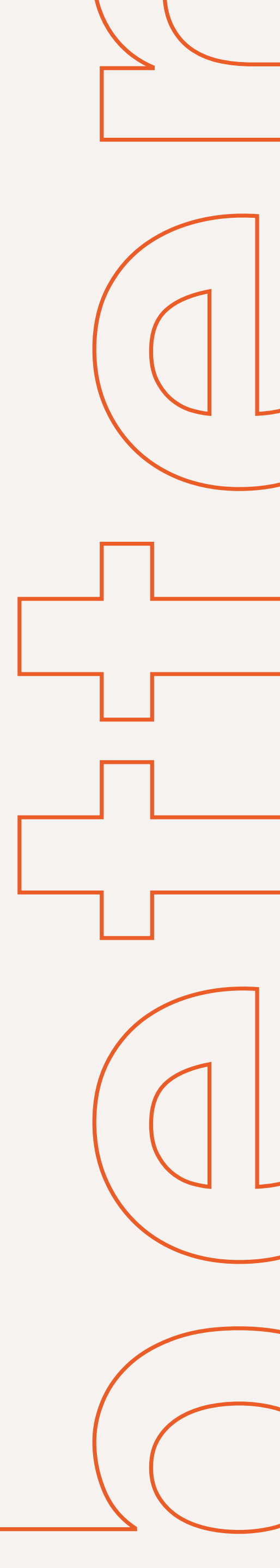




Take Action Toolkit

Amplify your support for the Better Business Act.



What's in the toolkit?

- 1** [Time to take action](#)
A welcome from the Better Business Act team to kick start your support and introduce you to our mission.
- 2** [Key messages and stats](#)
Our top four messages and key stats to help you advocate for the Better Business Act.
- 3** [Take Action Checklist](#)
Templates to engage your team, promote your support for the Better Business Act online and grow the coalition.
- 4** [Press and events](#)
Responding the media, spokespeople opportunities and tips for hosting your own Better Business Act events.



Time to take action

Whether you're new to the coalition or a long time supporter, we'd firstly like to say a huge thank you for supporting the Better Business Act (BBA).

Your organisation is part of a very important mission: to support a change to UK law to ensure that every single company aligns the interests of people, profit and planet.

As a coalition member, your role in spreading the word will be the foundation of our success and this toolkit will equip you with the tools you need to do exactly that.

We hope you and your team find everything you need in this toolkit to leverage your commitment, build momentum and raise the volume of business voices demanding change.



Key messages and stats



Business at its best

Britain needs every business at its best — creating good jobs, adding value to society and the economy and taking responsibility for their environmental impact.

Recent research suggests all companies behaving this way would deliver a £149bn boost to UK GDP, give the lowest paid UK workers a £2,288 a year pay rise and raise capital investment by £86bn per year. [Learn more.](#)



Driven by business leaders

The Better Business Act is a business-led campaign, driven by a coalition of over 2,500 leaders who recognise that the law has fallen behind business culture and who are providing real life examples showing that this approach to business works for everyone.



The public agrees

The UK continues to feel the impact of businesses prioritising shareholder value at all costs; from the appalling treatment of P&O staff, to windfall profits for fossil fuel companies during the energy crisis.

Research shows a growing public demand for businesses to have legal responsibilities beyond profit, with 77% advocating for a focus on people and the planet, up from 72% in 2020.

[Learn more.](#)



The UK's opportunity to lead

This is a unique opportunity to demonstrate UK leadership on the global stage — creating a competitive advantage, driving innovation and investment into the UK, accelerating progress towards climate targets and delivering a better future for all.

Take Action Checklist

Now we've set the scene with the Better Business Act's key messages and headline stats, here's your **Take Action Checklist** - a series of tasks to help you bring your team on board, spread the word and grow our coalition.

Engage your team

We hope your teams are excited to be part of our campaign. Get started by introducing your colleagues to the Better Business Act.

[Here is a sample email](#) to let your team know you support the campaign and what that means for them.

Spread the word online

As a business-led campaign, the voices of you, our supporters, are essential for building momentum and raising awareness.

[Click here](#) to download social media assets and caption copy to announce your support for the BBA.

Invite a business leader

Help us to continue building the BBA coalition by inviting a business leader who you believe should join you in backing the BBA.

[Click here](#) to send an email to a business leader who you believe should join you in backing the BBA.

Show your support for the campaign by following us on LinkedIn, Twitter & Instagram.



