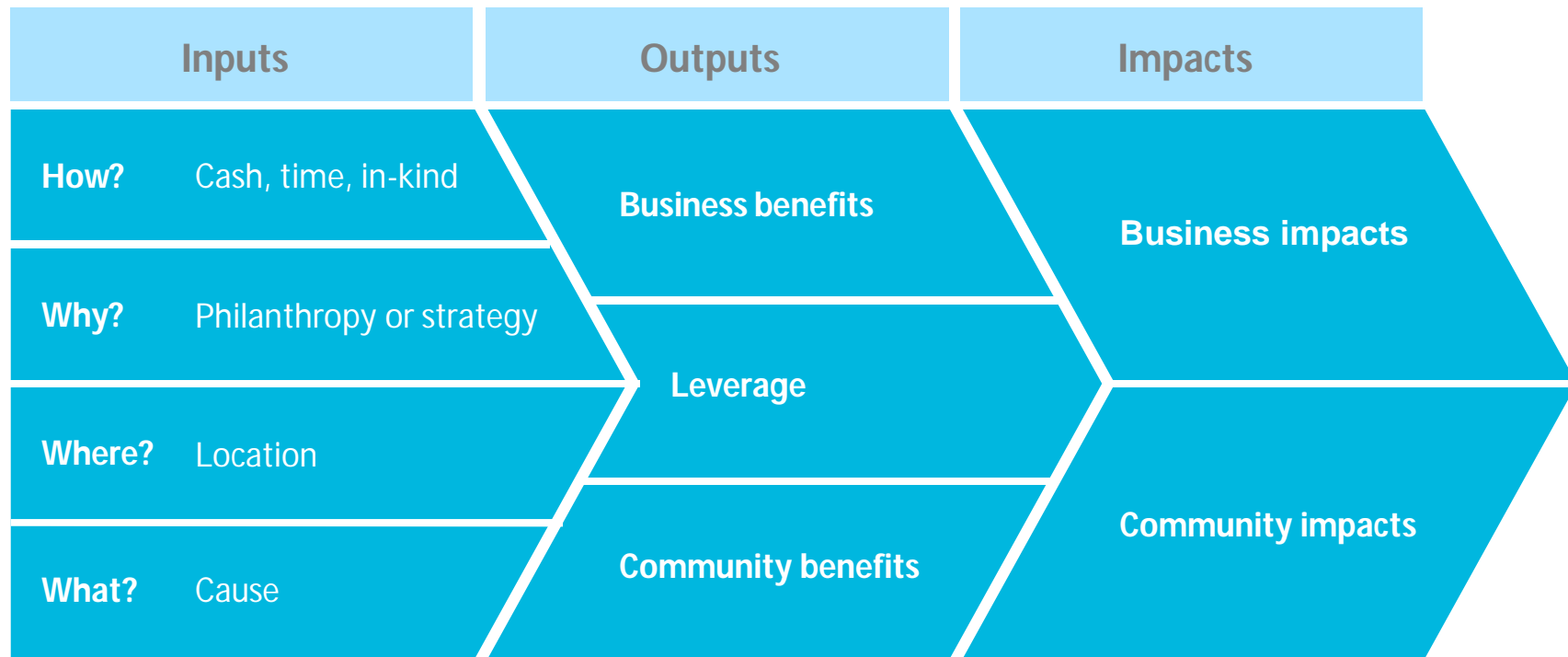
- Refine reporting

- Network, share best practice and learn from each other





The LBG framework



LBG members



| | | | |
|---------------------------------|--------------------------------|------------------------|----------------------------------|
| Abbey | Clifford Chance | IPF | SABMiller |
| Airbus UK | CMS Cameron McKenna | John Lewis Partnership | Sainsbury's |
| Allen & Overy | Coca-Cola Hellenic Bottling | KPMG | Scottish & Newcastle |
| Altria | Company | Laing O'Rourke | ScottishPower |
| Anglo American | De Beers | Land Securities | SEGRO |
| ANZ | Deloitte & Touche | Legal & General | Severn Trent |
| Arab African International Bank | Deutsche Bank AG London | Liberty Global Europe | Shell International |
| BAA | Diageo | Linklaters | Standard Chartered Bank |
| BAE Systems | DLA Piper | Lloyds TSB | Standard Life |
| Bank of America | DSG International | London Stock Exchange | Syngenta |
| Barclays | E.ON UK | L'Oreal | Telecom Italia |
| BBC | EDF Energy | Marks & Spencer | Tesco |
| Becton Dickinson | EDP | Morgan Stanley | Thames Water |
| Berwin Leighton Paisner | Ernst & Young | National Grid | The Boots Group |
| BG Group | Excel London | Nationwide | The Co-operative Group |
