



Why CSR?

"I would say to any corporate who is thinking of donating 'Go to any primary school in the UK ... and sit with the children. Watch what they do when they go online.' They immediately go and look at the companies they've heard of and they look immediately at what causes those companies support.

I think we are going to see an enormous change in our country where people will not just look up to companies that are good corporate citizens. They will absolutely expect it from those companies, just as a baseline.

I think there's a big change that's taking place about how people look at business. There are big supporters of business in this country of free enterprise, of go-getting entrepreneurs, of open market economies and the rest of it but we also want to know that our companies are good corporate citizens.

That sense is growing all of the time and the businesses that don't understand will suddenly find that their brand and their business is not as powerful as they thought it was.

This is part of the mainstream work of being a good company today. "

David Cameron, in answer to a question at the GAVI alliance meeting of 13th June 2011.