Press and events

Responding to the media

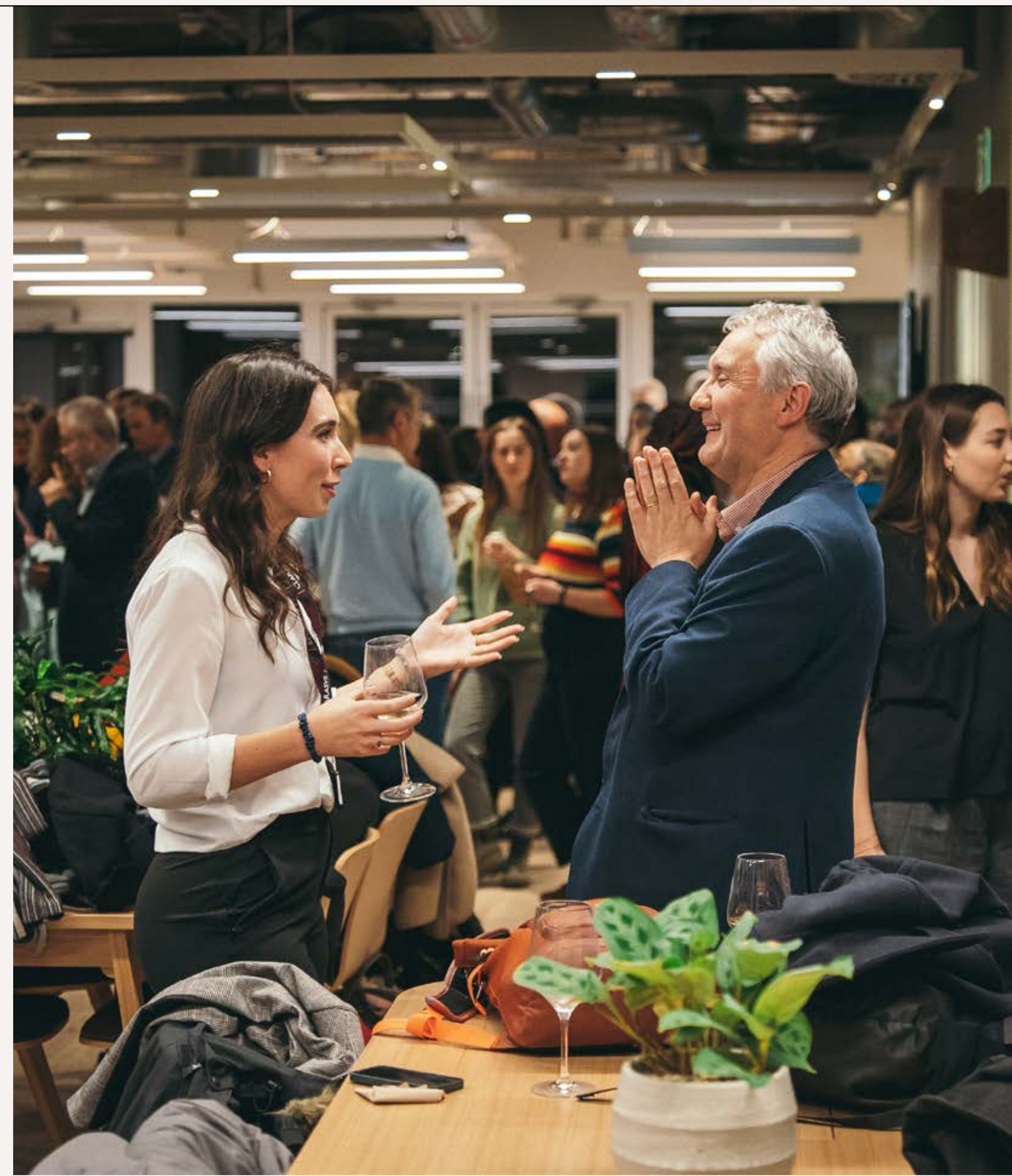
If you are contacted by the press to discuss your support for the BBA, please loop in our team at media@bcorporation.uk

Is there a business leader within your organisation who would be a perfect advocate for the campaign?

[Get in touch](#) to discuss spokesperson opportunities.

Hosting events

Our coalition members regularly speak at and create their own events to showcase the aims of the BBA and explain why they are supporters. When you participate in an event about the BBA, it highlights your commitment and it encourages other businesses to join our coalition, strengthening our cause and moving the campaign forward. For more information on how to run your own event [visit our website](#).





Thank you!

Any questions? Read our [FAQs](#) or reach out to act@betterbusinessact.org

