

Centre of Excellence in Responsible Business (CERB)

Vision

Be a multi-sector business coalition assisting Pakistani enterprises to pursue economic, social and environmental value creation in the short, medium and long term

Mission

To engage with businesses and industry leaders and encourage the transformation towards the conduct of responsible (sustainable and inclusive) business in Pakistan

To leverage private sector growth for inclusive development, poverty reduction and sustainability by following the UN Sustainable Development Goals (SDG) framework.

Our Engagement Cycle



Business Coalition Forums

Inclusive and Sustainable Development Forum

Focuses on advocacy, research and training to enable generating livelihoods, promoting women's empowerment and decoupling growth from its impact on the environment

Ethics, Values and Governance Forum

Promotes responsible practices which strengthen the formal sector in pursuit of sustainable value creation.

Join our community of professionals to gain access to insights which drive responsible business

Forum Subscribers

Companies can become subscribers to avail opportunities for **peer-to-peer networking and collaboration, knowledge and research, recognition, and fresh, actionable insights** to identify opportunities to move towards sustainable value creation.

Practitioner Workshops*

18 workshops have been planned in collaboration with PwC (A. F. Ferguson and Co.) as CERB's Knowledge partner. These will **further develop the discussion from our key findings and recommendations** that arise from previously conducted baseline surveys or good practices among PBC member companies and benchmarking these against global practices.
*see calendar

Expert Webinars*

Experts have been identified from our professional network group to identify how to continue to contribute to business objectives, increasing market share, engaging employees, and enhancing reputation.
*see calendar

Online Knowledge Platform

Subscribers can gain access to knowledge about best practices, latest global and local research. The challenge is that there is a lot of information and your time is at a premium. **The Center monitors the knowledge, evaluates and selects the knowledge assets that are important to you on a regular basis.**

CERB's Professional Network Group

Traditional business silos remain difficult audiences to engage with themes and concepts surrounding Long-term Value Creation and Inclusive & Sustainable Development. With a view to not only developing a medium of engagement but to also to make available global expertise, CERB has put together a body of eminent thought leaders to form its Professional Network Group (PNG). The members of this Group have relevant experience in the areas of Ethics, Business Culture, Governance, Social Impact, Gender Equality, Climate Action, etc., to assist practitioners in building consensus and secure buy-in within their respective organizations.

Businesses will also benefit on learning how to move towards achieving targets under the below UNSDGs

