

B2B INTERNATIONAL
CALENDAR
2020

CORPORATE SOCIAL RESPONSIBILITY

Understand the importance of Corporate Social Responsibility,
its benefits to your business, and how you can put CSR into practice



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In today's increasingly socially and environmentally conscious society, employees and customers place a premium on working for and spending their money with businesses that prioritize Corporate Social Responsibility (CSR).

Nowadays, doing good isn't optional anymore. CSR programs have become a crucial component of most business strategies and, if done right, a credible CSR strategy has a direct positive impact on the bottom line.

Here at B2B International, we've given our own CSR program a big push this year. Amongst other initiatives, we've switched over our headquarters to renewable energy, carried out free research for the mental health charity Mind and participated in several charity projects.

We've put together this guide to also bring CSR to the forefront of your mind. We hope it will help you reassess your own strategy and give you a few new ideas.

Wishing you and your colleagues a happy, healthy and socially responsible 2020 and beyond!

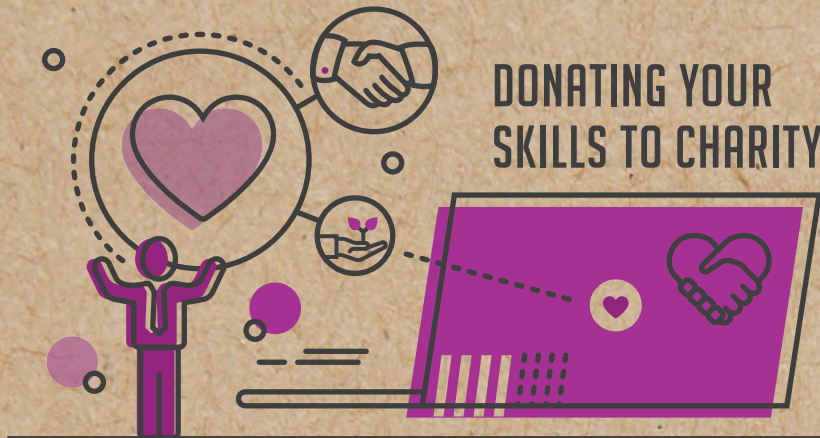
The B2B International Team

Manchester | London | Edinburgh | Düsseldorf | New York | Boston | Chicago | Beijing | Shanghai | Singapore

DECEMBER 2019

	M	T	W	T	F	S	S
WK 48	25	26	27	28	29	30	1
WK 49	22	3	4	5	6	7	8
WK 50	9	10	11	12	13	14	15
WK 51	16	17	18	19	20	21	22
WK 52	23	24	25	26	27	28	29
WK 1	30	31	1	2	3	4	5

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TIME IS MOST VALUABLE

“GIVE A MAN A FISH, AND HE WILL BE
hungry again TOMORROW; TEACH
HIM TO CATCH A FISH, AND HE WILL BE
richer all his life.”

- CHINESE PROVERB

We can all donate money to charity (and that's great by the way!), but aren't the time we give and the skills we can provide more valuable to a charity? Particularly if your skills are transferable, gifting some of your expert knowledge instead may give them the ability to fundraise more efficiently and become so much more successful – all with a few hours of your time.

JANUARY 2020

	M	T	W	T	F	S	S
WK 1			1	2	3	4	5
WK 2	6	7	8	9	10	11	12
WK 3	13	14	15	16	17	18	19
WK 4	20	21	22	23	24	25	26
WK 5	27	28	29	30	31		

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OFFSETTING BUSINESS TRAVEL



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TRAVEL WITH THE WORLD IN MIND

“THE global aviation industry PRODUCES AROUND 2%
OF ALL HUMAN-INDUCED CO₂ EMISSIONS.”

– ATAG, 2018*

Regular business travel can't be avoided for a lot of companies. Still, it's important to see how some of its impact can be reduced. If business travel really cannot be avoided, try to opt for greener modes of transport or pay into a Carbon Offset Scheme. It won't only benefit our planet but also have long-term positive impact on your brand and reputation.

FEBRUARY 2020

	<i>m</i>	<i>T</i>	<i>w</i>	<i>T</i>	<i>F</i>	<i>S</i>	<i>S</i>
WK 5						1	2
WK 6	3	4	5	6	7	8	9
WK 7	10	11	12	13	14	15	16
WK 8	17	18	19	20	21	22	23
WK 9	24	25	26	27	28	29	



CHOOSE TO REUSE

“THERE IS NO SUCH THING AS *'away'*.
WHEN WE THROW ANYTHING AWAY
IT MUST GO *somewhere.*”

- ANNIE LEONARD

This one's a biggy. Recycle where at all possible. We all recycle at home now, so we should at work. Recycling systems can usually be introduced with little investment, but they speak volumes to employees and clients (if they're visiting your office). How embarrassing would it be these days to not recycle properly? Don't be a recycling laggard and choose to reuse.

