

An aerial photograph of a coastal landscape. In the foreground, there are white, eroded cliffs meeting the sea. Behind the cliffs, there are rolling green fields and some trees. The sky is overcast and hazy. The overall tone is somewhat somber and atmospheric.

Business at its best

A collection of essays for
Conservative Party Conference 2021

Compiled by the **Better Business Act**

better business
act

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[A]s we recover from this crisis it won't be enough to just go back to normal – our promise will be to Build Back Better and level up opportunity for people and businesses across the UK.

- Prime Minister Boris Johnson



Introduction

In April 2021, while still in lockdown, a group of businesses came together in a virtual parliamentary event to launch the Better Business Act. Still grappling with the implications of the pandemic on their own businesses, their workers and the communities around them, they were also acutely aware of their role in being part of our country's recovery.

With the urgent challenges of climate change and social inequality facing all of us, it is clear Britain needs business at its best to help lead us to a fairer and more sustainable future. We know that when businesses make the right, balanced decisions, they can both create profit and benefit society. This is why we are campaigning to amend Section 172 of the Companies Act, enshrining in law the need for all businesses to put environmental and wider societal concerns on an equal footing to financial ones.

Recent global events have shone a spotlight on the need for collaboration and alignment between governments, business, and society. The Better Business Act campaign is a statement of intent from business that we are willing and ready to play our part.

As lockdown lifted and the country reopened our coalition has grown and our message has spread. The Better Business Act is now supported by over 750 UK businesses from local firms to beloved high-street brands and is backed by the Institute of Directors, the UK's largest organisation for business leaders. Over the summer, in constituencies up and down the country, our members met with local MPs, showing the ways their businesses are helping their communities rebuild and look to the future.

The agenda at this week's Conservative Party Conference focuses on the same objectives - levelling up, building back better, and ending the climate crisis. In support of these aspirations, we have put together a volume of essays from a variety of voices across the party. From different perspectives and focusing on different topics, their contributions illustrate how all of our interests are best served when decisions in the boardroom are aligned with the long-term interests of workers, communities, and the environment.

We are grateful to all of our contributors for their time and insights and we hope you will derive the same value in reading them as we did compiling them.

Douglas Lamont
CEO innocent drinks
Co-chair, The Better Business Act



Danny Kruger

**MP for Devizes and Co-chair of the New Social
Covenant Unit**

with Luke Fletcher, Partner, Bates Wells

Private capital and the public good - with freedom comes responsibility

We rightly pride ourselves in this country on the glorious freedom with which ordinary folk are able to incorporate a company at Companies House, set up a business and strike out on a new venture.

This freedom powers the innovation and creativity at the heart of our economy and drives the country forward. It is the vision and spirit of entrepreneurs that generates wealth, allows competition and provides opportunities for personal and collective advancement.

Our free enterprise system ought to be cherished and must be protected. One need not look too far afield to see how autocracies choke this freedom and what the world looks like shorn of opportunity. Yet our free enterprise system does not exist in a vacuum – it is embedded in society and, for that matter, in nature. It is a system which depends for its survival on the wider set of social and democratic commitments and customs which make up our body politic.

We can trade freely because we can trust our courts to uphold contracts and the rule of law. Businesses are able to set up shop knowing that as a nation we are a skilful and resourceful people with deep talent pools. And, over the centuries, consumers and employees have benefitted from significant changes in consumer protection and health and safety which give confidence that rogue traders and unscrupulous employers will not profit.

And that's the rub. **As things stand, British boardrooms are incentivised in law and custom to find ways to generate profits for shareholders, even if this means storing up problems for future generations.** One need look no further than carbon emissions and climate change, though the phenomenon applies much more broadly. Think, for example, of online gambling and destructive addictions, social media and deteriorating teenage mental health, sugar content and rising obesity.

But we are living during a time of reckoning.

