



11:00 - 12:45
16TH MARCH
ONLINE

PURPOSE IN PRACTICE

Brands are declaring 'purpose' to be at the centre of what they do.

Movements like BCorp and the Good Business Charter are gaining recognition.

What's behind the words? Should your business be part of it?

Join us to explore what 'good' business means in practice..

IN CONVERSATION WITH



Mar 16

Purpose in Practice

by Assembly

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Sales Ended

Details

Consumers are 4 - 6 times more likely to purchase, champion and trust purpose-led companies*. But what does purpose look like in practice?

About this event

This event, the first in a small series, will cut through the noise, to explore what 'good', or 'purpose' in business looks like.

We'll be joined by four successful brands, talking openly about what 'good' business means to them, how they've implemented it and what they've learned in the process.

'Purpose' in business takes different forms. Our speakers offer practical insights into the different approaches you can take, whatever your market.

There will be space to discuss the subjects raised, such as sustainability, retaining talent, inclusion, and employee ownership. We will also share a list of local companies who have successfully gained traction in putting 'good' business into practice and most importantly how they did it.

Who's Speaking?

- **Duncan Kendall, MD, Extract Coffee Roasters.** Extract Coffee Roasters is a coffee roastery on a mission to make coffee better for people and planet. From ethical coffee sourcing to lowering the environmental impact of roasting and using coffee to support local and national community projects.
- **Joyann Boyce, Founder, Arima & Co.** A growing startup showing national clients how an inclusive approach to marketing can reach new levels of engagement and ROI. Using AI to bring new solutions to this space
- **Chris Sheard, Founder & MD, SR2 Socially Responsible Recruitment.** SR2 are tackling recruitment's reputation head on. Accredited as a BCorp with an 'outstanding' rating, creating a charity to offer tech skills to communities and sharing profits with local charities.
- **Toby Sawday, NED, Sawdays.** Sawdays is a travel and leisure company that represents over 4500 places to stay. It has made big decisions to deliver on its commitment to people and planet. The company is majority owned by employees and a trust that distributes profits to environmental projects.

Agenda

- 11.00 - Arrive & Intro
- 11.15 - Speakers
- 12.20 - Q&A & Discussion
- 12.40 - Closing comment
- 12.45 - End

Who's Behind this?

This event is led by Assembly, with support from Diversily and Tech for Good SW.

Assembly works with startups and teams to build businesses they believe in. We support organisations to find new areas of growth and put good ideas into practice.

Diversily enables business leaders and teams to deliver business that is purpose-led, human-centred with diversity and inclusion at the core.

Tech for Good SW Brings together tech and civil society across Bath & Bristol

It has been made possible by a group of organisations and networks interested in making 'good' business clearer and more accessible to a wider audience and recognising a growing community of practice. These include:

[West of England Combined Authority](#) // [Techspark](#) // [Outside.Business](#) // [Rocketmakers](#) // [New Citizenship Project](#) // [Pelumbra](#) // [Emergent Business](#) // [Consequential](#) // [The House](#)

"Consumers are four - six times more likely to purchase, champion and trust purpose-led companies" * [Forbes](#), 2020.

Tags

- Online Events
- Online Seminars
- Online Business Seminars
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