MARCH 2020

	<i>m</i>	<i>T</i>	<i>w</i>	<i>T</i>	<i>F</i>	<i>S</i>	<i>S</i>
WK 9							1
WK 10	2	3	4	5	6	7	8
WK 11	9	10	11	12	13	14	15
WK 12	16	17	18	19	20	21	22
WK 13	23	24	25	26	27	28	29
WK 14	30	31					

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A HELPING HAND

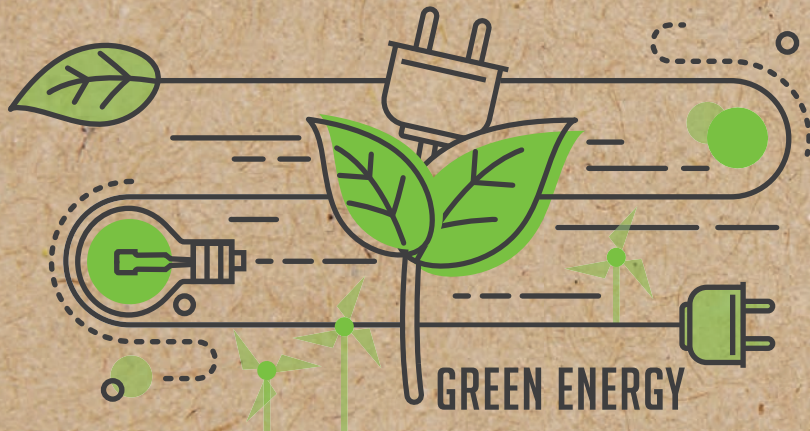
“THE BEST WAY TO *find yourself*
IS TO *lose yourself*
IN THE SERVICE OF OTHERS.”

- GHANDI

Millennials are known for being more charitable and eco-conscious and often have certain causes close to their heart. Therefore, lots of companies are giving their staff the choice on how they donate their time. Not only is it a great employment benefit but giving your staff the freedom to support the charity of their choosing will ensure your charitable help goes much further.

APRIL 2020

	M	T	W	T	F	S	S
WK 14			1	2	3	4	5
WK 15	6	7	8	9	10	11	12
WK 16	13	14	15	16	17	18	19
WK 17	20	21	22	23	24	25	26
WK 18	27	28	29	30			



(EM)POWER YOUR COMPANY WITH GREEN ENERGY

“THE PROPER USE OF *science*
IS NOT TO CONQUER *nature*
BUT TO *live with it.*”

– BARRY COMMONER

We all know the damage fossil fuels do to the environment when we burn them to create energy and so, in the consumer world, lots of us have switched to green energy. It's easy to do the same in a b2b environment too. It's an easy and low cost way to boost your eco credentials and a great thing to shout about.

MAY 2020

	M	T	W	T	F	S	S
WK 18					1	2	3
WK 19	4	5	6	7	8	9	10
WK 20	11	12	13	14	15	16	17
WK 21	18	19	20	21	22	23	24
WK 22	25	26	27	28	29	30	31



MIND YOUR HEALTH

**92% OF HR PROFESSIONALS INTERVIEWED IN
OUR RECENT STUDY* SAID *mental health*
IN THE WORKPLACE WAS 'EXTREMELY OR
SOMEWHAT IMPORTANT', MAKING IT THEIR
most pressing issue - B2B INTERNATIONAL**

Mental health issues are a massive problem in today's society. Currently, 1 in 5 adults in the US experience problems with their mental health (NAMI, 2019)**. This is important for any employer to consider, not only for the health and wellbeing of your staff, but there is a business case when it comes to the cost of sick days. Consider having a stress management approach, introduce a mental health first aider and partner with an organization that can give extra support.

*B2B International (2019), 'State of B2B' Survey. The study was conducted in the USA, China, UK, France, Spain and Germany in Q1 of 2019 incl a sample of 945 HR and business managers. **National Alliance on Mental Illness (2019), Mental Health By The Numbers, www.nami.org/learn-more/mental-health-by-the-numbers

JUNE 2020

	<i>M</i>	<i>T</i>	<i>W</i>	<i>T</i>	<i>F</i>	<i>S</i>	<i>S</i>
WK 23	1	2	3	4	5	6	7
WK 24	8	9	10	11	12	13	14
WK 25	15	16	17	18	19	20	21
WK 26	22	23	24	25	26	27	28
WK 27	29	30					



KEEP HYDRATED AND RETHINK YOUR DRINK

“BY 2050 THERE COULD BE MORE
PLASTIC IN THE SEA THAN *fish*.”