The race to net zero emissions across our global economy - which the Prime Minister will be championing at the upcoming COP26 meeting in Glasgow - will require all our collective resources, imagination and will. If humanity succeeds, the generations who live through this period will surely have lived through one of the most tumultuous and turbulent upheavals in the history of capitalism. We can no longer afford to give

business licence to harm our global commons (our atmosphere, oceans and soil) or to exploit the vulnerable. And why should we?

Our argument is that, in exchange for the freedom to incorporate and do business, entrepreneurs and businesses ought to enter into a new covenant with the British people. In return for its social licence to operate, every business should have a legal and constitutional purpose which is geared towards generating wealth and prosperity, not only for shareholders, but for society more broadly – and not at the expense of our shared resources or our children and grandchildren.

Happily, growing numbers of business leaders, trade bodies and management gurus are making a similar argument. Witness the rapid growth of the Better Business Act campaign, now backed by over 750 businesses including the likes of John Lewis, Waitrose, Iceland, and the Institute of Directors, amongst others. It proposes a new baseline expectation in a revised Section 172 of the Companies Act to align the interests of private capital with the public good. Hundreds more like innocent drinks and COOK already operate as a ‘B-Corp’, a socially-motivated business model which also has a proven track record of high growth, innovation and investment. In this business model, profit is the product of purpose. If we aspire to a sustainable future, we must make sure that these business models and approaches become the norm, rather than the exception.

The move to a net zero economy signals a historic shift. If we are to get there, while preserving the freedoms we cherish and fending off heavy-handed regulation in future years, we will need to find ways to adapt our corporate governance system to tackle the challenges our generation faces. **We owe it to each other and to those who will come after us to do business better.**



Andy Carter

**MP for Warrington South and Conservative
Environment Network Net Zero Champion**

Why our post-industrial towns deserve Better Business

Warrington as we know it today was a creation of the industrial revolution. The town became the centre of many industries from brewing to wire making and of course soap making. Industry has driven forwards and contributed to the success of the North West. Businesses embedded in the local community have created and sustained good jobs and economic growth over generations. **As we enter a new Green Industrial Revolution, we will see the UK invest on a vast scale in clean technologies like wind, carbon capture and hydrogen to meet our net zero ambitions. This provides an opportunity to reflect on**

how industry can continue to contribute to constituencies like mine.

Many of our heartland towns like Warrington were created around industry. **Forward thinking industrialists who founded some of Britain's biggest names, such as Cadbury and the Lever Brothers, forged strong links between their business and the local community.** In my own constituency, Joseph Crosfield opened a small works to produce soap in the 1750s. The smell of soap welcomed visitors to Warrington for decades. Crosfield didn't only lend Warrington a pleasant scent. It invested heavily in the community, establishing the Warrington Educational Society "for the purpose of extending education of the working classes in Warrington." Until the early 20th century, Crosfields remained deeply embedded in the community and the firm was regarded as a good employer.

Business leaders like Crosfields and William Lever believed that it was possible and desirable to marry enterprise and endeavour, to align profit with social purpose. But for many decades, the idea of reciprocal bonds of obligation linking businesses to their employees and the broader community has become the exception rather than the rule. **As Britain's traditional industries began to decline, the concept of 'shareholder value maximisation' took over.**

Soon after I became an MP, Warrington lost its final soap plant, as Unilever moved its operation overseas and the town's connection to great industrialists such as William Lever came to an end with many jobs lost. As we have seen this summer during a flurry of corporate sell-offs, company directors have chosen to make those kinds of decisions even while recognising their consequences.

Naturally, the market will determine where jobs ought to be. Nonethe-

less, this model of business has turned many of the free market's natural supporters against it and fuelled hostility amongst a new generation. This requires a response that returns business to some of its connections in communities and reorders its priorities to serve a wider set of stakeholders.

The pursuit of social purpose and the embedding of community values does not need to come at the expense of commerce. It is right and proper that businesses make a profit and return money to shareholders. But more and more, working people are voicing their concern that this must not be at the expense of them, their children, their communities, and the environment.

