

A call to action for the world:

Since the onset of 2020, the issues facing the world have been felt more acutely than ever – from rising temperatures, shifting climates, pollution and disappearing wildlife to ethical, sustainable manufacturing. And from social inclusivity and equality to personal health and wellbeing.

What's more, there is a growing realisation that global issues are interconnected, affecting individual lives in many direct and indirect ways.

The many challenges we have faced over the last 20 years have changed the world for ever. Covid-19, the biggest crisis in our lifetime, has magnified the need to change the way we think, plan, work and live.

But instead of settling for a 'new normal', how about we take responsibility for tomorrow and Build Back Ever Better?

Old thinking cannot solve new problems

We as citizens, consumers, businesses leaders, and governments alike will need to focus on what really matters. From, for example, communities creating conditions to ensure greater resilience when facing future crises, to consumers adopting more responsible purchasing behaviours. From companies being serious about adopting greener corporate policies, to governments investing in infrastructure, skills, and innovation.

This is all about building a sustainable future for all, with higher standards of personal safety, health and wellbeing for everybody, low carbon societies, and more traceable supply chains.

A movement that supports our communities

With our global digital BBEB platform we are setting out to create a truly Glo-cal community-based movement, to help and inspire everyone around the world to create their own local community space in their local language to inspire friends, family, and public institutions to Build Back an Ever Better world.

#BBEB sets out to shed light on the choices we all now must make, how those choices determine the way we act and where we go next.

In a period that has been dominated by a pandemic that has gripped the world, it's about so much more than just getting back to what we may have lost. It's about inspiring a community-led global movement. It's about building something that's greater than before.

We hope you will join us by sharing your stories of how you are shaping the world to build back ever better.

The incredible BBEB opportunity:

The purpose of our BBEB community is to inspire 'ever better' change through positive, uplifting and hopeful stories. BBEB is the place that makes it easy for anyone to have a voice, to launch ideas that can make the world better, no matter how big or small. It could be anything from organising a beach clean or litter pick, creating a new recycling scheme, supporting clean energy, urban regeneration, helping others in need and much more. The important thing is that it's simply a better way forward.

What BBEB doesn't support:

Building back ever better is about change through positive action and the hope of new ideas. We will not permit abusive, harassing or discriminatory content or content that does not conform with our BBEB community values.

How it works:

#BBEB sets out to provide access to the richest and latest BBEB stories around the world organised by regions and topics.

Secondly, within the platform you can create your own community BBEB space and engage with your friends, families, neighbours, and colleagues to inspire your community to become ever better.

And thirdly, you can become a BBEB Contributor whereby you can create your own posts as well as like, share and comment on the posts of others. All posts will be reviewed first, and only approved content will be before being published.

Who we are – about Intertek:

For 130 years, Intertek has been bringing quality, safety and sustainability to life. Today, our work has never been more important with the pandemic highlighting our essential role in society as never before.

“Building Back Ever Better. Four simple words, but a world of meaning. For us at Intertek, this is encompassed in our well-established ‘Ever Better’ philosophy – it is why we do what we do. We were born to make the world ever better. “

- André Lacroix CEO, Intertek

We see a better future where:

- Consumers can rely on the safe supply of products.
- The world invests in and builds a low carbon society.
- There is better personal safety and wellbeing for all.

Our company purpose:

Bringing quality, safety and sustainability to life.

Our company values:

- We are a global family that values diversity.
- We always do the right thing with precision, pace and passion.
- We create sustainable growth for all.
- We trust each other and have fun winning together.
- We own and shape our future.

In a time that has tested people, corporations, and governments around the world, we've proven this mission to ourselves and our partners, helping our customers confront and resolve real issues in a way that's making it easier and safer for them to operate. As the world and our customers continue to face new challenges, we are always there to support them and Build Back Ever Better. www.intertek.com