- ELLEN MACARTHUR FOUNDATION*

Plastic is a big issue, and it's only going to get worse. Show your staff you care about them and the environment by providing reusable water bottles. Little things like this can add up to create a big impact on your waste bill and help keep your staff healthy.

JULY 2020

	M	T	W	T	F	S	S
WK 27			1	2	3	4	5
WK 28	6	7	8	9	10	11	12
WK 29	13	14	15	16	17	18	19
WK 30	20	21	22	23	24	25	26
WK 31	27	28	29	30	31		

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DIVERSITY: EMBRACE IT, SHARE IT, CELEBRATE IT

“Diversity is on the rise.

**IN OUR RECENT SURVEY*, 89% OF
MILLENNIAL HR PROFESSIONALS RATED
DIVERSITY INITIATIVES EXTREMELY OR
SOMEWHAT IMPORTANT, AS OPPOSED TO
25% IN GEN X.”**

- B2B INTERNATIONAL

We all want to work for a company that promotes diversity. Who wouldn't? Diverse teams can understand your clients better, encourage greater creativity and flexibility. Having diverse teams makes it easier to get the best talent and to retain it. It's also reported that diverse teams actually perform better. So, embrace your differences and make them work in your favor.

*B2B International (2019), 'State of B2B' Survey. The study was conducted in the USA, China, UK, France, Spain and Germany in Q1 of 2019 and included a sample of 945 HR and business managers.

AUGUST 2020

	M	T	W	T	F	S	S
WK 31						1	2
WK 32	3	4	5	6	7	8	9
WK 33	10	11	12	13	14	15	16
WK 34	17	18	19	20	21	22	23
WK 35	24	25	26	27	28	29	30
WK 36	31						

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LET'S VIDEO CALL!

“THE SINGLE BIGGEST *problem*
in communication
IS THE ILLUSION THAT IT HAS TAKEN PLACE.”

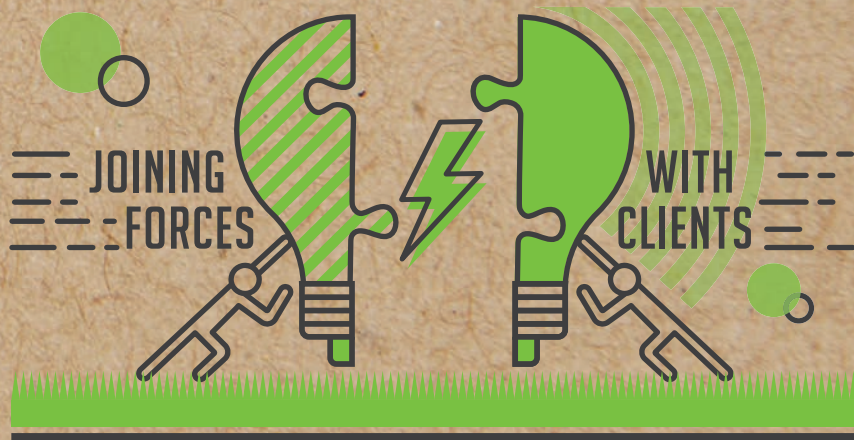
– GEORGE BERNARD SHAW

Reduce some of your travel emissions by cutting down your mileage. If you have teams all over the world, create a video calling culture to help staff get to know each other better. This can help teams become more effective at sharing ideas and it's also great for the environment.

SEPTEMBER 2020

	M	T	W	T	F	S	S
WK 36		1	2	3	4	5	6
WK 37	7	8	9	10	11	12	13
WK 38	14	15	16	17	18	19	20
WK 39	21	22	23	24	25	26	27
WK 40	28	29	30				

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STRENGTH IN NUMBERS

“MANY SMALL PEOPLE, IN SMALL PLACES,
DOING SMALL THINGS CAN
change the world.”

