

THE GREAT BUSINESS DEBATE

WHAT'S THE VALUE OF BUSINESS TO THE UK?



WHAT IS THE GREAT BUSINESS DEBATE?

The Great Business Debate is a CBI led campaign to help build public confidence in business.

We believe that when business succeeds, everyone benefits directly or indirectly. Up and down the country businesses are driving prosperity - earning money, supporting jobs, serving customers, and strengthening society.

But business has not always got things right, and in the years since the recession the contribution it makes to all our lives has been brought into question. Negative stories about business continue to make the headlines at a time when public expectations are rising, and companies have not always responded quickly enough to address the concerns many people have.

It's perhaps no surprise that around half of people now think business doesn't make a positive contribution to society.

This represents a significant challenge for us all. Our prosperity as a country is closely linked to the success of business. But business cannot realise its full potential when people don't see the value it creates for the UK.

The business community knows it has to do more to engage with the on-going conversation about its role and contribution. Business not only needs to speak out about the many great things it does, but also address difficult issues, and show that it understands the public mood. The Great Business Debate provides that opportunity.

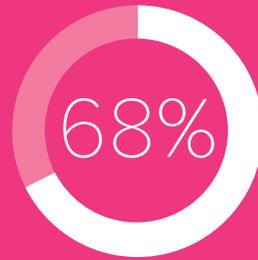
We found that:



Only **32%** of people think that the majority of British businesses behave ethically



Only **53%** believe that business makes a positive contribution to society



68% believe industry scandals have impacted on their confidence in business as a whole

(Source: CBI/YouGov)

But do you know that...

...**30%** of total government tax revenues came directly from business in 2013/14? That's **£172bn**.

...there are **1.3 million** more people employed in the UK private sector now than before the recession?

...British customers pay some of the **lowest prices in Europe** for things like utilities and broadband?

...over **£600m** in support was given to UK charities and communities by UK companies in 2013?

(Sources: HMRC, ONS, DECC/OFCOM, DSC)



WHAT'S THE VALUE OF BUSINESS TO THE UK?

Through The Great Business Debate we are looking for your views on what business does well and where it could do more.

EARNING MONEY

Business is the engine of our economy. In producing goods and services that are the foundation of our national wealth, businesses of all sectors and sizes are the backbone of the UK's economic success.

But as the recovery grows stronger, is business paying its way and ensuring that growth will last?

SUPPORTING JOBS

Business is about people. In every corner of Britain, companies of all shapes and sizes create and support jobs – putting money in our pockets to save or spend. Since the end of the recession, the private sector has led strong growth in the number of people employed across the country, with unemployment now at a five year low.

But when the UK is still emerging from a squeeze on living standards, what more can business do to make sure everyone shares in the economic recovery?



SERVING CUSTOMERS

Business competes to deliver products and services. This appetite to succeed is at the heart of improving the choice and quality of products we get and helps drive the invention of new technologies that make our lives better.

But many people are still feeling the pinch after the recession and questioning whether they get value for money from business. So do businesses put profits before customers and can they be trusted to deliver what they promise?

STRENGTHENING SOCIETY

Business is a force for good in society. Across the UK and around the world, business is making a difference just by doing what it does best – as the driving force behind local economies, investing in local jobs and infrastructure and paying the taxes that help fund local services.

Many companies go further than this, but increasingly people are questioning whether business has a broader responsibility towards society. So what is a business for, and how can companies rise to this challenge?

OUR AIM

Through The Great Business Debate we aim to build public confidence in business. Only around half of people in the UK believe business makes a positive contribution to society and we want to play a part in increasing that figure.

We will do this by:

- Setting out the facts and combatting myths about what business does and the contribution it makes
- Encouraging people to give us their views on business and where it needs to do more
- Providing an opportunity for business to take part in a constructive conversation about what it does and how it does it





GET INVOLVED

Whether you are a business big or small, a school, college or university, a community group, issue group or an interested individual, you can get involved in The Great Business Debate.

Access opinions and facts on our website

- Opinion pieces from people both within and outside business on what companies do well and what they can do better
- Factsheets about specific issues
- Case studies showcasing how business works
- Sign up to our newsletter to stay up-to-date on developments

Share your views

- Contribute to the debate through our social media channels - #bizdebate

Get stuck in on the ground

- Run your own event and share how it went
- Look out for our events taking place around the country

A photograph showing two business professionals sitting on a wooden floor. One person is using a laptop, while the other is holding a tablet. The scene is brightly lit, suggesting a window in the background.

THE GREAT BUSINESS DEBATE

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