This balance is at the very centre of what it means to be a Conservative and at the heart of Britain's 'build back better' agenda. **The pandemic demonstrated the capacity of our business to rise to challenges and to deliver for communities.** Small, family owned businesses like 3 Pugs Gin distillery in my own constituency adapted to support the fight against COVID 19, producing thousands of bottles of hand sanitiser and raising money for the NHS through their sales.

As we move further from the pandemic, we must address the challenge of climate change and the role that business can play in making our economy more sustainable. The Government has shown the way with its vision of a Green Industrial Revolution that will harness our offshore wind, power our nation, cut carbon emissions and create 60,000 new jobs. It will take purpose-driven firms to deliver that vision.

I want to see constituencies like my own at the very heart of that revolution with businesses creating good jobs, helping to fix pressing problems and adding value to society. Companies like Novelis in Warrington are already leading the way. The recycler is the UK's largest

buyer of used aluminum cans. The company has a commitment to sustainability at the core of its business operations which save energy and natural resources and reduce pressure on landfill sites.

We can do even more. I want to see Warrington push forward projects like Hynet to aid our transition to net zero. Hynet will provide a bedrock to level up across the region, creating around 6,000 permanent highly skilled green jobs and delivering clean hydrogen energy into our local network to heat our homes. If projects like Hynet are to be successful, they'll need to be led by directors who are able to take a holistic view of their impact.

If the Green Industrial Revolution is to leave a legacy like that bequeathed to us by our industrial forefathers, our directors must be empowered to take bold decisions.

The Better Business Act would enable that by giving directors new powers to take decisions in the interests not just of shareholders but also workers and the wider community. Aligned interests rather than narrow shareholder interest would become the new principle of fiduciary duty within Section 172 of the Companies Act. The interests of shareholders would be advanced alongside those of wider society and the environment. And those wider considerations would be detailed in an annual impact report that showed how business was aligning profit with social and environmental purpose.

The UK pioneered corporate governance and has a long and proud tradition of leading the way on workers' rights and high standards. We can once again be at the forefront if we choose to adopt the principles of the Better Business Act.



Sir John Hayes

MP for South Holland and The Deepings

Rekindling the flame of fraternal economics

Detachment from the natural world, a distorted economic order and a crisis of faith in time-honoured institutions - the trials of our time are far-reaching, but they are far from insurmountable.

The Better Business Act campaign recognises that the way to solve the challenges of our age will not be the exclusive prerogative of either the public or private sphere, but that a responsible capitalism, aware of its fraternal duties alongside its fiduciary responsibilities, is the key to advancing all of our material, spiritual and social wealth.

It used to be well understood that social responsibility (a phrase now rendered near-meaningless by the virtue signalling of self-serving corporations) was a concept inseparable from enterprise; that what a thriving business would reap from a healthy natural, national and business environment, it would return to enrich the communities which made such opportunity possible. British industrialists of a time gone by did much to embody that principle, but the spirit of Cadbury and Roundtree et al, is something lost today in soulless globalisation which undermines locally-focused economic structures based on sustainability and social solidarity.

To rekindle the flame of fraternal economics we must combine the dynamism of business with the purposefulness of politics. Essential to reclaiming what was lost is government direction to guide the way. Because, ultimately, the challenge of moving business from narrow-minded economic liberalism towards a rebalancing of priorities to include worker, environmental and social welfare, is a monumental challenge.

The journey towards this end will present us with difficult decisions for years to come, but the Better Business Act's campaign is a determined first step on this path.

True stakeholder, and not just shareholder, capitalism of this kind will transform our economy and society. Our power industry, every mode of transport, how we build, warm and cool our homes, food production and land use, trade and industry - all will be reimagined. In essence, an economy which values, alongside profitability, people, purpose and place would radically shorten the distance between production and consumption. That means making much more of what we consume domestically, so shortening supply lines and guaranteeing economic security, reducing air miles and reconnecting communities with local,

sustainable communal activity.