| Bradford & Bingley | First Group | Nestlé UK | The Royal Bank of Scotland Group |
| British Airways | Freshfields Bruckhaus Deringer | Nokia Corporation | Trader Media Group |
| British American Tobacco | Friends Provident | Norwich Union | Turner Broadcasting |
| British Land | Gallaher | npower | UBS |
| British Nuclear Group | Gcap Media | O2 | Unilever |
| Britvic | GlaxoSmithKline | Pearson | United Utilities |
| BSkyB | Hammerson | PricewaterhouseCoopers | UnumProvident |
| BT | HBOS | Procter & Gamble UK | Virgin Group |
| BUPA | Herbert Smith | Provident Financial | Virgin Media |
| Cadbury | Home Retail Group | Prudential | Vodafone Group |
| Camelot Group | HSBC | Reed Elsevier | Wates Group |
| Capita Group | ING | Rio Tinto | Weil, Gotschal and Manges |
| Centrica | Investec | Rolls-Royce | Wragge & Co |
| Citigroup | IPC Media | Royal & Sun Alliance | Yell |
| City of London | | Royal Mail | Zurich |





Community investment data 2008 – topline

£1.03 billion total contribution

0.79% of pre-tax profit – up .4%

2.7 million employee hours – up 30%

£5.4 million average leverage – up from £4.6 million in 2006/7

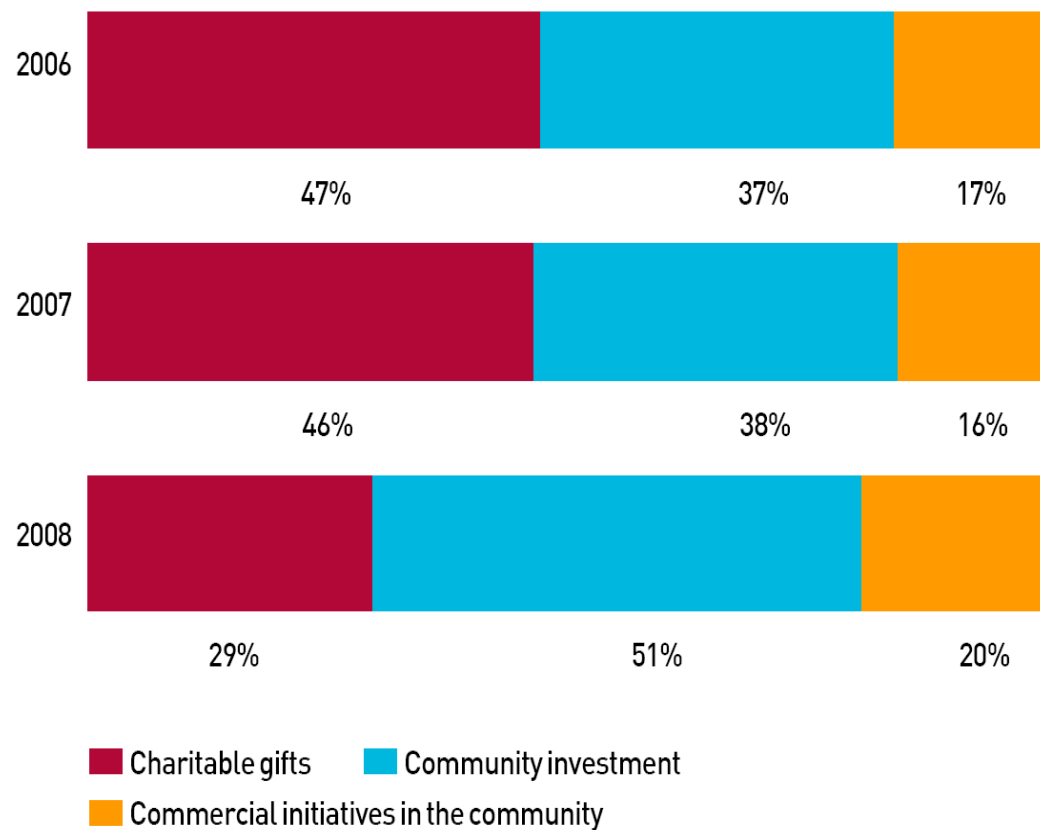
232 million beneficiaries across the world





