

Wealth creation - the next generation

The Tomorrow's Company Futures Project



tomorrow's
company

Context

- 37 of the world's 100 largest economies are corporations based on revenue and GDP ⁱ
- the IMF has estimated that, at its peak, the global credit crunch cost world economies more than \$10 trillionⁱⁱ
- just 90 companies caused two-thirds of man-made global warming emissions ⁱⁱⁱ
- 85 people now own as much wealth as half the world's population ^{iv}
- only 20% of the public trust business leaders to tell the truth and make ethical and moral decisions ^v
- companies with engaged employees outperform those without by up to 202%. ^{vi}

A unique opportunity

Companies must earn their 'licence to operate' by playing a greater role in contributing to solving the problems that society faces. However, with public attitudes towards much business devastatingly low, the current debate is stuck in the language of cynicism and blame.

Tomorrow's Company will set out a realistic and inspiring case for how business can be a force for good, leading to a more forward-looking debate.

Some of the open questions that will be asked are:

- how can the widespread and **growing distrust of business** be addressed?
- how can businesses best **use their capabilities to address the social and environmental challenges we face?**
- how can companies remove obstacles and **harness the talent of all**, irrespective of their background?
- how should companies communicate the value that they bring to all their stakeholders?
- what changes in technology and society will transform companies and their organisation?

The project will look back at what has been achieved since the original **1995 Tomorrow's Company Inquiry** and **look forward at what needs to be achieved**. The project will draw on the insight of leaders from companies, government and NGOs as well as the accumulated experience of **twenty years work** by Tomorrow's Company.

The project will include:

- a provocative report which challenges business leaders, the investment community, the government, civil society and business educators, offering a far reaching agenda for the years ahead
- a compendium reviewing the body of work that Tomorrow's Company has contributed so far and an assessment of its impact
- a series of public events to disseminate key recommendations.

An invitation

If you feel business can and must be a force for good, please contribute to our campaign to create a fresh vision, setting a new agenda for business.

The minimum funding needed is **£200,000 by March 2015**. Generous support from Brunswick, Adnams, TTP, BAE Systems, BSI, Marshall of Cambridge, CIPD and private individuals has enabled us to raise over **£60,000** at this initial stage.

Your valued support will create a real and lasting impact as the role of business in a changing world is redefined. If you feel you could support this project, through involvement in our interviews, dialogues, or by offering in-kind support, please get in touch.

How you can contribute

Become a corporate supporter

In return for the support of **£10,000** you will be:

- acknowledged for your support in the final publication
- your CEO or chairman will be interviewed and invited to take part in a dinner discussion with fellow CEOs, and leaders from the related worlds of investment, government and civil society
- invited to various dialogues.

Make a one off donation or give regularly to Tomorrow's Company

- via Direct debit
- online
- by phone
- by cheque payable to Tomorrow's Company - 4th Floor, Samuel House, 6 St Albans Street London SW1Y 4SQ.

Your donation will fund our work to inspire and enable companies to be a force for good. We need your support. Please speak to Alex Maitland alexm@tomorrowscompany.com 0207 839 4040 or visit www.tomorrowscompany.com/donate to donate today.

You can also become a corporate member of Tomorrow's Company

- Strategic partner - from £20,000
- Forum partner - £7,500
- Associate member - £3,000

Visit www.tomorrowscompany.com/join-us

About us

Tomorrow's Company is an independent, agenda setting charity and think-tank that exists to inspire and enable companies to be a force for good.

Our goal is to help companies adopt the inclusive approach, and to engage with regulators, investors and society in order to strengthen their role in business.

By convening business leaders, investors, policymakers and NGOs we reinforce this approach and set new agendas.

The inclusive approach puts people and relationships at the heart of sustainable business success

Our impact so far

Practice, policy and regulation

- we defined the inclusive duties of directors for The UK's Companies Act 2006
- our work on capital markets informed the creation of the UN PRI
- our thought leadership on ownership and asset classes is at the heart of the UK Stewardship Code
- on reporting, our work is at the heart of Europe's move towards narrative reporting
- the King III report in South Africa acknowledges our influence.

Companies

- the Board Mandate is promoted by our partners such as PwC, CIMA and Korn Ferry and the concept is increasingly used as a tool by boards, including the Pensions Trust, HSBC and Sainsbury's
- we hold regular, chairman-led, roundtables

“Over the years Tomorrow’s Company has done some really ground breaking work with various companies on the role of companies in society. I was involved in – Tomorrow’s Global Company – and it was a pleasure to work with people who have a good understanding of what drives responsible business. It is stimulating to work with them.”

Sir Mark Moody-Stuart, former Chairman, Royal Dutch Shell and Anglo American

“The true measure of Tomorrow’s Company’s achievement has been that so many of those achievements are now taken for granted. There is general acceptance of the need to look at sustainability, medium to long-term results, the wider responsibilities of companies, building trust, and the duty of the institutions to engage with companies on behalf of those whose money they are investing.”

Sir Adrian Cadbury, former Chairman, Cadbury and Cadbury Schweppes

“The initiatives and ideas developed by Tomorrow’s Company have had a significant influence on the direction of corporate governance and stewardship in recent years. I am in no doubt about the merits of market capitalism. But recent events make it essential that we revisit and strengthen its foundations.”

David Tyler, Chairman, J Sainsbury plc

“The work of Tomorrow’s Company has played an important part in demonstrating to companies how an inclusive approach to business can improve competitiveness which is vital if business is to continue its fundamental role in creating the wealth on which our society depends.”

John Neill CBE, Group Chief Executive, Unipart Group of Companies

“The think tank Tomorrow’s Company is five years ahead of the pack in looking at what is needed in governance terms to make British companies sustainable wealth creators.”

Anthony Hilton, Evening Standard

“The 1995 Tomorrow’s Company Inquiry prompted the then Board and Senior Management of Adnams to define its purpose, core values and implement a new strategy. A strategy and cultural approach that continues to underpin much of Adnams’ more recent development. This demonstrates the practical long term ‘value add’ to member companies that is consistently delivered by Tomorrow’s Company through; an intellectually rigorous approach to enquiry, an ability to challenge the status quo and a process of communicating findings in a relevant and digestible way. Tomorrow’s Company reports always propose a pragmatic workable way forward for business and society.”

Dr Andy Wood OBE, Chief Executive, Adnams

Some of our key partners



ⁱ Tomorrow’s Chairman – foreword

ⁱⁱ Data from IMF as reported by BBC, 31st July 2009

ⁱⁱⁱ Journal Climatic Change as reported by the Guardian, 20th November 2013

^{iv} Working for the Few: Political capture and economic inequality - Oxfam, published 20th January 2014

^v 2014 Edelman Trust Barometer

^{vi} Gallup survey – as reported by Dale Carnegie