



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



Guidance for CSR Accreditation



Corporate Social Responsibility as a Strategic Tool

Driven by the heightened consumer awareness about environmental issues, coupled with tightening government regulations and reduced funds available for community projects, companies are now looking for innovative ways to meet their social responsibilities. It is clear that firms who understand their social responsibilities and explore ways in which CSR can be built into strategy are more likely to reap the rewards of enhanced competitive positions in the future, benefiting not only their shareholders but all stakeholders involved and the society at large.

There is now increasing recognition of the fact that CSR can be used as source of competitive advantage through good corporate governance, effective execution of innovative social projects and ethical management.

In order to maximise this potential, it is essential for firms to smartly communicate their CSR efforts to ensure that consumers view them as driven by intrinsic (genuine) rather than extrinsic (profit led) motivations. The importance of integrating CSR into the culture, governance and strategy development initiatives of the company along with its current management and incentive structure is clear. This requires considerable corporate commitment, with senior management leading the implementation of strategic CSR efforts to ensure organisational “buy-in”.



Richard Collins

Managing Director CSRA

In order to maximise this potential, it is essential for firms to **smartly communicate** their CSR efforts.

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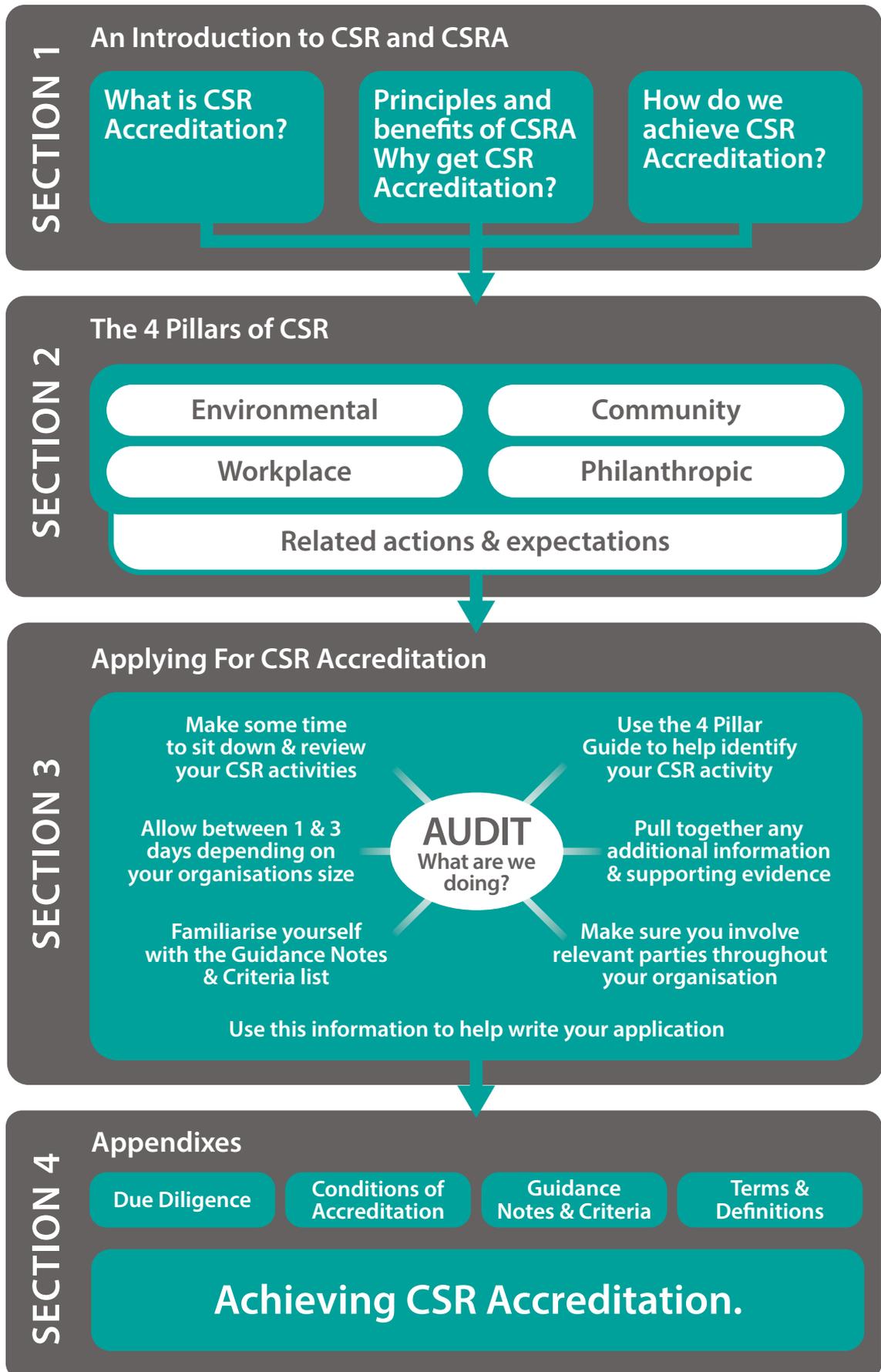
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Section 1

