

## WHAT PARTICIPANTS SAY ABOUT THE RETREAT

**A great idea, well executed  
and challenging**

**HANNAH JONES,  
VP, Corporate Responsibility,  
NIKE**

**The beauty of The Retreat  
is that everyone is a  
practitioner facing similar  
issues. How refreshing to  
be in a work group with  
people who understand the  
challenges but aren't trying  
to sell you their solution**

**MARTIN LIPTROT,  
Director, Global Communications,  
FEDEX CORPORATION**

**An excellent and unusual  
idea. I personally got a lot  
out of The Retreat**

**DUNCAN MWENDWA,  
Procurement Manager,  
CADBURY SCHWEPPE**

**Most useful and enjoyable –  
an imaginative idea which,  
combined with a good  
agenda, paid off handsomely  
in terms of depth and  
engagement of debate**

**STUART BROOKS,  
Regional Manager,  
International Relations,  
CHEVRONTEXACO**

**Excellent value**

**RICHARD AYLARD,  
CSR Director,  
RWE THAMES WATER**

**I found the two days useful  
and beneficial, especially  
the chance to interact with  
colleagues from different  
industries who have similar  
and yet different challenges.**

**ADRIAN FRANTOM,  
Associate Director -  
Corporate Responsibility  
ASTRAZENECA**



This year's Retreat will be held at Bore Place, which is one hour from Heathrow

# *ethical* performance

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## THE retreat 2010

**A two-day gathering of senior CSR practitioners to learn and share experiences with their peers in a confidential and exclusive setting**

**The Retreat takes place 12-13 JULY, 2010**

We are writing to invite you to this year's Retreat for corporate social responsibility practitioners working within companies.

The Retreat 2010, the eighth annual Retreat that we have held, will again take place in the peaceful setting of Bore Place in Kent, a short train ride from London. As last year, the event will bring together 20 participants from companies based in the UK, Europe and North America. We have settled on this number because we feel that it enables all those taking part to get the most out of the two days, retaining the intimate atmosphere.

Working at Bore Place has allowed an opportunity to explore in real depth complex issues that are not addressed in other fora, and all the participants last year told us that the quality of conversations they experienced on CSR matters could be found only at The Retreat.

The Retreat brings together CSR executives in a discreet setting conducive to frank discussion of the challenges they face in their day-to-day work, enabling participants to engage in candid conversation about corporate social responsibility.

We do hope you will be able to accept this invitation to attend.

Yours sincerely,

Peter Mason  
*Editor, Ethical Performance*

P.S. No consultants, media, investors or non-governmental organizations will be present at The Retreat – only CSR practitioners working within companies are being invited.

# THEretreat 2010

## the objective

to enable CSR practitioners to:

- share experiences and ask questions of one another with frank discussion in a discreet and supportive setting.

## the benefits

- learn from the practical experience of your peers, rather than from 'gurus' in the field
- improve the quality and effectiveness of your CSR programmes by tapping into a pool of collective expertise
- identify the strategies and management tools most likely to succeed in your particular company circumstances – and find out what has not worked elsewhere
- test CSR solutions and strategies you are considering on like-minded colleagues in a confidential setting
- examine the extent to which how we think about our field affects what we see.

## who is invited

CSR practitioners working in companies and responsible for developing and implementing policies in areas such as:

- accountability and transparency
- communications
- corporate affairs
- product stewardship
- stakeholder dialogue
- supply chain and risk management
- sustainability.

*Consultants, non-governmental organizations, investors and media representatives will not be present*

## THEretreat venue

The Retreat is held at Bore Place, a country house set on a 500 acre (202 hectare) organically farmed estate deep in the countryside of Wealden Kent. The house was until recently in private occupation but is now owned by a trust. Bore Place is less than an hour by car from Heathrow Airport.

## time and place

Monday and Tuesday 12-13 July, 2010

Bore Place, Chiddingstone, Kent, UK

The Retreat will begin at 10.30am on Monday, 12 July and end at 4.30pm on Tuesday, 13 July.

However, please note that as in the past, we have made arrangements so that people can, if they wish, arrive the night before (ie the night of Sunday 11th). We have booked Bore Place from Sunday evening to Tuesday evening and there is no additional charge for those wishing to stay on Sunday night. The intention is to give participants more time to get to know each other, as well as to enjoy the surroundings.

## THEretreat agenda

Peter Mason, who acts as host for the event on behalf of Ethical Performance, will be phoning in advance all those taking part to establish the particular interest they can anticipate bringing to this year's Retreat. An outline agenda will emerge from those discussions. This way of working has been developed over the six years that we have held The Retreat. We have now arrived at a format and venue that we feel best suits what we are trying to achieve, which is to provide an overall framework for a series of conversations on corporate social responsibility in which participants can engage with each others' experience, pursue any lines of enquiry they wish, and put forward their own dilemmas for general discussion among peers. We anticipate that these observations will act as a stimulus for open conversation among the group as a whole, and also in smaller groups. Hugh Pidgeon, from Ashridge, who has moderated the last seven Retreats, will be on hand throughout the two days.

## delegates from the following organizations have been among participants at previous Retreats:

ADECCO ALTRIA CORPORATE SERVICES  
ASTRAZENECA BAE B&Q BARCLAYS BBC BG BNFL  
BRITISH AMERICAN TOBACCO BRITISH ENERGY  
BRITISH GAS BRITISH LAND COMPANY  
BRITVIC SOFT DRINKS BP BSKYB BUPA CADBURY  
SCHWEPPE'S CAMELOT CARTIER CATERPILLAR  
CHEVRON TEXACO CLARKS COBHAM  
COMPASS GROUP DE LA RUE PLC DHL LOGISTICS  
E.ON UK EDF ENERGY ENI SPA  
FEDEX CORPORATION FYFFES GROUP LTD  
GALLAHER GWR GROUP HITS HOLDINGS  
HM REVENUE & CUSTOMS IMPERIAL TOBACCO  
GROUP INTERFACE EUROPE JOHNSON & JOHNSON  
LIBERTY INTERNATIONAL LITTLEWOODS  
MARKS & SPENCER MARS O2 NATIONAL GRID  
NESTLÉ NIKE ORANGE PEARSON  
PENTLAND GROUP PHILIP MORRIS USA  
RECKITT BENCKISER REZIDOR SAS HOSPITALITY  
RIO TINTO ROLLS-ROYCE ROYAL MAIL GROUP  
SCHLUMBERGER LIMITED SCOTTISHPOWER  
SHELL INTERNATIONAL LTD STATOIL  
SUNCOR ENERGY SYNGENTA INTERNATIONAL AG  
THAMES WATER THE DIAMOND TRADING COMPANY  
THE GO AHEAD GROUP THE PENTLAND GROUP  
THOMSON REUTERS TIMBERLAND EHQ TNT  
EXPRESS TOTAL UNILEVER UNITED UTILITIES  
WHITBREAD WOLSELEY WH SMITH WS ATKINS

