

# ***THE B TEAM***



## **PLAN B KICK-OFF EVENT TOOLKIT**



**It's Time to Forge a Plan B for Business.**



## BUSINESS NEEDS A PLAN B

**Thank you for your interest in forging a Plan B for business.**

We formed The B Team because we believe global business is at a crossroads. Leaders around the world need to come together to act, and we need your help.

The conventional wisdom of only competing and consuming to maximise financial profit and shareholder value is no longer an option. The time has come to catalyse a new way of doing business; motivated by people, planet and profit, vs. profit alone.

To do this we need the best ideas from the brightest minds. That is why we are delighted you are joining us to host a Plan B Kick-off event.

We look forward to hearing your ideas, including how to advance the Challenges we are announcing. We also look forward to receiving your suggestions for how The B Team can amplify the work you are already doing and engage with you in the future.

Thank you for your time, energy and commitment, we look forward to working together.

Best wishes for your event!

Sir Richard Branson  
Co-chair, The B Team

Jochen Zeitz  
Co-chair, The B Team

## WHY NOW?

Global business is at a critical crossroads. Despite evidence that its current path is unsustainable, business remains mired in short-term thinking in pursuit of today's financial profit at the expense of long-term good for society and the environment.

### KEY FACTS

- ▶ **We are using the earth's resources faster than we can replenish them. At current rates, it takes 18 months for the planet to reproduce what we consume in a year. That's before an additional 2 billion people enter the world by 2050 and many more aspire to a better standard of living.**
- ▶ **According to UNEP, the top 3000 public companies are responsible for one third of all global environmental damage. Many of the planet's ecological limits—such as biodiversity, climate change and nitrogen—have already been crossed, impacting the poorest people most.**
- ▶ **At the same time, 1 billion people still go to bed hungry each night and over 2.5 billion lack basic sanitation and water.**

## THE B TEAM: VISION AND MISSION

**OUR VISION** of the future is a world's in which the purpose of business is to be a driving force for social, environmental and economic benefit.

**OUR MISSION** is to deliver a 'Plan B' that puts people and planet alongside profit. Plan A—where companies have been driven by the profit motive alone, is no longer acceptable.

The B Team is a collective of some of the world leading figures in business, and is working with government agencies, the social sector and business peers to help get on top of some of the seemingly intractable problems currently preventing business from delivering gains for people and the planet.

## WHAT ARE THE CHALLENGES?

The B Team's focus is on execution and action, catalysing and amplifying others' efforts by undertaking large scale 'Challenges'—where their collective voice can make a difference.

Each Challenge involves multi-stakeholder initiatives as well as individual commitments made by The B Leaders. The Challenges exist to advance solutions which are systemic, scalable and transformative. Ultimately, they aim to create tipping points for widespread change towards our overall vision.



## WHAT ARE WE DOING ON JUNE 13<sup>th</sup>

On June 13<sup>th</sup> 2013 we are announcing The B Leaders and our first three Challenges via a global livestream broadcast with select partners around the world.