An **Introduction** to CSR & CSRA

1.1 What is Corporate Social Responsibility **Accreditation?**

Good CSR policies drive corporate change for the better. With well defined objectives and measurable targets, your CSR Accreditation will provide the foundation for steps towards running a more sustainable and ethical business.

Organisations, and their stakeholders, are becoming increasingly aware of the need for and benefits of CSR behaviour.

An organisation's performance in relation to the society in which it operates and to its impact on the environment has become a critical part of measuring its overall performance and its ability to continue operating effectively. Organisations are subject to greater scrutiny by their various stakeholders.

1.1.1 Large Corporate Organisations

Larger corporations and companies are also eligible for Accreditation. Corporates by definition often have multiple locations both nationally and internationally. They may have large numbers of retail outlets, each of which will be involved in CSR activities within their respective communities. If you are interested in Accreditation and are a larger corporate organisation, please contact us. We are able to create bespoke programmes tailored for individual clients which will meet the needs of your business.

Did you know that some buyers place a thirty percent weighting on CSR and social value in their tenders?

A report by Social Enterprise UK (SEUK) has revealed that one in three councils in England now routinely considers social value and Corporate Social Responsibility (CSR) in their procurement and commissioning, with one in four having a social value policy. - **Thornton & Lowe**

If you are corporate organisation, please contact us. We are able to create **bespoke Accreditation programmes**

1.2 CSR and CSR Accreditation

Achieving CSR Accreditation is a visible testimony of excellence in CSR. The Accreditation helps you integrate social, environmental, ethical, human rights and consumer concerns into your business operations and strategy and it provides you with a real competitive advantage.

The establishment of a CSR Accreditation is a crucial component of a company's competitiveness and something that should be led by the business itself.

For companies, the overall aim is to achieve a positive impact on society as a whole while maximising the creation of shared value for the owners of the business, its employees, shareholders and stakeholders.

CSR Accreditation examines your organisation's impacts on employees, suppliers, clients and communities/charities and helps you develop an audit / report which forms the basis of your CSR road map.

CSR is not something for the short term. It's all about achieving **long term results** and business continuity.

1.3 Accreditation Process

CSR Accreditation is an assessment of an organisations full range of CSR activity and requires evidence that the management is committed to maintaining acceptable standards during the 3 year period of Accreditation.

Accreditation under the scheme for such businesses is conditional upon:

A successful audit of the policies and structures regarding responsible business practice that the applicant actually has in place. No matter what size your business you submit an application structured around our Four Pillars of CSR (Section 2), with help from our Guidance Notes (Section 4.3).

All successful applications will receive a Gold, Silver or Bronze Accreditation. Any applicants that are unsuccessful will receive a gap analysis report on their application and a chance to re-apply within three months.

The Accreditation panel will assess the organisation against the Guidance Notes (Section 4.3). The full report is then considered by the Accreditation panel which decides to award, defer or refuse Accreditation.

Achieving Accreditation endorses your organisation's management of CSR practices.

The Accreditation process will also provide you with a CSR audit, a gap analysis and a roadmap for future sustainable operations.

The CSR Accreditation audit establishes a process that you can use every year to monitor and report your CSR activities.

Recognising social responsibility

In addressing social responsibility an organisation should understand three relationships.

Between the organisation and society. An organisation should understand and recognise how its decisions and activities impact on society and the environment.

An organisation should also understand society's expectations of responsible behaviour concerning these impacts. This should be done by considering the core subjects and issues of social responsibility.

Between the organisation and its stakeholders. An organisation should be aware of its various stakeholders. These are the individuals or groups whose interests could be affected by the decisions and activities of the organisation.

