

Contact
Company
Address

11th October 2017

I am writing to you in my role at King's College London's Policy Institute to ask for your advice on how to measure the impact businesses, such as yours, have on the economy and society. From my own experience, I know the role business can play in solving society's largest problems and I am committed to highlight this with the involvement of leaders like yourself. I am a founding member of a team that has an ambition to build a Centre of Excellence focused on the impact of business. I have chosen King's to partner as they have the world leading expertise which will enable us to make a significant impact on the way businesses are viewed by employees, customers, government and the wider public.

The notion of understanding the social impact of business activity has become so mainstream that government at the highest level – including G8 leaders – advocate the creation of programmes and institutions to give greater attention to social impact. Consumers and employees are increasingly eager to use social media and new technology to feedback and rate companies as we have seen with Glassdoor and Uber. Yet of the current 150 methods there does not exist a single evidence based rigorous way to measure impact across businesses. This means there is no accurate representation of your values and contribution to society and the economy.

We have developed the External Rate of Return (ERR), an inclusive and transparent way to measure job creation, IP, skills development and a range of other external impacts across European industry and beyond. The ERR Platform was developed in 2013 and is featured in publications around the world. We are now looking to set up a research and development team, drawing on King's expertise in areas like law, business, health and mental health, and the environment who will begin scoping which indicators and metrics best measure impact and testing their effectiveness across sectors. The result will be a platform for all industries, through which businesses and investors will be able to converge on using a singular, holistic platform for discussion that does not judge, silo or limit economic impact. For consumers, it will offer more information available when making choices, and an increased transparency and trust of the businesses they use. For businesses, a way to communicate their practices and differentiate themselves from competitors.

Our aim is to create a Centre of Excellence at King's that draws on the institution's expertise across the academic and business community. The centre will highlight both the ever growing role of business in solving society's needs (including health, social capital and the environment) and bad business practice, allowing customers, employees and the wider public to make informed choices which have a direct role in shaping corporate behaviour.

We are looking for founding partners to help us achieve this ambition with philanthropic support, as well as inputting into the strategic direction of the project by becoming a member of the advisory board. I feel that your experience and advice would be invaluable to the project. We would be interested to hear more about your objectives and the benefits a partnership from King's could bring, from naming recognition, to events and staff engagement opportunities. King's are the ideal partners for this critical project, which I am certain will shape consumer choices, business practices and the outcomes of communities for the better.

I would greatly appreciate the opportunity to speak to you in person about this project, hear your thoughts on our plans and to see if you would like to become further involved. Ultimately, we share the aim of ensuring that good business practice is highlighted and that the ever growing role of business in solving society's needs is championed. My colleague Emma Mathysse, from the Development team would be pleased to arrange a convenient date for us to meet and can be contacted on 020 7848 4241, or emma.mathysse@kcl.ac.uk

May I take the opportunity to thank you in advance for your help and advice.

Yours sincerely

Marc Lepere

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Chairman and CEO - Lepere Analytics*