



# Communications toolkit

*Resources for supporters of the Better Business Act*

# A message from Douglas Lamont

## Thank you for joining our coalition as a supporter of the Better Business Act.

Your organisation is now part of a very important mission: to change UK law to ensure that every company here - whether big or small - puts balancing people, profit and planet at the heart of their purpose and the responsibility of their directors.

The Better Business Act is a simple legislative solution: by amending Section 172 of the Companies Act we can use existing legal principles to empower directors to consider all stakeholders. To realise this goal, we must grow the coalition of businesses who support the principles of the Better Business Act.

Which is why we are calling upon your organisation as a supporter, to inform your employees, post on your social media channels, share the BBA story with all members of your value chains and peer companies in your industry and urge them to join our coalition.

We can use this business support to help us in the next phase of the campaign: influencing changes at Westminster. We will continue to be in touch in the first few months of 2022 with more details around having a meaningful conversation with your local MP.

In this Communications Toolkit, we hope you and your teams find everything you need to leverage your commitment and influence to build momentum and raise the volume of business voices demanding change.

The tipping point is right in front of us, with energy and commitment from each and every one of us in the coming months, I am very confident we can transform our ambition into a tangible and lasting outcome as we all strive for a fairer and more sustainable future.



**Douglas Lamont, CEO of innocent and  
Co-chair of the Better Business Act**

# What's in the toolkit?

1

## **Growing the Coalition**

Resources and sample invites to help us grow the Better Business Act coalition.

2

## **Engaging your Employees**

A message to your employees to kick start internal communications.

3

## **Activating Online**

A selection of assets and guides for communicating your support online.

4

## **Responding to Media**

Referring media enquiries, key messages, a simple statement and FAQs.

5

## **Events Guide**

A guide to hosting events with the Better Business Act.

6

## **Advocacy**

Links to our MP hosting toolkit and Conservative Party Essays.

# 1 Growing the coalition

As supporters of the Better Business Act, you are the driving force behind the campaign. Your help spreading the word will be the foundation of our success. Resources are available on our website for you to download and share:

Download  
toolkits [here](#)

Please invite your fellow business leaders to join you in backing the BBA, [here](#).



# Email template for fellow business leaders



I am writing to you because I know you believe in the power of business as a force for good. I think you'll be interested in The Better Business Act, a campaign to ensure that every company in the UK puts balancing people, profit and planet at the heart of their purpose and the responsibility of their directors. It would transform the way Britain does business so every single company takes ownership of its social and environmental impact.

The Better Business Act is a business-led campaign, driven by leaders of more than 1000 UK businesses who recognise that the law has fallen behind business culture and who have proven that this approach to business works for everyone. For full details, I'm also providing a link to the [Better Business Act campaign website](#). The campaign seeks to amend Section 172 of the Companies Act, to update the job description for company directors, making it their responsibility to protect people and the planet at the same time as pursuing profit.

Having (your company) signed up as a supporter — as simple as completing [this form](#) — will help move this campaign forward and reinforce all that your business stands for.



## 2 Engaging your employees

We hope that your teams will be excited to be part of the Better Business Act campaign. As the campaign builds, there will be more opportunities for individuals to participate, and so we hope that you take this opportunity to introduce the BBA throughout your business.

Here, we provide a sample email to send to your colleagues to let them know you support the Better Business Act and to build excitement about what that means.



# A message to your employees



Recently, our company joined a very important coalition of like-minded businesses: the Better Business Act is about transforming the way we do business so that every single company in the UK, whether big or small, takes ownership of its social and environmental impact. Together, we're taking a straightforward ask to government: change Section 172 of the Companies Act to ensure that company directors are responsible for advancing the interests of shareholders alongside those of wider society and the environment.

The COVID crisis, the climate emergency and social inequality are profound and pressing problems that can only be solved if we harness the enormous potential of entrepreneurs, innovation and enterprise. We know that UK voters and consumers want business to do better, research shows that three-quarters of the public think business has a responsibility to protect the environment and the majority favour brands that do good in the world. In short, the world needs every business at its best -- creating good jobs, helping to fix pressing problems and adding value to society.

This is why we have joined this campaign - the Better Business Act is driven by leaders who recognise that the law has fallen behind business culture and who have proven that this approach to business works for everyone. I'm sure you'll agree that our company shares these views. I urge you to visit [betterbusinessact.org](https://betterbusinessact.org) to get the full details, and to use the attached social media assets as we spread the word and encourage other businesses - especially our own customers and suppliers - to join this important campaign.



Thank you for your attention to this, and if you have any questions, feel free to reach out to me directly.



## 3 Activating online

As a business-led campaign, the voices of our supporters will be essential for building momentum as we call on the government to amend s.172 of the Companies Act.