It showcases your organisation as best in class.

Accreditation will also provide a CSR audit, a gap analysis and a roadmap for **future sustainable operations.**

1.4 Why Get CSR Accreditation

Corporate social responsibility has many advantages that can apply to any business, regardless of its size or sector.

Positive corporate social responsibility improves a company's public image and relationship with consumers.

It is all about reputation.

A good reputation improves:

- Consumer loyalty
- End user loyalty
- Staff loyalty
- And more importantly – referrals and enhanced brand visibility

Customers want to trust organisations they engage with. Employees want to work for values-driven employers and investors want to know that a company is addressing its ethical responsibility.

It is amazing what we are already doing in the arena of CSR that we don't talk about. Many or indeed most of us will have already implemented positive action in one or more of the Four Pillars.

Achieving **CSR Accreditation** offers your organisation the opportunity to talk about the positive activity you are engaged in. It is an invaluable marketing tool for spreading the word about what a great company you are, to work with and to work for. It is a powerful message to promote your company on social media channels. People want to read stories with positive purpose and outcomes.

These stories are essential to building your reputation.

It is amazing what we are already doing in the arena of CSR **that we don't talk about.**

1.5 CSRA **Mark** of Excellence

Achieving CSR Accreditation is a visible testimony of your excellence. The Accreditation shows you have integrated CSR initiatives throughout your business operations and provides you with real competitive advantage.

Upon successful Accreditation we supply you with a CSRA Pack and Logo Tool-kit for display across all your brand touch-points, printed materials, websites, advertising and vehicles. The CSRA Mark of Excellence is a registered Trade Mark.



The CSRA Mark of Excellence is a **registered Trade Mark.**

1.6 The **Benefits** of CSR Accreditation

Better brand recognition:

Improve your brand reputation to all of your audiences by delivering ethical practices throughout your business.

Positive business reputation:

Building a reputation as a responsible business can lead to competitive advantage.

Customer engagement:

CSR Accreditation can help you engage with your customers in new ways. The message is about something 'good,' which often makes for an easier way to start a conversation.

Employee engagement:

Employees want to feel proud of the organisation they work for and are less likely to look for a job elsewhere. It is also likely that you will receive more job applications because people want to work for you.

PR and marketing:

CSR Accreditation provides the opportunity to share positive stories online and through traditional media.

Investment:

Investors are more likely to be attracted to and continue to support companies that demonstrate a commitment not only to employees and customers, but also to causes and organisations that impact the lives of others.

Tendering trends:

A robust approach to Corporate Social Responsibility can give you an advantage in the tender process. It is now common place to be scored on your CSR performance including health and well-being of staff when tendering for both public and private projects.

CSR is not something for the short term. It's all about achieving long term results and business continuity.

Building a reputation as a responsible business can lead to **competitive advantage.**

1.6.1 Benefits Illustrated



CSR Accreditation **provides the opportunity** to share positive stories online and through traditional media.

1.7 Further **Benefits** of CSR Accreditation



We will plant a tree for every successful CSR Accreditation

Become a carbon free company and demonstrate your company's corporate and social responsibility in a way which doesn't cost you a single penny.

The Green Earth Appeal is a Not-For-Profit Social Enterprise, changing lives of some of the planet's poorest communities through tree planting, in partnership with the United Nations Environment and with the assistance of companies like yours. "On the opening day of the United Nations Climate Change Conference in Copenhagen, we are happy to welcome The Green Earth Appeal as a partner to the Billion Tree Campaign. Trees are a legacy for future generations."

www.greenearthappeal.org

Entry into The International CSR Excellence Awards

All successful CSR Accreditation applicants will be automatically entered into the International CSR Excellence Awards.

The International Corporate Social Responsibility Excellence Awards has been running now for many years. Winners will be invited to a prestigious ceremony to be presented with their trophies at a top venue. Responsible, caring companies are in a privileged position to be able to help those who depend on them for their livelihoods, and others less fortunate. They can be a realistic force for good. We want to recognise and reward their efforts in this direction.

www.csrawards.co.uk

Improve your brand reputation to all of your audiences by delivering **ethical practices** throughout your business.

1.8 Organisational Governance & CSR

Organisational governance is the most crucial factor in enabling an organisation to take responsibility for the impacts of its decisions and activities and to integrate social responsibility throughout the organisation and its relationships.