It is an unavoidable fact that the current globalised economic order has warped our way of life, unleashing the worst impulses of profiteers who operate ever further removed from both the point of origin of goods and those who consume them.

To reverse this trend and renew civil society requires a national conversation about what we value most.

To be creative about environmental protection, sustainable economics and responsible capitalism, we must be bold enough to challenge some of the lazy assumptions that have led to the feckless wastefulness that characterises too much of the modern world.

We must ask whether we should continue to prioritise endless economic growth at any cost?

There are things that we sacrificed in the brutality of obsessive materialism and the mechanistic upheavals of the twentieth century - not least calm, caring communal life - that we ought to reclaim. After all, is wellbeing really synonymous with limitless consumerism and selfish individualism? Is a convenient existence the best that we can hope for? Or should we consciously rethink our relationship with technology and its impact on the common good?

These are ultimately questions that will only be answered through open political debate and civic engagement. **Changing the conversation in boardrooms through clear and decisive government policy is precisely the side-by-side lock stepped journey of the private and public sectors which leads to lasting change.**

Sustainability, better described as durability, is much more than a media preoccupation with the weather, and goes far beyond simple statements of intent. Neither is it mainly a matter of science, technology or even dry economics. Durability is primarily and profoundly political. It will reshape our world and our politics.

We must embrace the good that government can do to kickstart this brighter future. To reshape the narrative of what business entails, through a precisely drafted amendment to the Companies Act to replace the vague compulsion on directors to “have regard” to the interests of stakeholders with one that gives them equal weight with shareholders. A legislative impetus to do so will catalyse an entirely different vision of the relationship between economic activity and the common good. **The least government can do is to inspire the imaginative, innovative power of a private sector inspired by purpose.**

Once given life, further steps to support a symbiosis of business and fraternity only seem natural. This includes taking steps to prohibit the environmental horrors which are the consequences of the scale of multinational commercial activity - packaging waste and excessive journey times spring to mind. Think, for a moment, of the wasteful nonsense of produce grown in my own constituency in Lincolnshire being shipped to a distant distribution centre to be packed in plastic, then transported back to be sold within yards of where they were grown; or the dystopian nightmare of shipping products halfway across the world that could just as well be made in close proximity to where they are needed.

There is a chance, provided by renewed interest in the environment and social responsibility, to devise a less wasteful, more gentle future. One where government takes action to tackle food waste by penalising

irresponsible supermarkets; encourages start-up businesses and supports small firms through fiscal policies which transfer their tax burden to multinationals and corporates; regulates to eliminate unsustainable economic activity –supported throughout by a conscientious, proactive business community inspired by **a generation of directors who understand the intrinsic link between success and stewardship.**

Government should also play a key strategic role in defending the interests of workers and consumers who face exploitation at the hands of environmentally wasteful, careless corporate businesses while working hand in hand, elevating and encouraging those firms who embrace their responsibility and place in the chain of national life.

Better Business is the name of this campaign, and business can be better. Co-operation and encouragement between parliament and industry must ensure that everyone benefits from a greater emphasis on a more harmonious relationship between the natural world and civil society. Fraternal economics, where the natural human instincts to make and trade fed the common good, once characterised our Kingdom, and it can again. But only when we face up to our responsibility to generations to come and face down the soulless global corporations that have no genuine interest in popular wellbeing.



Simon Fell

MP for Barrow & Furness

Big tech should do no harm

We have spent more time online over the last 18 months than ever before, with lockdowns and social distancing pushing our lives to be ever more digital. With this, the power and influence of big tech companies has never been clearer.

While the pandemic has shone a spotlight on this issue, the role of technology companies in our lives has long been an area of interest to me. Before I became an MP I served on the funding council of the Internet Watch Foundation, an organisation dedicated to eliminating child abuse online and making the internet a safer place for everyone. My last job before entering parliament was in financial crime – working with government, law enforcement and industry to put in safeguards to

prevent criminals from using the awesome power of technology to their own ends. Now in Parliament, I chair the All Party Parliamentary Group on Cyber Security.

