

## RESPONSIBLE BUSINESS INITIATIVE

RBI is Pakistan's first citizen-sector organization dedicated to creating cross-sectoral demand for CSR and enabling corporate citizenship. Since 1998, RBI has worked to build capacity among diverse partners, facilitating stakeholder engagement and technical support so the private sector can participate strategically and tangibly in sustainable development through the generation of responsible profits. As founder member, RBI has been in the vanguard of organizations and networks promoting responsible values in business, such as the SAARC-level South Asia Forum for Responsible Business (SAFoRB), the Asia Pacific CSR Centres Group, and the Globally Responsible Leaders Initiative (GRLI) of the European Foundation for Management Development and the UN Global Compact. RBI leads in building effective synergies between society and business. For a decade, RBI has helped shape numerous CSR awareness, policy, and research interventions with government, corporations, SMEs, and academia within and outside the Asia Pacific region.

RBI's professionals have contributed original findings to numerous decision-making forums within and outside the country. They have helped set up socially and environmentally compliant production processes in the sporting goods, textile, knitwear and leather sector, and led a pioneering Triple Bottom-Line (TBL) demonstration project with UNIDO in preparation for the World Social Summit in Johannesburg. In 2005 RBI conducted Pakistan's first CSR benchmarking research to ascertain responsible competitiveness in 12 Industrial sectors, for the Securities and Exchange Commission, laying the basis of a national CSR Strategy.

For training and capacity-building interventions, RBI was engaged with Social Accountability International (SAI) right through the development of the SA8000 standard, to running the first official social auditor trainings in Pakistan. In following its full-service approach, RBI has directly participated in developing the GRI Sustainability Guidelines, the Transparency International-SAI Guidelines to Counter Corruption, the Fair-trade sourcing guidelines for sporting goods, the AccountAbility AA1000, Stakeholder Engagement Handbook and its Responsible Competitiveness Report, GRLI Report, followed by matching capacity-building and training interventions in various sectors in the region. RBI has supported the development of the National Voluntary Compliance Standard for the Pakistan Compliance Initiative, and has formal and informal linkages with academia, government and trade bodies, and works in helping increase demand for responsible corporate behavior, articulating cost effective CSR solutions specifically relevant to Pakistan and the Asia Pacific region.