

Measuring Responsibility and Building Trust: The CSR Ratings Game

GlobeScan and SustainAbility are pleased to invite you to the 8th in a series of Salons at GlobeScan's new offices in London.

Tuesday, 12 October 2010, 5pm

- How important are corporate responsibility ratings and rankings in the transition to a more sustainable business environment?
- How transparent, reliable, useful and credible are they for consumers and stakeholders? Which ratings should we trust, and why?
- How do CSR ratings compare to other ways of building trust in business and communicating responsibility?
- As social media become an ever more important channel for businesses to interact with the outside world, are ratings a passing fad, or here to stay?

Experts from the corporate world, respected commentators and invited guests will discuss these and other issues. The debate will be informed by recent findings from The Sustainability Survey, GlobeScan and SustainAbility's regular tracking study among global opinion formers in sustainable change. The findings will then be discussed by a panel moderated by Gary Kendall of SustainAbility.

We have the following panelists already confirmed:
Seb Beloe, Head of SRI Research, Henderson Global Investors
Mallen Baker, Founding Director, Business Respect
George Dallas, Director of Corporate Governance, F&C

The evening will round off with drinks and canapés from our favourite organic pub, the Duke of Cambridge.

VENUE

GlobeScan's new offices near Waterloo:
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