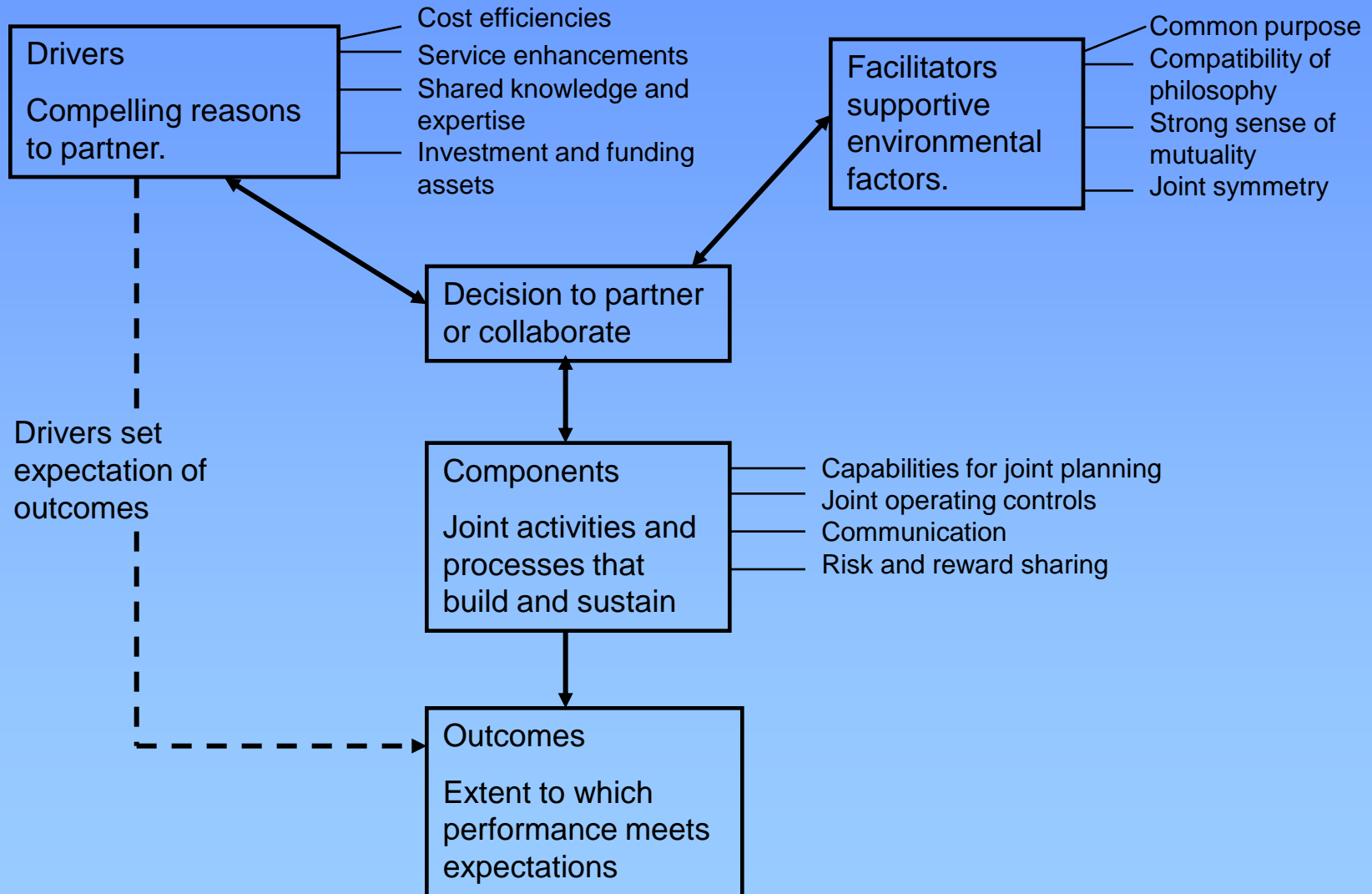


WORKING ACROSS FORMAL STRUCTURES

EUROPEAN CONFERENCE

Statutory Authorities



Community

- Communities expect and respect action
- Standard change: Knowledge \longrightarrow Attitude \longrightarrow Behaviour
- Positive deviance: Practice \longrightarrow Attitude \longrightarrow Knowledge
- Let community lead
- Reframe the problem
- Look at everything: see nothing

The economic focus

- 70% to 80% of service economy assets wrapped up in: brand; intellectual capital; competitive context.
- The ability of companies to compete and towns/cities to compete is increasingly dependent upon context.
- Location confers serious potential to harm reputation.
- Not every corporate social effort enhances competitive context.
- It is only where corporate philanthropy produces simultaneous social and economic gains that the two come into alignment.
- More strategic corporate philanthropy, working alongside statutory authorities, will enhance competitive advantage.
- Public authorities must become better at focusing upon and managing reputational risk.

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