



*For immediate release
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To: Diary/Events Editors and Environment and Retail Correspondents

TIME FOR CSR TO TAKE A REALITY CHECK

It's time for those involved with corporate social responsibility to take a reality check so that they can better listen to their key stakeholders.

This is the strong message delivered by BRC Director of CSR Nigel Smith, ahead of the BRC's revolutionary CSR conference to be held on Thursday 14 October at the Café Royal, London.

Produced in partnership with PricewaterhouseCoopers and Cragrats Action Training, the BRC's one-day 'CSR Through Different Eyes' is a CSR event with a real difference. Designed to be interactive, engaging and memorable, it aims to leave those attending with a real understanding of what CSR means and why there is a strong case for integrating it into their businesses.

Nigel Smith said: "CSR has become dangerously theoretical and academic. It is time for those involved in CSR to take a reality check and listen to their key stakeholders.

"CSR has to be about real businesses and the practicalities that matter to and benefit key stakeholders - whether they are consumers, shareholders, staff or interested parties in the media.

"This event will let retailers take a step back and understand CSR through their key stakeholders and what it means to them. This is vital because if we do not listen, CSR is not going to deliver for anyone."

For further information about attending the event, please contact Katharine Nellist, 020 7854 8982, Katharine.nellist@brc.org.uk

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