The trend is towards long-term strategic partnerships

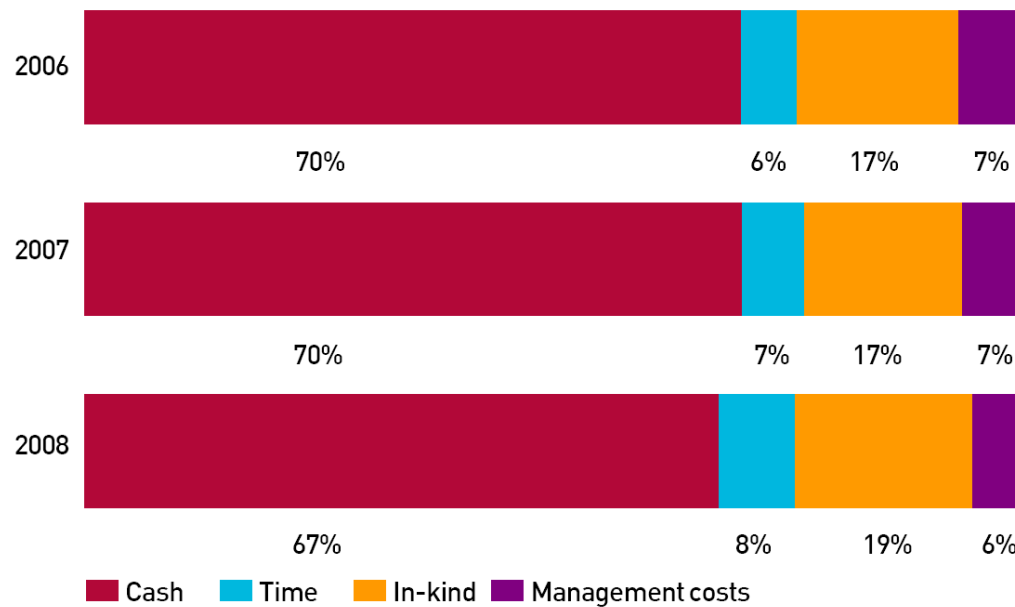
A significant shift from one off gifts to long-term investment





