

Here's what LBG members are saying:

"The LBG model provides us with a clear framework which helps us to understand our own performance"

"LBG has been instrumental in shaping our CCI strategy"

"Without such a model to follow, we could easily forget the basics"

"LBG provides the opportunity to discuss and debate community involvement with an established group of practitioners"

"The atmosphere of collaboration and information sharing is great"

"I get at least ten times my membership each year"



The Corporate Citizenship Company
Helping companies succeed as good citizens worldwide
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www.corporate-citizenship.co.uk



improving the measurement and
management of community investment



join over 100 leading companies

in applying the first comprehensive

standard to capture the full value and

impact of your community programme...

www.lbg-online.net

**"essential membership for any company with a
community programme" BSkyB**

about the LBG

Corporate community involvement professionals are increasingly asked to measure their company's contributions to the community. The **LBG** model, developed by 18 leading UK companies over five years, provides the first comprehensive set of measurement standards. The original development work resulted in two practical guidebooks to measurement.

Now over 100 leading companies in the UK and abroad use the LBG model. The model helps companies measure their contributions in a consistent and comparable way. Most importantly, it asks what companies' contributions actually achieve, both for the community and the business.

By comparing 'inputs' with 'outputs' and 'impacts', companies can determine how effective their investments are, paving the way for better, more strategic contributions in future. They can also compare their performance with their corporate peers based on a consistent standard.

Members meet regularly with industry sector peers to discuss topical issues and solutions.

Company users of the model report better management information and internal communications, better external reporting, more informed decisions about future investment, and improved professional development.

For more information, visit www.lbg-online.net

the LBG model

- Over ten years of practical application
- Straightforward and easy to use
- Better comprehensive measurement of community contributions and what they achieve
- Enhanced communications and reporting of CCI
- Increased internal and external awareness of support
- Improvements in planning and management of CCI
- More effective cross-company comparison

LBG member benefits

- Individual consultation and assistance to apply the LBG model to your company. Up to one day's consulting each year, in person or via telephone and email included with basic membership. Further help can be provided at preferential rates.
- Circulation of members' benchmark data so you can see what others contribute, understand how they value contributions and learn from case studies measuring the impact of community programmes.
- A monthly members' newsletter, with news on measurement topics, company reports and forthcoming events in the group.
- Two plenary meetings per year for all members, with agendas based on topics suggested by the group.
- 15-20 specialist industry sector subgroup meetings each year on specific measurement issues.
- Access to the 'members only' section of the LBG web site, for advice on implementing the model.

- Use of the LBG logo and the right to cite membership in external publications.

LBG members include

The LBG has grown steadily since its launch in 1994. Members now include:

- Major multinationals such as Shell, Vodafone, Rio Tinto and Unilever.
- Major UK businesses such as Marks & Spencer, Lloyds TSB, Centrica, BSkyB and Whitbread.

View the full list at www.lbg-online.net

LBG members charter

LBG members agree to a membership charter approved by the group. This covers a few manageable requirements such as following the LBG principles in evaluating community contributions, submitting basic data to the rest of the group once a year, and agreeing to keep other members' data confidential.

The annual fee for membership is just £2,150 + VAT.

additional services

The Corporate Citizenship Company offers additional services, available to members for a supplementary fee. These include assurance of reports, advice on improving reporting, a summary report for senior managers and outsourcing of community data collection.

The Corporate Citizenship Company

The Corporate Citizenship Company is one of the longest established and most experienced firms specialising in CSR. We help companies to trade sustainably by managing economic, social and environmental risks and exploiting opportunities to grow responsibly. Services include consulting, management briefings, benchmarking, reporting and assurance.

We publish Corporate Citizenship Briefing, the leading bi-monthly journal for corporate responsibility practitioners.

To find out more, visit our website at www.corporate-citizenship.co.uk

management of LBG



LBG members shape the group's agenda through the Steering Group. Alison Gulliford and Terri Hathaway are responsible for delivering the LBG workplan, supported by an experienced team from The Corporate Citizenship Company.



To find out more, contact the LBG team

on 020 7940 5610 or email alisongulliford@corporate-citizenship.co.uk or terrihathaway@corporate-citizenship.co.uk or visit the LBG website at www.lbg-online.net.