Organisational governance in the context of CSR has the special characteristic of being both a core subject on which organisations should act and a means of increasing the organisation's ability to behave in a socially responsible manner with regard to the other core subjects.

This special characteristic arises from the fact that an organisation aiming to be socially responsible should have an organisational governance system enabling the organisation to provide oversight and to put into practice the principles of social responsibility.

Integrate social responsibility
throughout the organisation
and its relationships.

1.9 Achieving CSR Accreditation

The process of achieving a CSR Accreditation begins with your own assessment of every aspect of your organisation's business operations and activities in regard to CSR.

You submit an online application based on our Four Pillars of CSR (Section 2) and the Guidance Notes (Section 4.3). An appropriate fee is charged based on your company size.

The CSRA panel will assess your application and respond accordingly. The panel meets every 10 weeks to assess applications.

All successful applications will receive a Gold, Silver or Bronze Accreditation pack.

Any applicants that are unsuccessful will receive a gap analysis report on their application and a chance to re-apply within three months incurring only a £75 administration fee.

Application Support Information

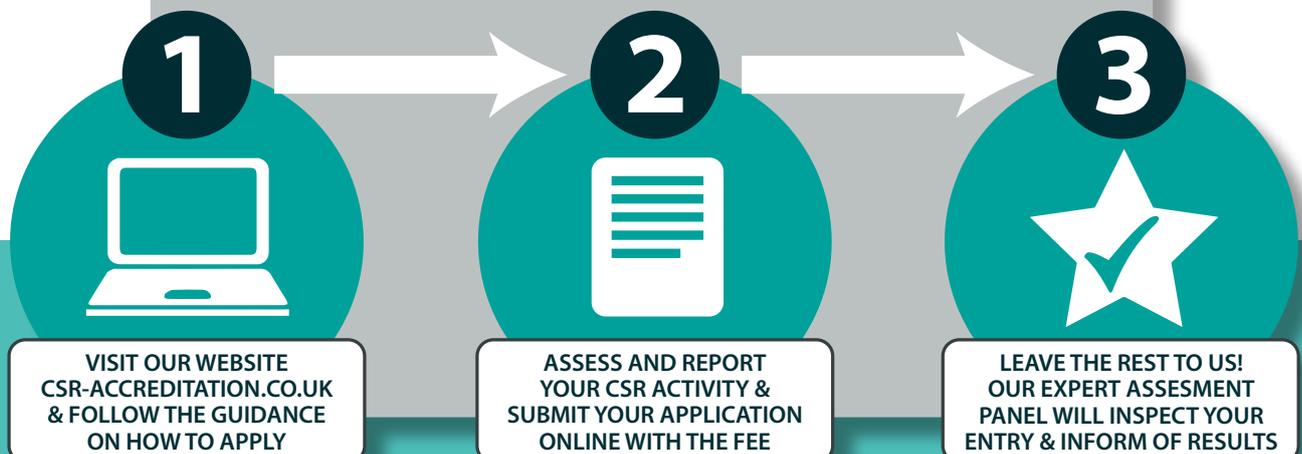
The CSR Accreditation scheme is available to any private, public or third sector organisation which can demonstrate a measurable 12 month period of CSR activity.

Any organisation may apply for CSR Accreditation, no matter how such organisation is legally structured, whether it be an incorporated business, a sole trader, partnership, public or third sector organisation.

The applicant may apply for CSR Accreditation under the scheme in respect of its entire organisation, a particular site within the organisation or a specific division of the organisation.

CSR Accreditation will also require evidence that the management is capable of maintaining acceptable standards during the 3 year period of Accreditation.

3 STEPS TO CSR ACCREDITATION



1.10 Handling Your Application

Upon receipt of the application, our assessment panel will review the application and supporting documentation. The panel will use the Assessment Guidance Notes and criteria to score the application.

Our assessment panel is totally independent. They are selected because of their appropriate CSR and technical knowledge, their professional backgrounds and relevant experience. The assessment panel can award up to 10 points for each section of the guidance notes. They also have the flexibility to award up to 10 additional bonus points for applications they believe have particular merit..

You do not have to be able to 'tick all the boxes' to submit an entry.

The assessment panel meets every 10 weeks to assess applications.