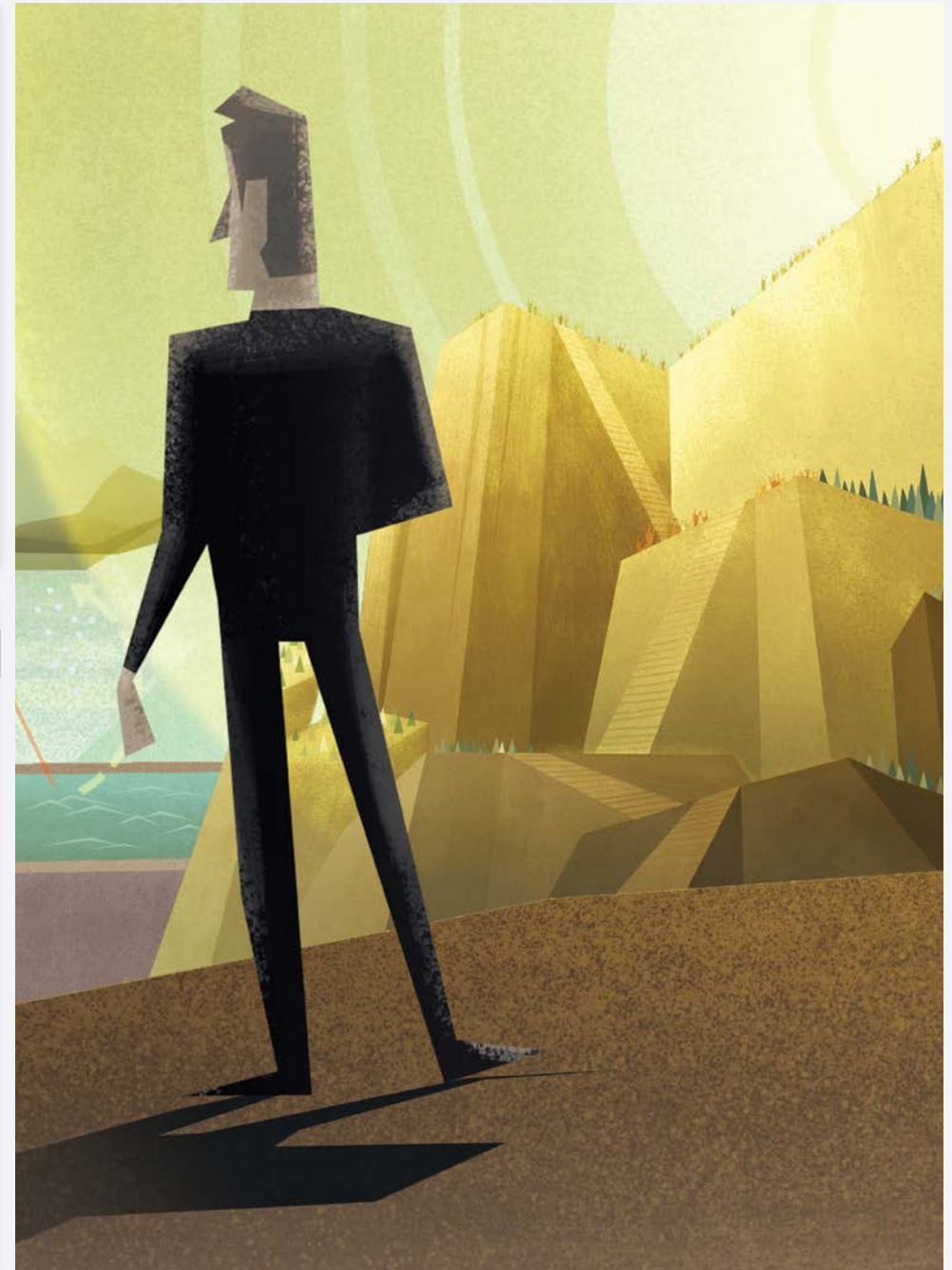
As a Plan B Kick-Off event partner, you and your network are invited to participate in the announcement by holding an event on June 13<sup>th</sup>. We hope your community will watch our inaugural address and contribute to Plan B by suggesting ways we can advance our Challenges.

## PLAN B KICK-OFF EVENT SCHEDULE

Use the sample schedule below. Simply allow 60 minutes for your Plan B Kick-Off event, which gives you enough time to watch the broadcast on June 13<sup>th</sup> and hold a discussion.

If you would like to join live, you can use the sample schedule below, however feel free to adapt it for the timing of your event at any point on June 13<sup>th</sup>!

- 09.20 BST ► Set up, log in to [bteam.org](http://bteam.org), and welcome arrivals to your event
- 09.30 BST ► Live broadcast begins
- 10.00 BST ► Live broadcast concludes
- 10.00 BST ► Begin Plan B Kick-Off Session
- 10.30 BST ► Wrap up and send us your ideas





## ORGANISING A PLAN B KICK-OFF EVENT IN FIVE EASY STEPS

- 1** Find a room with a screen on June 13<sup>th</sup>.  
Join by **09.30am BST** (London Time) to watch the event live online.
- 2** Invite your community, friends and colleagues to your event using the invitation email we've provided and appoint a facilitator.
- 3** Use your unique URL from the invitation email to log on and watch the event together. Send questions live via twitter **#planb**.
- 4** After the livestream, discuss the Plan B Kick-Off questions.
- 5** Send a summary of your best ideas, along with pictures and any video from your event to **ideas@bteam.org** or use the submission link on your viewing site.

## PLAN B KICK-OFF QUESTIONS

- Q1** How might The B Team help amplify or catalyse what you are already doing in your organisation as part of a Plan B for Business?
- Q2** What are the most transformative, scalable and systemic solutions that could advance the three Challenges we have announced?  
A full overview of the Challenges will be available on your viewing site on June 13<sup>th</sup>.
- Q3** As part of a Plan B for business, we need to reflect on what the fundamental role of business is for people and the planet. If you could add one statement to new a 'Charter' that redefines the purpose of business, what would it say?

We will share the most innovative and powerful ideas with The B Leaders at their next meeting!

## HOW TO STAY INVOLVED WITH THE B TEAM

### JOIN US

Sign up on [bteam.org](http://bteam.org) to stay up to date with The B Team.

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### SPREAD THE WORD

Visit [bteam.org](http://bteam.org) with your colleagues and friends on [Facebook](#), [LinkedIn](#) and [Twitter](#) (#planb).

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### WRITE FOR THE B TEAM

If you are interested in writing an article about your event, or about the work your organisation is doing to make business better, contact Benjamin Lowe at [bl@bteam.org](mailto:bl@bteam.org) and we will work with you to submit content for [bteam.org](http://bteam.org) and our page on *Huffington Post*.

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### HELP CREATE A NEW 'CHARTER' FOR BUSINESS

Get your friends and colleagues to log on to [bteam.org](http://bteam.org) and contribute their own statement for a new 'Charter' that aims to redefine the purpose of business. We will synthesise all the ideas and launch the Charter alongside Plan B in October.

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