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welcome to The Oxford-Achilles Working Group on CSR

The Saïd Business School at the University of Oxford and Achilles Group launched a joint venture on Corporate Social Responsibility (CSR) in late 2006. The Oxford-Achilles Working Group on Corporate Social Responsibility aims to bring intelligent debate and practical recommendations to an important but under-developed field of corporate life. Outputs from the initiative include lectures, seminars, white papers, case studies and electronic resources.

Colin Maund,
CEO of Achilles Group says:

"We are increasingly finding that companies from a diverse range of industries are taking the issues of CSR seriously and are seeking ways of integrating good practice into their daily businesses.

Achilles believes there is a great deal of misinformation and supposition surrounding the whole area of CSR. That's why we welcome the opportunity of working with Saïd Business School to stimulate intelligent debate, and promote real academic and empirical research, which will help remove some of the misconception associated with this important and growing area. Achilles is delighted to be associated with the Saïd Business School in this initiative"

Electronic Resource

A web presence has been created to provide a resource to the CSR community. It includes a resource library and online discussion forum as well as access to papers, presentations, case studies and MP3 recordings of all the talks.

Achilles CSR Insight Lecture

This public lecture series of three events each year, features high-profile speakers and brings together an audience of practitioners and academics. Speakers who presented in the first series of lectures include; Dr Graham Baxter, Vice President, Corporate Responsibility for BP Plc, Katie Stafford, Sustainability Development Manager, Marks and Spencer, Professor Sue Arrowsmith, Professor of Public Procurement Law, Nottingham University. All events are recorded and accessible from

<http://sbcsr.typepad.co.uk>

Case Studies on CSR in Practice

Carefully researched case studies will be commissioned each year and will be presented at conferences and made available for the teaching of CSR globally.

The Achilles Seminars on Corporate Responsibility

This series of four academic seminars each year provides a non-partisan forum for the exploration and testing of ideas in CSR. Topics covered in the first series of seminars include; child obesity and child labour in the cocoa industry, a sceptic's view of CSR, and questions on whether self-regulation ever works.

Achilles White Papers on CSR

Issues of particular relevance to the corporate sector will be addressed in a series of white papers. Papers currently being written include "The case of Mattel and responsible production in China" and "Regulating CSR? Government's role in voluntary initiatives".

The Oxford-Achilles Working Group on CSR



Diary of lunchtime events (12.00 – 1.30pm)

24th June 2008

Title: 'CSR at BSKyB'

Speaker: Ben Stimson, Head of CSR, BSKyB

"The Oxford-Achilles Working Group on CSR has brought to the Saïd Business School a number of distinguished academic and corporate speakers. The initiative has provided us an opportunity to bring together scholars from around the university who are working on aspects of CSR, with practitioners who confront the realities of CSR implementation in their daily work. Partnering with Achilles specifically has opened us to a network of practitioners in this area. Further research on CSR is contingent upon the cross-disciplinary and research-practitioner interaction that this initiative is fostering. Our experience working with Achilles has provided us insights on how a serious and committed organisation is contemplating trends around CSR and designing a thorough business response to them"

Dana Brown,
University Lecturer in
International Business,
Saïd Business School

Lectures and Presentations so far:

Marks and Spencer: Plan A because there is no Plan B

Katie Stafford, Sustainability Development Manager at Marks and Spencer, discussed Plan A, a business-wide £200 million plan for social and environmental responsibility. Ms Stafford described the complexities of developing the initiative as Marks and Spencer has almost 2000 direct suppliers employing half a million people around the world. Encouraging responsibility throughout the business is a logistical challenge. Ms Stafford highlighted the importance of ongoing collaboration with NGOs and certifying agencies, as well as developing a system to monitor and assist suppliers around the world.

The carboNZero Programme: Tools for Businesses: Greenhouse Gases and Carbon Neutrality

Professor Ann Smith, Technical Manager for the carboNZero programme, visited from New Zealand to present to the working group in October 2007. Professor Smith spoke about the carboNZero programme, developed over five years in New Zealand by Landcare Research, a Crown Research Institute. The certification programme for minimising climate change impacts has three steps which cover the measurement, management and mitigation of greenhouse gas emissions. Professor Smith presented case studies from Grove Mill winery and Meridian Energy highlighting the business opportunities and increased efficiencies which can be gained by tackling emissions within business.

Diary of evening events (5.00 – 6.30pm followed by a drinks reception)

5th June 2008

Title: 'Ecosystem Impacts of Business Developments'

Speaker: Chris Perceval, Corporate Relations Manager, World Resources Institute

Contact us / new programme

The joint initiative is now in its second year and is regularly being updated with new events and topics. To receive an updated list of events please contact csr@achilles.com



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