At its best, technology is empowering. It can allow us to learn, do business, find community, and work together to develop solutions to pressing social challenges. But at its worst technology can allow disinformation to spread, scams to flourish and our children to be vulnerable to sexual predators.

In some consumer's eyes, the harms are starting to outweigh the benefits and are influencing behaviour change. Consumer trust in big tech is at an all time low. A recent Which? survey found that over two thirds of people (68%) said they have little or no trust that online platforms will protect them from scams, unsafe products and fake reviews.

Consumers aren't the only stakeholders sounding the alarm. The employees of big tech are also coming forward. Facebook employees recently leaked internal research highlighting the harmful impact of Instagram on users (particularly teenage girls) after the company failed to act. Apple employees asked for an external audit of the company's whistleblowing policy and complained of pressure to blur the lines between their personal and professional lives. Amazon has long been criticised for working conditions staff call 'inhumane', including unachievable productivity targets. And it's not just the social media companies. Gig economy platforms like Deliveroo and Uber have faced continual challenges both in the UK and abroad over the way in which they manage their relationship with their workforce.

It's clear that the tech giants will have to rethink their strategy if they want to retain customers and employees, and compete with the

challengers that are attracting conscious audiences seeking more control over their digital lives. Repairing trust and reducing harm will be a key component within this. This should be exercising the minds of decision makers in the boardroom.

The Government has already recognised the need to act and is taking a significant step forward with the forthcoming Online Harms Bill. The Bill will hold big tech to account for the content shared through its platforms, giving Ofcom the power to impose significant financial penalties for those who do not comply. This is a positive development and will prompt the tech sector to recognise and address some of its biggest harms including hate speech, disinformation, and racial and sexual abuse. But will it be enough to repair the reputation of big tech? And shouldn't we be more ambitious in our expectations of these companies?

On the Home Affairs Committee recently we heard evidence from professional footballers about the sustained racial abuse they have received on social media. Twitter and Instagram appeared unable to explain why clear racial slurs were not being removed through either their moderation teams or the algorithms they have in place. Even worse, a laundry list of posts had been reported for sharing such content with no action taken weeks after the fact. As former England defender Anton Ferdinand made clear in front of the committee, **there is no profit motive for social media companies to remove content that creates a 'frenzy', no matter how distasteful – or hateful – it may be.**

I believe big tech has the capacity to go much further than simply mitigating its harms and become a force for good in society. **Many new tech companies are already leading the way with great initiatives that improve people's health, education, and sense of community.**

Take for example Tiney, a platform driving up the standards of early years education for children. Tiney train early childcare providers, supporting individuals to start and manage small childcare businesses out of their own homes. The initiative seeks to tackle the development gap that emerges between disadvantaged children and their peers before they even begin school. We can make these types of initiatives the norm, but we need to change the regulatory environment big tech is operating within first.

We need to recognise that the structure and monetisation of big tech companies drives many of its most egregious behaviours. We also must expand our understanding of social media to include some of the smaller platforms – Gab, BitChute, Telegram amongst others – and recognise that what is being shared there can be as impactful as content on ‘mainstream’ social media. We should also consider the role of these platforms in enabling financial crime, whether through the harvesting of personal data, the blatant sale of breach data, or the hosting of scams.

And it is at this point where old and new economies meet. **No matter how sophisticated the technology, this is an issue about how decision makers in business exercise their judgement, choose their priorities and decide in whose interests they will act.** This is at the heart of proposals to update our corporate governance that should make a huge change for the better in how technology affects our lives.

The Better Business Act Campaign is proposing an amendment to the Companies Act that would open the door for big tech to play a very different, more positive role in society. The change would ensure that the interests of customers, communities and the environment enter into the decision-making equation and are considered alongside companies’ obligations to shareholders. This campaign is backed by over 750

British businesses with many tech companies, including Tiney, behind them.

