

PRESS RELEASE – JUNE 2020

Local social enterprise urges organisations to come together to Reboot Reading

The Covid-19 pandemic has caused disruption for businesses of all kinds. While this has been tough, the team at [Ethical Reading](#) thinks it could present a perfect opportunity to make a step-change in workplace culture.

With this in mind, it's launching an initiative called Reboot Reading. Anyone involved in running a business in Reading is welcome to join the online launch event on the theme 'How to create your organisation's 'new normal'', from 10am-1pm on Thursday 9 July.

The morning will start with a panel discussion. Contributors will include Bruce Potter (chairman of Blake Morgan LLP), Paul Hargreaves (CEO of Cotswold Fayre and author of 'Forces for Good'), Rachel Eden (CEO of Holybrook Associates and Deputy Mayor) and Shan Beerstecher (club executive at And Digital).

In the second part of the event, Ethical Reading will share ideas for creating a new normal for your organisation that balances profit with the needs of people and the environment.

One of Ethical Reading's founders and directors, Gurprit Singh, commented: "We want Reading to stand out as a place where businesses are inclusive and caring, reward ethical behaviour and look after the environment. This makes good business sense, as genuinely ethical organisations find it easier to attract and retain the best people, and their staff can be up to 30% more productive. Ethical businesses are also likely to be more profitable, as savvy consumers are keen to support companies that demonstrate a caring approach."

Ethical Reading runs programmes focusing on various aspects of ethical business, including business ethics and culture, workplace wellbeing and sustainability. Working with local experts, it also offers a range of services to help organisations embrace an ethical approach.

The launch event will just be the start of the Reboot Reading initiative. 17 July will see the first of a series of business summits, which Ethical Reading will be hosting together with Connect Reading, Reading UK CIC, Reading Voluntary Action and Reading Climate Change Partnership. These will enable people from local organisations to come together virtually to exchange ideas and share concerns and opportunities for post-pandemic recovery.

You can find out more about the Reboot Reading initiative and sign up to attend the launch event at www.ethicalreading.org.uk/event/how-to-create-your-organisations-new-normal.

NOTES FOR EDITORS

About Ethical Reading

Founded in January 2018, Ethical Reading is a not-for-profit community interest company. It exists to help organisations in Reading and their teams do the right thing by each other, the wider community and the environment, and to thrive in the process. It's all about supporting people to take a compassionate, respectful and responsible approach when making decisions at every level, from the board room to everyday interactions.

www.ethicalreading.org.uk

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