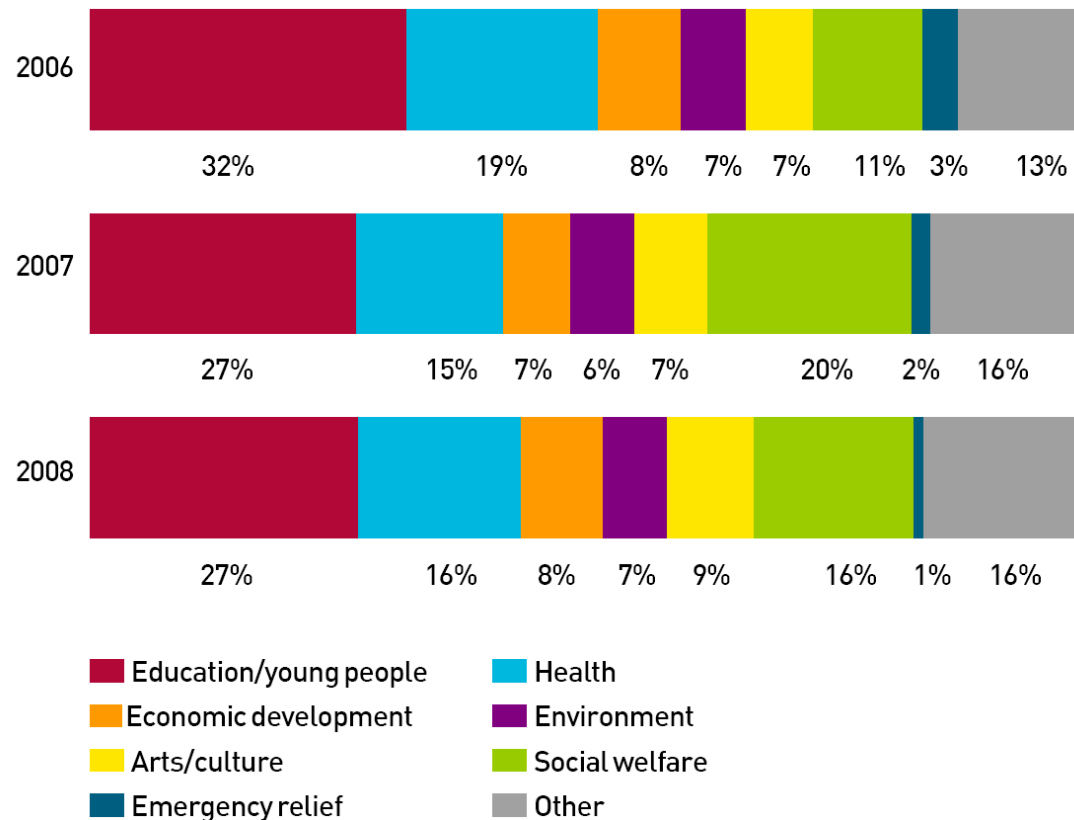
Volunteering is increasing year on year

Increasing engagement - there is a 20% increase in the value of volunteering because of more volunteers and more hours per volunteer



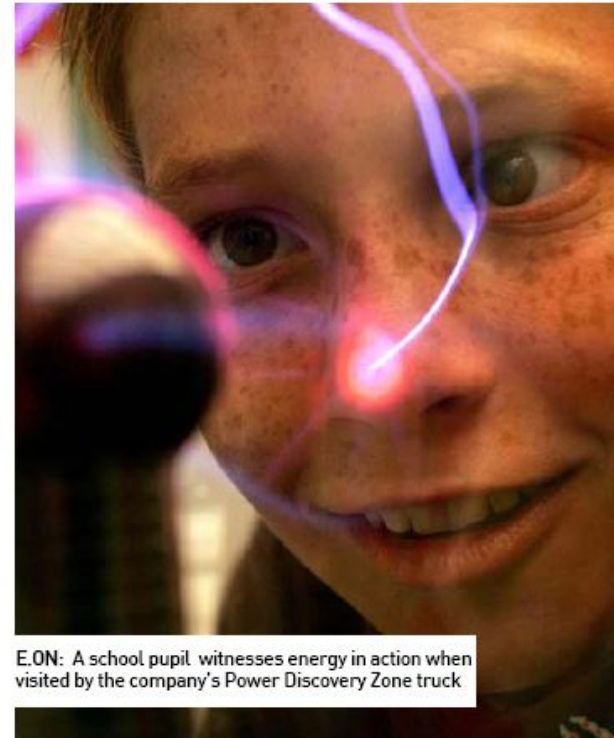
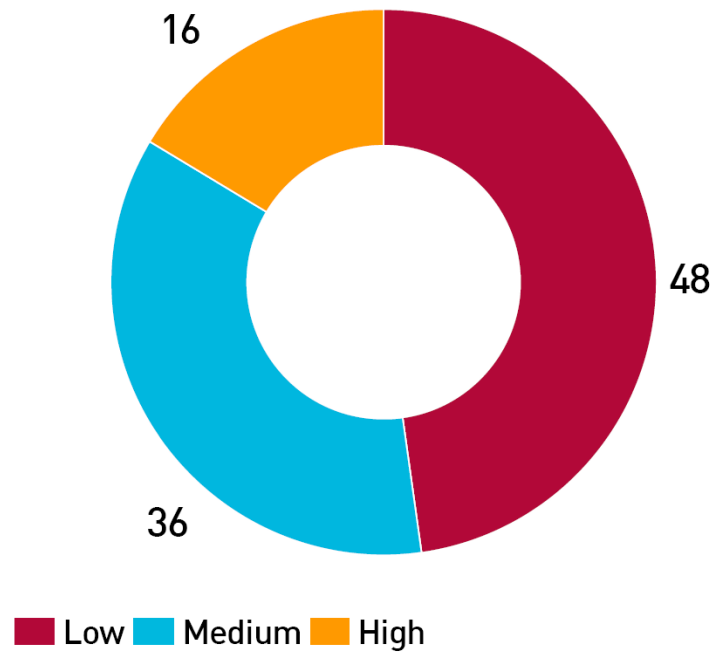


Investment areas broadly similar year on year





What's next? Moving impact measurement forward





Any questions?