This could be the push the tech sector needs to become a force for good – to Do No Harm - and recapture the early promise of the networked society, contributing to solving some of the world's major social issues, and bringing digital communities together in common purpose for the public good.



Theo Clarke

MP for Stafford

How Global Britain can lead in levelling up the world

The United Kingdom remains a powerful international player on the world stage: a permanent member of the UN Security Council, a G7 Nation and the fifth largest economy in the world. Global Britain is therefore not just a slogan but a recognition of our political and economic weight, and a reminder of our history as a country known for our fairness and compassion.

We were one of the founding members of the United Nations and it was the British Prime Minister, Sir Winston Churchill who, in the wake of the horrific atrocities of the Second World War, advocated so strongly for the creation of the European Convention on Human Rights, the corner-

stone of the Council of Europe to which I am proud to be part of the UK delegation. So Britain is globally greater than the sum of its parts, which is why as we enter this new era with much more control over our decisions, we must act to ensure that we, as Global Britain, lead as a force for good in the world.

The Government has already set out a vision for Global Britain in the Integrated Review of foreign, security and development policy and we have begun to see how this will be delivered in the world of geopolitics through the landmark AUKUS security pact. The Foreign Secretary has been clear that for Global Britain to be a success, it must be about more than abstract foreign policy. It needs to deliver meaningful improvements in the lives of people in the UK and abroad.

Britain has a long history of being extremely generous to less economically developed nations and continues to do so. As Chair of the International Development Select Committee's sub-committee on the work of the Independent Commission for Aid Impact, it has become clear to me that the Government must work to support countries which are transitioning beyond aid. In our inquiry last year into the changing nature of aid in Ghana there was positive evidence that UK backed programmes were helping Ghana as it moved from being an aid recipient. I believe it is important that Global Britain not only helps countries develop economically but also supports them to effectively transition beyond aid.

The coronavirus pandemic has impacted the lives of everyone across the world. Britain has once again led from the front internationally in relation to innovation, with our world class scientists and our world leading universities working together to develop the Oxford AstraZeneca vaccine. Vaccinations are an area in which Britain has a long history in leading the world. Britain was a founding member of Gavi, the

vaccine alliance, and we are continuing to champion access to vaccines. I was pleased to see Britain leading by hosting the Coronavirus Global Response Summit last May and pledging an additional billion pounds to Gavi, a move that will help protect many more lives.

I welcome that Britain is one of the largest donors to COVAX, which is an international initiative aiming to ensure that every country gets fair and equitable access to COVID-19 vaccines globally. I have raised with Ministers multiple times the importance of us donating our surplus supplies of coronavirus vaccines to COVAX. In order to defeat coronavirus, we must protect the poorest in the world, strengthen healthcare systems and as Global Britain it is key that we lead by increasing donations to COVAX and encouraging other developed countries to do so too.

For Global Britain to achieve its full potential it must help inclusive, sustainable global economic growth and to do this effectively the Government and businesses must work together. For many of our partners around the world, their contact with Global Britain will be through our diplomats, our military or our aid workers. But it will also be through British businesses whose products and supply chains reach around the world and touch the lives of billions. Our businesses are our frontline ambassadors for UK Plc.

I am delighted to be the Prime Minister's Trade Envoy to Kenya and I was honoured to be at the signing of the new UK Kenya Free Trade Agreement. The UK is the largest European foreign investor in Kenya, around 200 British businesses operate in Kenya and trade between the UK and Kenya totals approximately £1 billion annually. This new trade agreement, just like the many other trade deals we have done since leaving the European Union, has the potential to boost the British economy and create economic opportunities across the world.

