



Proud to recognise and endorse the **CSR-Accreditation** scheme delivered by CSR-A



# Corporate Social Responsibility in Secondary Education

Value driven schools  
**ensure sustainability.**



# Social responsibility guidance for schools

Corporate Social Responsibility (CSR) has become one of the key drivers for societal change in our time. For organisations committed to CSR, this means improved reputation and competitive advantage. Positive action in CSR improves an organisations public image and relationships with trustees, staff and pupils.

It is now more important than ever to show that we are doing everything we can to improve the world we live in for future generations, not only by reducing the negative impact we have on the environment, but by building a better and cohesive society. It's amazing what we are already doing that we don't talk about. CSR-A provides the perfect opportunity to tell your positive story.

## What is CSR-Accreditation

CSR-Accreditation is a great way to pull together what you are already doing with regard to CSR. It helps you easily report on your schools sustainable and community engagement. The Accreditation application process provides a simple and straight forward template where you can record the school's activity against the CSR Four Pillars of environment, workplace, community and philanthropy. Each CSR Pillar is designed to help you audit and impact report on areas such as buildings and grounds, inclusion and participation, community engagement and supporting local and national charities.

**This then becomes an invaluable school policy which you can use to show all your audiences that you are a caring and responsible school. The CSR-Accreditation Mark can be displayed on your website, in your reception and throughout your literature, proudly showing that your school has been independently recognised for its CSR endeavours.**

It is also a powerful way to demonstrate to Ofsted that you are working towards becoming a more sustainable school in-line with Government expectations. It will help your school achieve a higher priority, through funding for central and local initiatives including staff training and development. And it can be used to introduce the importance of CSR into the curriculum.

CSR-A is the UK's first Accreditation scheme for the measurement and promotion of good CSR practice for business, charity and the public sector. Achieving CSR-Accreditation is a visible testimony of excellence in CSR and shows that organisations have integrated CSR initiatives throughout their operations. CSR-A has assembled a prestigious group of individuals to assess applications. The Accreditation application is valid for three years but must be annually submitted together with an annual application fee. At the end of the three year cycle a re-application must be submitted.

## Benefits of CSR Accreditation to Schools and Academies

1. Provides a clear template to audit your sustainable and community activity against the CSR Four Pillars.
2. Delivers an evidenced based CSR policy that can be shared with all audiences.
3. Corresponds with the published Ofsted expectations for all schools to be sustainable.
4. Improves a school's reputation, competitive advantage, public image and stakeholder engagement.
5. Provides easily accessible benchmarking & reporting for Ofsted inspectors.

## The Four Pillars of CSR for schools

CSR-A has devised a category system for defining CSR activity. The categories are, environment, workplace, community and philanthropic. Like all organisations schools will benefit from CSR best practice across all categories however the Four Pillars apply to schools specifically in the following ways.

### ENVIRONMENT

- Food & Drink
- Energy & Water
- Travel & Traffic
- Purchasing & Waste
- Buildings & Grounds

### WORKPLACE

- Inclusion & Participation
- Local well-being
- Behaviour and safety of pupils
- Leadership and management
- Governance

### COMMUNITY

- Religious, ethnic & socio-economic characteristics of community
- Impacts on community in school & beyond
- Facility sharing
- Local community involvement
- Promotion of community cohesion

### PHILANTHROPIC

- Reaching out into the local community
- Creating a policy for charities
- Delivering charitable impact reporting

**Annual fee for CSR-Accreditation is £365**  
(Minimum commitment term is 3 years)

# Social responsibility learning materials for school councils

At CSR-A we are passionate about community, positive working environments and supporting family life. We believe that the most effective way of changing all our lives for the better is showing the next generations how to be better and then listening to the ideas they have.

## Pupil participation

To support our Accreditation program for schools we have developed a fantastic learning pack to engage pupils and promote social responsibility throughout communities. The pack includes many activities across the Four Pillars. Each activity has a well defined learning outcome.

