



The Emerging World of CSR – David Finney

Energy News covers *Quality, Research & recent Brand* activity. In this issue we feature **ISO 26000** the new quality standard for Corporate Social Responsibility (CSR) which was launched in November 2010. CSR covers ethical business practice, human rights, environmental concern and making a contribution to society. The Coca-Cola Company divides its CSR strategy into four pillars: Marketplace, Workplace, Environment and Community. Nottingham University Business School is one of the world's leading centres for the study and research of Corporate Social Responsibility.

There are various ways in which a business can demonstrate CSR. One very visible way is by having Corporate Community Investment (CCI) at the centre of a CSR programme. CCI is about businesses becoming involved in local community projects. This could be by simply making a financial contribution (e.g. through sponsorship) or by encouraging members of staff to give up some of their work time to help out in practical ways. CSR can provide employees with greater meaning to their roles and personal development.

With thanks to Maggie Royston, Business Development & Centre Manager and Jeremy Moon, Professor of Corporate Social Responsibility & Director of the ICCSR.

www.nottingham.ac.uk/business/ICCSR/research.php?c=28

BRAND News

- **Pizza Express** unveiled plans to open stores in India after securing a partnership with the Bharti family. The stores will add to the 60 overseas restaurants already in existence.
- **The Times** reported that over half of UK business decision makers read either The Times or The Sunday Times, according to the survey carried out amongst British businesses by Ipsos Mori.
- **Starbucks** ventured into the world of fruit juices after buying *Evolution Fresh* for \$30m. Starbucks announced plans for a new chain of juice stores, dropping the word 'coffee' from their logo.
- **EMI** continued to sell his component parts with David Bowie expected to depart in January 2012 after making records with them for 15 years.
- **McDonald's** introduced a new in-store television channel in California with large-screen TV sets, with expected national roll-out to follow.
- **Amazon** continued its publishing revolution by announcing the publication of 122 books this quarter, encouraging more writers to self-publish.
- **The Bull & Gate**, music venue in Kentish Town, North London put itself up for sale for £2.7m. Bands that have appeared there include Blur, Suede, and Coldplay who performed there in 1999.
- **Google** announced the launch of *Google Music*, a new online store in the US after securing deals with Sony and EMI.

BUSINESS Resources

An article that sets out to answer the question "how do you motivate employees without money?"

[THE FOUR CORNERSTONES](#)

A new course has been launched for 2012:

[OLYMPIC PERFORMANCE MANAGEMENT](#)



DIFFERENT STRATEGIES

There is a Greek Parable about the hedgehog and the fox whose approach to survival is quite different. The hedgehog always curls up into a ball whereas the fox has a number of survival methods. The model compares having one big strategy/idea against multiple strategies and could be applied to Leadership (Sugar v Branson), Psychology (Freud v Jung) and Tactics (Wenger v Ferguson).



Something I have always wanted to do is ... publish a book. As a mother to three children this has been like expecting my fourth! I was inspired to write my first book, *The Yoga of Pregnancy*, when I was pregnant three years ago. It weaves together the weekly developmental and physiological changes taking place inside the womb and to the mother, into practices of affirmation, meditation, pranayama and yoga. It is the true essence of union.

The Yoga of Pregnancy by Mel Campbell is due for release Autumn 2012 (Findhorn Press)

www.yogawithmelcampbell.com

SOURCES OF INSPIRATION – Paul Ross, Professional Entertainer

Paul Ross is the drummer in tribute act The Beached Boys and also performs as a solo artist and in duos across the South East. Paul reveals his 5 sources of inspiration.

- RECORD** - The Harder They Come Soundtrack (Various)
- PLACE** - Matchroom Stadium (Leyton Orient FC)
- BOOK** - The Dice Man (Luke Rhinehart)
- FILM** - This Is Spinal Tap
- PERSON** - Muhammad Ali

www.beachedboys.com

LONDON LIFESTYLE FESTIVALS

The brainchild of David Finney ([The Energy of Conversation](http://www.TheEnergyofConversation.co.uk)) in partnership with personal development coach, Karen Conway ([Kourou Coaching](http://www.KourouCoaching.com)), **The East London Lifestyle Festival** (held in Newham), was a delightful mix of the energetic and the thought provoking.

The festival offered a taste of everything from Mindfulness to Magic, Laughter Yoga, Bollywood Dancing, Art Therapy and African Harmony singing. The event – billed as an “interactive variety show” – was a buzz of energy for much of the time, with periods of meditative tranquility giving the day a perfect balance.

A fantastic opportunity to experience new things in interactive sessions led by highly talented individuals, The East London Lifestyle Festival was certainly an entertaining and enriching day out, which embraced the rich, cultural diversity of the area.

Written by Sarah J Page who has also published a set of photographs available [HERE](#). For more information about Sarah visit www.sarahjpage.com

The East London Lifestyle Festival raised £287 for The Richard House Hospice in Newham which cares for children with terminal illnesses.
www.richardhouse.org.uk