1. Applications scoring 80+% of full marks will be awarded Gold status.
2. Applications scoring 65-79% of full marks will be awarded Silver status
3. Applications scoring 50-64% of full marks will be awarded Bronze status

Any applicants that are unsuccessful will receive a gap analysis report on their application and a chance to re-apply within three months incurring only a £75 administration fee.

Subsequent to successful CSR Accreditation three year re-assessment is discounted by 20%.

Make the world **a better place** with positive action and impact reporting...

CSR Accreditation establishes a process that you can use every year to monitor and report your CSR activities...

1.11 Fees for your CSR Accreditation Application

Small to Medium Enterprises (SME)

Accreditation Fees – (valid for three years).

Micro & Sole Trader (1 – 9 employees) Fee can be paid annually	£600.00 £220.00 PA
Small Organisation (up to 50 employees) Fee can be paid annually	£1200.00 £440.00 PA
Medium Organisation (51 – 250 employees)	£2000.00
Large Organisation (251 – 500 employees)	£2400.00

Multiple sites and entities such as Groups, Partnerships and Local Authorities please contact us to arrange a bespoke CSR Accreditation package.

Re-assessment within 3 months, incurs an admin fee of £75

Subsequent to successful CSR Accreditation three year re-assessment is discounted by 20%.

Large/Corporate Organisations 500+ employees

Accreditation Fees – (valid for three years).

Large/Corporate (501 – 1000 employees)	£3200.00
Large/Corporate (1001 – 2000 employees)	£4800.00

Organisations over 2000 employees, multiple sites and entities such as Groups, Partnerships and Local Authorities please contact us to arrange a bespoke CSR Accreditation package.

Organisations that have published a recent independent Social Responsibility Report or as part of their Report and Accounts can submit this report as part of a 'fast track' application process.

Re-assessment within 3 months, incurs an admin fee of £75

Subsequent to successful CSR Accreditation three year re-assessment is discounted by 20%.

Third Sector

Accreditation Fees – (valid for three years).

Third sector organisations benefit from a discounted rate based on turnover.

Small Organisation (to £500,000 turnover)	£500.00
Medium Organisation (to £2,000,000 turnover)	£750.00
Large Organisation (over £2,000,000 turnover)	£1000.00

Re-assessment within 3 months, incurs an admin fee of £75

Subsequent to successful CSR Accreditation three year re-assessment is discounted by 20%.

For Education

Accreditation fees – (valid for three years).

Fees for schools are payable on an annual basis and represent just 50 pence per day for primary and £1 per day for secondary.

Primary Education	£150.00 PA
Secondary Education	£365.00 PA

Re-assessment within 3 months will incur a £75.00 admin fee. Subsequent to successful CSR Accreditation three year re-assessment is discounted by 20%.

Remember, your Accreditation is valid for 3 years. **Representing excellent value for money.**



Section 2

The **Four Pillars** of CSR

2.0 The **Four Pillars** of CSR

Use the Four Pillars (Section 2) together with the Guidance Notes (Section 4.3) to help you when submitting your application. You may also identify practices that are not shown by the Four Pillars. Please include anything you consider relevant. We are interested in all and any activity which benefits the environment and community.

Environmental CSR

Focuses on eco-issues such as climate change.

Community CSR

Businesses work with other organisations to improve the quality of life of the people in the local community.

Work Place CSR

Policies that improve products and services and staff.

Philanthropic CSR

Support charities through volunteering, donation or sponsorship.

Familiarise yourself with requirements of the Guidance Notes. Look at what you already have in relation to what the Four Pillars. Carry out a gap analysis to identify areas that need addressing.

Being better,
becoming better.

2.1 Environmental CSR

The decisions and activities of organisations invariably have an impact on the environment no matter where the organisations are located. These impacts may be associated with the organisation's use of resources, location of the activities of the organisation, the generation of pollution and wastes, and the impacts of

the organisation's activities on natural habitats. To reduce their environmental impacts, organisations should adopt an integrated approach that takes into consideration the direct and indirect economic, social, health and environmental implications of their decisions and activities.

2.1.1 Energy

Does your organisation have an environmental policy?

Does your organisation implement and monitor energy saving initiatives in any of the following areas?