## The Four Pillars of CSR for pupils

### OUR WORLD

- Recycling
- Plastic
- Energy
- Leftover Food
- Travel

### LEARNING OUTCOMES

- Why look after the planet?
- What is landfill?
- What is carbon?
- Fuel from waste
- Cleaner air

### OUR SCHOOL

- School Values
- Bullying
- Helping Others
- Physical Health
- Mindfulness

### LEARNING OUTCOMES

- Benefits of behaviour
- Speaking Up, Standing Up
- Being part of a team
- Taking care of yourself
- Taking care of your mind

### AT HOME

- The Elderly
- Litter and Rubbish
- Recycling
- Sport and Activity
- Good Citizenship

### LEARNING OUTCOMES

- Engagement with community
- What we throw away
- Encourage home involvement
- Keeping healthy and active
- Positive actions and outcomes

### HELPING OTHERS

- Charity Organisations
- Local Charity Support
- Choosing Charities
- Sponsored Activities
- Other Ways To Help

### LEARNING OUTCOMES

- Why they exist
- What is around you
- Who will you support
- How to raise funds
- It's not just about money

Detailed content and learning outcomes can be tailored to schools. For more information please contact CSR-A.

## Benefiting the wider community

The 'At Home' and 'Helping Others' Pillars are eligible for involvement with local Community Foundation Trusts. Tokens are selected by pupils from a choice of 3 presented community/charity projects. Pupils can learn about each project, who benefits, how they benefit and why the project is needed. Pupils use coloured tokens to vote for the project they find most appealing and worthwhile. The chosen project benefits from funding provided by the Community Foundation Trust.

## Instilling future values...

## Introducing the Caring Students Project

CSR-A has created a fun and involving pack for school councils and wider pupil involvement. The pack works in-line with those activities schools already engage their pupils with. The pack delivers a set of projects aligned with the CSR Four Pillars and provides the appropriate learning outcomes. This pack is provided **FREE** to all schools that apply for CSR-Accreditation. We have developed a series of topics under each of the CSR Four Pillars for pupils as illustrated. The school council could identify one of these topics from each pillar as a project for the year. For example, recycling, values, the elderly and local charitable support.



Logo designed by Roberto Bonelli a student at Highcrest Academy High Wycombe during his work experience week at CSR-A.



**ALL SCHOOLS THAT SUBMIT AN APPLICATION WILL RECEIVE OUR 'CARING STUDENT' LEARNING PACK FREE!**

# Communicating your CSR credentials

CSR-Accreditation is an excellent platform for sharing your social responsibility outcomes. It provides overwhelmingly positive story telling opportunities for your school on its website, promotional materials and social media.

## CSR-Accreditation will also...

- **Improve positive school recognition**  
Improve your schools reputation to all of your audiences by delivering ethical practices throughout.
- **Increase stakeholder engagement**  
Using CSR-Accreditation will help you engage with all stakeholders in new ways. The message is about something 'good' and can often be a great way to start a dialogue.
- **Provide better PR and marketing opportunities**  
CSR-Accreditation provides the opportunity to share positive stories online, in your school newsletter and through traditional media.
- **Generate enhanced staff and pupil engagement**  
CSR activity is great way to engage with pupils and staff alike in projects and outcomes that they can feel really proud of. It creates advocacy, loyalty and fantastic ambassadors for your school.
- **Attract investment**  
Demonstrating your school's responsible commitment to the environment and the community can improve your chances for investment.
- **Provide clear impact reporting**  
CSR-Accreditation provides the perfect platform to report your successes and provide information to interested parties such as parents and Ofsted.

**If required we can also help with auditing and bench-marking. We also provide a range of short workshops and effective training courses in CSR.**

## Every successful CSR-Accreditation will benefit from:

- Three years CSR-Accreditation
- A CSR-Accreditation logo pack and guidelines
- An Accreditation certificate
- A tree planted in your name
- Automatic entry to the International CSR Excellence Awards
- Free social media marketing and press release
- Will feature in our CSR Accredited members directory
- 5% of every application fee will go to charity

The Department of Education is keen to support all schools to have structures in place which allow pupils to have a real say in issues that affect them and to know that their opinions count. There are a number of ways in which schools can choose to help achieve effective pupil participation.

The Department of Education website

## The CSR-A Mark of Excellence

The CSR-A Mark of Excellence pack is supplied to successful applicants. It includes a digital logo tool-kit a certificate and a 'guidance for use' document. Successful applicants are awarded bronze, silver or gold Accreditation.



Demonstrate your commitment to CSR now and **become a CSR Leader.**

Call **01494 444494** to find out more about costs and application or for a friendly chat or visit [www.csr-accreditation.co.uk](http://www.csr-accreditation.co.uk)

Take our free **CSR Accreditation assessment survey** online visit [www.csr-accreditation.co.uk/csr-assessment-survey/](http://www.csr-accreditation.co.uk/csr-assessment-survey/)

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