

# THERE'S NEVER BEEN A BETTER TIME TO BE A RESPONSIBLE BUSINESS

For 20 years we've been starting London companies on their responsible business journeys.

We work with business leaders and give them the knowledge and tools they need to be a force for good.

We've supported over 1,000 businesses in London to reduce their environmental impact, support their communities, care for their staff's wellbeing and improve the diversity of their teams.

This year we've seen our members continue responsible business through the pandemic. They've adapted the way they volunteer, prioritised their team's mental health and become more environmentally friendly!



**You can join our community of SMEs in London for 2021! Apply for a free introduction year place now at [theheartofthecity.com/join](https://theheartofthecity.com/join)**

**Responsible business means better business for you!**

Heart of the City members have told us that the programme has helped them to win new business, attract and keep great people in their teams, develop skills and improve brand reputation

# What does being a member involve?

In your introduction year you'll get used to key concepts in responsible business through:

- A responsible business health check to help develop your strategy and track your progress
- A dedicated account manager for 1:1 support
- Online and in-person workshops and webinars with responsible business experts
- Networking with other business leaders at our social events
- Membership of our exclusive networking group on LinkedIn

In your implementation year you'll increase your knowledge and develop your strategy with everything you get in your first year plus:

- 1:1 coaching support from our network of responsible business experts
- Surgery events where you can ask the experts your questions and learn from your peers

**“The first year of the programme was informative and inspiring. Heart of the City has helped us to shape our social responsibility programme and we're excited to see where we can take it in the second year”**  
*MSMR Architects*



We have 60 funded introduction year places. To be eligible for one of these, you need:

- To be based in the City of London, Camden, Islington or Southwark
- To have between 10-249 employees
- To be new to the Heart of the City foundation programme
- Apply by 1 December

**If you're not eligible for a free place, you can still join! Costs are at [theheartofthecity.com/join](https://theheartofthecity.com/join)**

