

apply online by  
29 November:  
[theheartofthecity.com](http://theheartofthecity.com)

[info@theheartofthecity.com](mailto:info@theheartofthecity.com)  
020 7332 3848

Twitter: [@HotC\\_UK](https://twitter.com/HotC_UK)  
LinkedIn: [theheartofthecity](https://www.linkedin.com/company/theheartofthecity)

Charity number: 1117212  
Company number: 5973126

membership  
2020



every business  
can be a force  
for good

We want to galvanise business leaders to do well by doing good, and our flagship foundation programme will help you do just that. Join for 2020 and you'll get the knowledge and tools you need to make sure your business has a positive impact on people, places and the planet.

Our programme is specifically designed for small to medium sized businesses and runs over two years to help you define and develop your responsible business approach. We have a dedicated network of contributors from a range of industries, experienced in responsible business and eager to support you with their expertise and advice.



## HOW DOES IT WORK?

Over two years you'll get an all-round introduction to responsible business looking at your employees, community and environmental impact. We've helped over 850 firms in London to develop responsible business programmes, and they've seen lots of benefits:

- 💡 **Winning new business leads**
- 💡 **Attracting and keeping talent**
- 💡 **Developing employees' skills**
- 💡 **Joining a movement of companies**

Membership starts at £850 +VAT, but thanks to funding from the City of London Corporation and City Bridge Trust, we're able to offer year one to eligible businesses for free!

Apply [online](https://www.theheartofthecity.com) by 29 November at [theheartofthecity.com](https://www.theheartofthecity.com)

**"Being part of the Heart of the City programme has been extremely beneficial for our practice. We have gained fantastic knowledge from experts. It's now more focused and more meaningful for those we aim to help, and the experience has been a great boost to our team."** *Fiona Clark, David Miller Architects*

## WHAT'S IN YEAR ONE? AND YEAR TWO?

We'll introduce you to key concepts in responsible business through:

- Face-to-face account management
- Workshops and webinars
- A network of peers
- Online templates and tip sheets
- An invitation to the Lord Mayor's Dragon Awards

You'll implement your programme and develop your activities through:

- Mentoring from a responsible business professional
- Masterclasses, surgeries and webinars
- Applying for awards like the Dragon Awards
- Our graduation event