Trade matters to people in my Stafford constituency because trade means we can create more local jobs by creating opportunities for local businesses to export to emerging markets. This is why I recently held a Stafford exporting roundtable with the Department for International Trade which helped Staffordshire businesses of all sizes learn how they can trade effectively overseas. Thanks to its rapidly growing population, Africa will be home to a quarter of the world's consumers by 2050. This provides huge potential for UK-based businesses looking to connect with new customers and build strong export markets throughout the world. Parts from the JCB plant in Staffordshire are distributed across Africa, linking workers in a chain that stretches across the globe.

I have seen first-hand the positive impact that aid for trade makes as co-chair of the Trade Out of Poverty APPG. I know that beyond its role in saving lives and ensuring our security, UK aid is also critical to our country's ambitions as a global champion of free trade and shared prosperity through economic development. Delivering these ambitions needs free trade deals and it also requires cutting red-tape, improving ports and trade infrastructure and getting more businesses into export markets.

An example of this is the UK backed TradeMark East Africa (TMEA) which was established over a decade ago to reduce the costs of trade in 10 countries in East and Southern Africa. An independent evaluation report in January found that TMEA's work to make transport corridors faster, cheaper and less risky for business generated over \$55 million dollars in savings in 2017 alone. This in turn helped to boost exports from East Africa by \$176 million dollars, with imports from the UK and other countries into East Africa also increasing by a total of \$145 million dollars. TMEA brings real, tangible benefits in reducing the time and cost of trade, making goods cheaper and more readily available to

consumers in the UK and Africa.

I also welcome the Prime Minister's commitment to girls' education and was delighted to attend the UK Kenya Education Summit this summer. It has been estimated that just one additional year of secondary school education can increase a woman's earnings by a fifth. Therefore, I am pleased that the Government has pledged to stand up for the right of every girl around the world to 12 years of quality education. However, this challenge does not end when girls leave school.

As an entrepreneur before I entered politics, I have experienced first-hand the unique challenges young women face when setting up their own businesses. For international women's day this year I held a female business leaders' roundtable with the British Chamber of Commerce in Kenya. UK aid for trade also works towards our ambition of empowering women across the Commonwealth through the Government's £10 million investment in the SheTrades initiative. SheTrades aims to connect 3 million women entrepreneurs from across the Commonwealth to market opportunities, and has shown how investing in women can have powerful multiplier effects. For example, women entrepreneurs employ more women, mentor other women in business, and invest in their families and communities.

Free trade is a vital component of Global Britain yet **it is important that with this increase in trade, businesses act responsibly and pass on the benefits to their workers and society as a whole.** That is why I am generally supportive of the aims of the Better Business Act Campaign.

As co-chair of the All Party Parliamentary Group for the United Nations' Sustainable Development Goals, I am passionate about using the SDGs to improve peoples' lives throughout the world. I recently chaired a

panel where the Rt. Hon Justine Greening, the former International Development Secretary, outlined her vision for doing just this via the Purpose Coalition. Many British businesses operating in Kenya are already contributing to social and economic progress. For example, Standard Chartered is one of the largest international banks in Kenya and has publicly committed to the SDGs. It is using its unique position to contribute to Kenya's sustainable economic growth - assessing all credit approval processes through a robust Environmental Risk Management Framework. The bank also runs regular vocational training and entrepreneurship skills training for young people to increase employment opportunities. As Global Britain we should use the SDGs as a readymade framework to level up both the UK and the world.

By helping other countries' economic development through increased free trade, promoting better business, support from UK aid and implementing the SDGs, Global Britain will help many countries transition beyond aid and trade out of poverty, thus leading to economic development and improving the lives of millions of people across the world.

About the Better Business Act

Britain needs business at its best.

We are a coalition of over 750 businesses from local firms to beloved high-street brands. We know that when businesses make the right decisions, they can create profit and benefit society.

Our mission is to change UK law to make sure every single company in the UK, whether big or small, aligns the interests of their shareholders with those of wider society and the environment.

Our goal is to amend Section 172 of the Companies Act in line with these principles.

www.betterbusinessact.org

Contact

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Disclaimer: The views expressed are those of the authors and do not necessarily reflect the views of the Better Business Act coalition or its members.



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