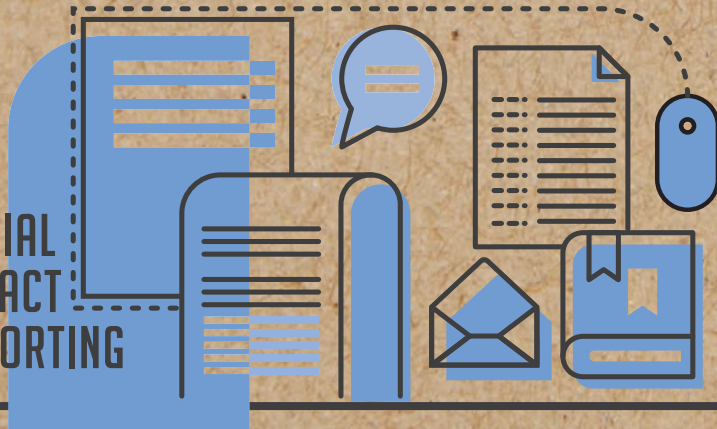
– EDUARDO GALEANO

A good CSR strategy should not just be centered around you and your own immediate actions, but also include your stakeholders and, most importantly, your supply chain. Make sure to only work with businesses that share your values and comply with your environmental and social standards. This will bolster your credibility and enable you and your stakeholders to achieve more by working towards a common cause.

OCTOBER 2020

	<i>m</i>	<i>T</i>	<i>w</i>	<i>T</i>	<i>F</i>	<i>S</i>	<i>S</i>
WK 40				1	2	3	4
WK 41	5	6	7	8	9	10	11
WK 42	12	13	14	15	16	17	18
WK 43	19	20	21	22	23	24	25
WK 44	26	27	28	29	30	31	

SOCIAL IMPACT REPORTING



SHARE YOUR IMPACT

“IT TAKES A STRONG
awareness TO succeed
IN MAKING *CSR* A DAILY HABIT.”

How are you going to implement a good CSR strategy without knowing the impact you have? And how are your stakeholders supposed to know what you're up to? Annual reports on your impact help you raise awareness for the cause and enable your stakeholders to get a clear understanding of what good you're doing. And don't forget to share your achievements on your marketing channels too! There is no shame in a bit of self-praise.

NOVEMBER 2020

	<i>M</i>	<i>T</i>	<i>W</i>	<i>T</i>	<i>F</i>	<i>S</i>	<i>S</i>
WK 44							1
WK 45	2	3	4	5	6	7	8
WK 46	9	10	11	12	13	14	15
WK 47	16	17	18	18	20	21	22
WK 48	23	24	25	26	27	28	29
WK 49	30						

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NOTHING, WITHOUT A WOMAN OR A GIRL

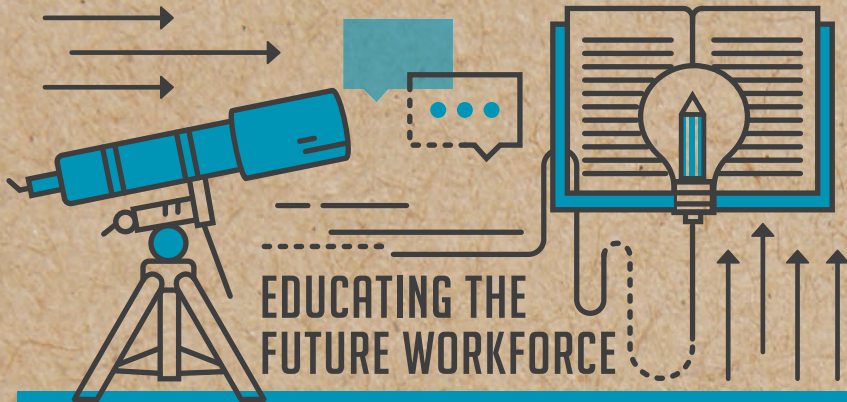
“THE *difference* BETWEEN A BROKEN
COMMUNITY AND A THRIVING ONE IS THE
presence OF WOMEN
WHO ARE *valued*.”

- MICHELLE OBAMA

Gender pay gap, glass ceiling, male-dominated C-suites... Sexism in the workplace is, unfortunately, still a reality in today's business world. Make sure you help lead the way to an equal future for all your staff and support talent acquisition and retention by introducing tailored mentoring and training programs. We did so last year with great success! Our internal mentoring program Women In Leadership was highly praised by all staff.

DECEMBER 2020

	M	T	W	T	F	S	S
WK 49		1	2	3	4	5	6
WK 50	7	8	9	10	11	12	13
WK 51	14	15	16	17	18	19	20
WK 52	21	22	23	24	25	26	27
WK 53	28	29	30	31			



KNOWLEDGE IS POWER

“Education IS THE MOST
POWERFUL WEAPON WHICH YOU CAN USE TO
change the world.”
- NELSON MANDELA

We all know what it's like to be young and not always sure of the future. Educating youngsters about the world of work, your company or your industry can help you pick up great talent and also improve your reputation as a socially responsible business. If you haven't done so yet, consider introducing apprenticeships, internships, open days or participate in networking events between schools and employers.