- Energy consumption in buildings - monitoring and low energy heating, ventilation, and air conditioning systems.
- Renewable energy and green technologies - where possible, incorporated into business practice, functions and premises.
- Lighting - such as LED and low energy lights.
- Heating - low energy, waste heat recovery or combined heat and power systems.
- Hot water usage - low flow plumbing, touch free taps, grey water and rainwater harvesting.
- Ventilation and air conditioning - long service life units and energy recovery.
- Office equipment - recycling, responsible disposal and up-cycling.
- Building Fabric - steel fabrication and modular construction.
- Low carbon buildings.
- Good housekeeping and people solutions.
- Employee engagement in energy efficiency.
- Energy saving awareness campaigns in the workplace.
- Climate change mitigation and adaptation.

2.1.2 Natural resources

Does your organisation provide a water saving policy?

- Water efficient toilets, kitchens - aerators, dual flush toilets, installing water meters.
- Reduce its dependence on oil and gas.
- Greenhouse gas reduction - building insulation, more efficient appliances and boilers, behavioural measures - switching off lights and appliances, turning down thermostats.
- Improved biodiversity - promoting the diversity of habitats and species within premises and in the wider community.
- Sustainable resource use - recycled paper, refillable printer cartridges, fair trade suppliers.

2.1.3 Travel

Does your organisation have a travel policy in place such as:

- Minimising business travel - through use of technology and/or best practice.
- Teleconferencing - facetime, Skype and other digital meeting platforms.
- Low carbon driving incentives - hybrid and electric vehicles.
- Promoting hybrid, electric and low carbon vehicles available through fleet and/or staff company car scheme.
- Sustainable motoring infrastructure - installing charge points for electric vehicles.
- The Government's Cycle to Work Scheme - government tax exemption initiative introduced in the Finance Act 1999.
- Car sharing schemes.
- Commuting plans - remote working and flexible hours, commuters clubs.
- Work from home days.
- Clean air initiatives - waste and recycling consolidation, streamlining deliveries.

The **decisions and activities** of organisations invariably have an impact on the environment.

2.1.4 Environmental supply chain management

Does your organisation operate a sustainable supply chain policy?

- Map your supplier chain - motivate suppliers, work collaboratively.
- Reduce product miles - source local suppliers, streamline supplier activity.
- Monitor baseline performance with suppliers.
- Develop training and capacity building programmes.

2.1.5 Waste

Does your organisation have a waste management policy?

- Recycle paper and card.
- Recycle, repair, reuse office equipment - furniture, computers etc..
- Plastics - source alternative materials, repair, reuse, recycle.
- Have a zero waste to landfill policy.
- Have reducing, reusing, recycling policies.
- Food waste reduction - anaerobic digestion.
- Hazardous waste management - including but not limited to: Aerosols Adhesives Industrial Solvents Waste Electrical and Electronic equipment (WEEE) Fluorescent tubes Batteries Laboratory and Bulk Chemicals Acids Washings Rags, wipes, contaminated packaging Pharmaceuticals Paint Oil Asbestos Sanitary Waste.
- Prevention of pollution - discharges to water, waste management, use and disposal of toxic and hazardous chemicals, other identifiable forms of pollution.

To reduce their environmental impacts, organisations should adopt an **integrated approach**.

Please **make sure** that you ask yourself the **following questions...**

- What are the **financial benefits and measurable impacts** to your organisation?
- Have staff **demonstrated** their commitment?
- What ideas do you have to **expand the scheme**?
- Can others adopt the procedures **to their own benefit**?

2.2 Workplace CSR

The relationship between a company and its employees can have a big impact on the relationship between a company and its customers. Organisations should embrace their workplace CSR as a natural part of their business model. Existing and potential employee values are rapidly changing, along with business

models and the need to strive for sustainability. In order to appease existing and potential staff, and contribute to greater business success, organisations should look into incorporating a holistic view of their CSR strategies and reap many benefits CSR provides, both in the business and wider community.

2.2.1 Workplace

Does your organisation have a CSR policy for the workplace?

- Apprenticeships - do you have an apprenticeship scheme, could you implement one?
- Corporate Citizenship - recognizing rights, responsibilities and aspirations.
- CSR Reports - recording your socially accountable activities for the benefit of your organisation, your stakeholders, and the wider community.
- Customer Care - policy, processes and exceptional activities.
- Customer or consumer relationships - policy, processes and exceptional activities.
- Diversity and Inclusion - policy, processes and exceptional activities.
- Employee communication on CSR - promoting good practice.
- Equal opportunities - policy, processes and exceptional activities.
- Ethical investment - support companies that benefit the community and avoid those whose products and services or business practices that are not good CSR.

