

## **Year 2 Project (.....and initial thoughts thereon)**

### **Promoting Good Business**

I wish to explore issues of responsible business practice, in particular with reference to the linked issues of global poverty and environmental pressures. How can business play a positive role in addressing these issues? I would seek to explore these issues at third, second and first person levels allowing me to further my understanding of the theory, of the way that my organization and my community can engage with the issues, and the way that I can personally work effectively as a change agent.

In terms of my proposal, I feel that the broad areas of investigation (see brief notes on Context below) are fairly solid and unlikely to change, whereas the Enquiry Questions are still tentative and liable to shift. Input welcomed!

#### **The World (third person)**

*Context:*

1 billion people living on <\$1/day. Increasing environmental pressures and 'peak everything'. Globalisation and globality. 'Economic totalitarianism' (Douthwaite). Business as source of good (livelihoods) and bad (unsustainable resource consumption).

*Enquiry Questions:*

Where are the 'green shoots' in economics (literature review)?  
What does 'good business' look like and how can it be measured?

#### **My World (second person)**

*Context:*

Concern Universal engaged in new strategic endeavour of promoting business engagement in poverty reduction (i.e. 'Good Business'). RBP offers a community of change agents.

*Enquiry Questions:*

How can a medium sized International NGO influence business to do more to alleviate poverty?  
How can the RBP community collaborate to promote change?

#### **Me (first person)**

*Context:*

Limited time and lots to do. How do I best focus my energies. I will be responsible for Concern Universal's advocacy work (= new work responsibilities). Change agents need to be effective.

*Enquiry Questions:*

How do I ensure that I am directing my energies appropriately?  
How do I enhance my personal effectiveness as a change agent?