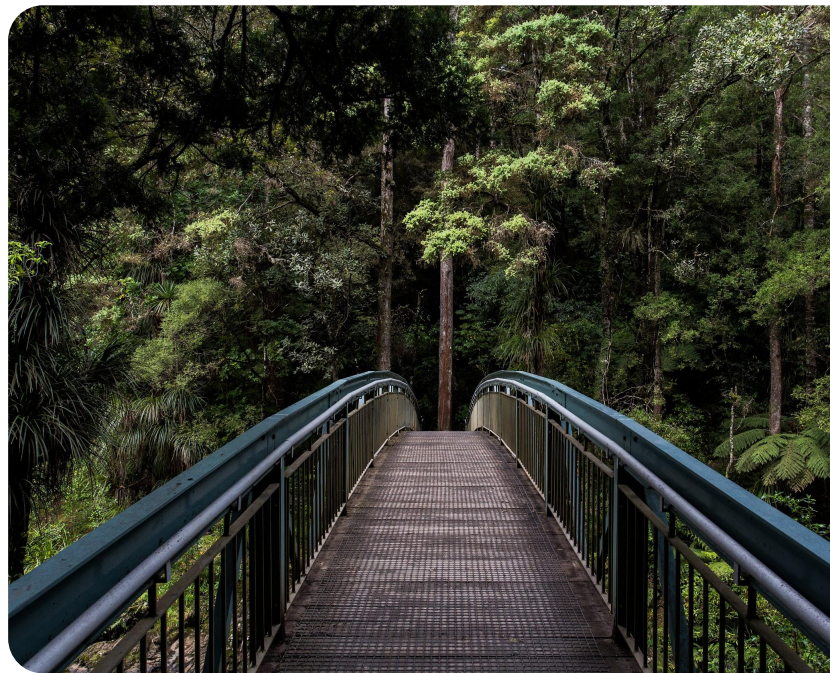
Download assets and resources for external communications below:

Logos:

[Light](#),  
[Dark](#)

[Social media](#)  
[guidance](#)

Customisable  
social media  
tiles:  
[Twitter](#), [LinkedIn](#)





We encourage all our supporters to proudly show their support for the Better Business Act on social media. Follow these steps:

1. Follow [@betterbizact](#) on Twitter.
2. Follow [@Better Business Act](#) on LinkedIn.
3. Download the [templates](#) for Twitter and LinkedIn and check out the guide for posting on socials.
5. Announce your company's support for the BBA.



## 4 Responding to media

To keep things as simple as possible for you, and to coordinate who's talking to which media outlet and when, please refer all media enquiries to:

[media@betterbusinessact.org](mailto:media@betterbusinessact.org).

We'll work with our agency partners to match more in-depth enquiries to our list of key business spokespeople as well as legal experts who are ready to respond to media.

If the media have indicated that they'd be satisfied with a statement or point-of-view, you can provide the following...



# Your company's position: a statement



Our company joined the Better Business Act coalition because we believe the world needs every business at its best - creating good jobs, helping to fix pressing problems and adding value to society. This aligns with our company's stated mission and values.

[COMPANY NAME] is joining 1000+ businesses calling for a straightforward legislative solution: the Better Business Act will amend section 172 of The Companies Act to ensure that company directors are responsible for advancing the interests of shareholders alongside those of wider society and the environment.

Our company is encouraged by the fact that the Better Business Act is a business-led campaign, driven by leaders who recognise that the law has fallen behind business culture and who have proven that this approach to business works for everyone.

We believe that the Better Business Act is a unique opportunity to demonstrate UK leadership on the global stage – creating a competitive advantage, driving innovation, accelerating progress to net zero, and aligning with the government's ambition to build back better.



# Key messages

## Business at its best

1

The world needs every business at its best - creating good jobs, adding value to society and taking responsibility for environmental impact.

## Aligning interests

2

The Better Business Act will amend section 172 of The Companies Act. This will ensure that company directors are responsible for advancing the interests of shareholders alongside those of wider society and the environment.

## Driven by business leaders

3

The Better Business Act is a business-led campaign, driven by leaders who recognise that the law has fallen behind business culture and who have proven that this approach to business works for everyone.

## UK leading the way

4

This is a unique opportunity to demonstrate UK leadership on the global stage - creating a competitive advantage, driving innovation, accelerating progress to net zero, and aligning with the government's ambition to build back better.

# Frequently asked questions

**1** What is the Better Business Act and why is it needed?

**2** What difference could the Better Business Act make to society and the environment?

**3** What level of reporting would be required by Directors to change to Section 172?

**4** How would existing companies' transition into this new legislation?

**5** Have any other countries successfully brought in similar legislation to the BBA?

**6** How will businesses need to change to answer the duties of the Better Business Act?

Answers

## 5 Hosting events

Our coalition members regularly speak at and even create their own events to showcase the aims of the Better Business Act and explain why they are supporters.

When you participate in an event about the BBA, it highlights your commitment as a purposeful business and it encourages other businesses to join our coalition, strengthening our cause and moving us forward in our key goal of amending s172 of the Companies Act.

The more our members help us spread the word, the stronger we become. See the next slide for some tips on running events.





# Suggestions for successful events

1. **What and how?** Be clear about your event's topic and what the format will be: do you want a panel with one moderator? Or one speaker with a presentation and a Q&A from the audience?
2. **Virtual or in-person?** The pandemic continues to put real life events in jeopardy so organising a virtual event might be safest. If you really want a face-to-face event, we recommend making virtual plans too, just in case you have to pivot online.
3. **Think about your speakers:** it can work well to include speakers with different perspectives on the subject - that makes it more interesting for the audience. Try to include some diverse backgrounds and opinions if possible.
4. **Moderate and record.** If you can, involve a moderator to help manage the questions and responses between your audience and the panel or speaker. It takes the pressure off the speaker and allows a more fluent exchange. The moderator can also record the event, so you can post it online for those who weren't able to attend live.
5. **Promote it** on your channels in good time... and consider asking some organisations and individuals directly - that can boost your response rate.
6. **Get us involved.** Let us know about the event at the early stages of planning. We can help with speakers, guest lists, content and promotion.

We launched the campaign with a Parliamentary reception on 14 April 2021, and advocacy continues to be a key part of our work.

To find out more about the Act and the politicians across Westminster who are backing the campaign, click [here](#) to watch a recording of the event and to read our [Conservative Essay Collection](#).

Download our MP Hosting Toolkit [here](#).





# Thank you!

*Any questions, reach out to [act@betterbusinessact.com](mailto:act@betterbusinessact.com)*