Organisations should embrace their workplace CSR **as a natural part** of their business model.

- Fair Trade - actively supporting producers, awareness raising and in campaigning for changes in the rules and practice of conventional international trade.
- Governance - CSR positive decision-making and implementation.
- CSR initiatives - for communities/customers/employees/environment.
- Investment - of corporate time/effort/funding.
- Leadership training - learning and development.
- Employee benefits - profit sharing schemes, group insurance (health, dental, life etc.), disability income protection, retirement benefits, childcare, training, sick leave.
- Education - training schemes, employee advancement, skills training.
- Engagement - reporting through reporting and surveys.
- Family commitment - childcare subsidies, parental leave, carer facilities.
- Flexible working business opportunities.
- Health and well-being - education, activities, counselling.
- Occupational health and safety.
- Promotion prospects - promotions within existing staff, training, loyalty to staff.
- Responsible products and services.
- Skills development - keeping staff and colleagues trained in current techniques, technology and process.
- Staff well-being - mental and physical health support.
- Sustainable procurement - examination and implementation positive of supply chain.
- Training - essential and developmental training provided?
- Work experience schemes - facilities and placements for pupils and students.

Please include documentation on policies, procedures and systems such as processes for recording engagement, reviews of performance against strategic targets, impact reports and notes from audits.

Existing and potential employee values
are rapidly changing, along with
 business models.

Please **make sure** that you ask yourself the **following questions...**

- Have staff been engaged, included, trained or otherwise **benefited**?
- Can this activity be **evidenced** through reporting or surveys?
- Can others **adopt the procedures** to their own benefit?

2.2.2 Supporting Information for **Workplace** CSR

2.2.3 Labour practices

All practises and policies of an organisation, relating to work undertaken by, on behalf or within the organisation, including sub-contracted work are encompassed by labour practises.

Labour practices have consequences beyond the relationships a company has with its employees or the responsibilities that it has at a sites that are under its direct control.

Labour practices include;

- The recruitment and promotion of workers
- Disciplinary and grievance procedures
- The transfer and relocation of workers termination of employment
- Training and skills development
- Health, safety and industrial hygiene
- Any policy or practice affecting conditions of work, in particular working time and remuneration

2.2.4 Conditions of work and social protection

Conditions of work include;

- Fair wages and other forms of compensation
- Working time and rest periods
- Holidays allowance and pay
- Fair disciplinary and dismissal practices
- Proper maternity protection
- Proper sanitation
- Provision of canteens
- Access to medical services
- Allowing observance of national or religious traditions and customs
- Respecting the family responsibilities of workers by providing parental leave and, when possible, childcare
- Any other facilities that can help workers achieve a proper work-life balance.

Respecting the **family responsibilities** of workers.

2.2.5 Health and safety at work

The highest degree of physical, mental and social welfare of an organisations workers and prevention of harm caused by working conditions must be promoted and maintained.

Workers must be protected from risks to health and the occupational environment should be adapted to the physiological and psychological needs of workers.

It should also be noted that pollution and other workplace hazards such as waste may also have negative impacts on communities and the environment.

Issues over dangerous equipment, processes, practices and substances (chemical, physical and biological) should be addressed.

The financial and social burden on society of environmental issues such as pollution and hazardous waste disposal, work-related illness, injuries and death is heavy.

2.2.6 Staff development and training in the workplace

This includes the process of expanding people's choices by widening human capabilities and functioning. To be educated to a proper standard and to have a satisfactory quality of life, therefore enabling people to lead long and healthy lives.

Organisations can use initiatives to increase social development by addressing important social concerns, such as fighting discrimination, balancing family responsibilities, promoting health and well-being and improving the diversity of their workforces.

They can also use workplace training and initiatives to expand the employability of individuals. Experiences, competencies and qualifications all increase an individual's capacity to secure and retain satisfactory employment.

Pollution and other workplace hazards such as waste may also have **negative impacts**.

2.2.7 Human rights

Organisations have a responsibility to act with due diligence to identify and prevent actual or potential human rights issues that result from their own practises or the practises of those with which they are engaged.

Organisations also have a responsibility to influence the behaviour of others, if there is cause for concern over human rights violations in which the organisation may or may not be implicated.

Organisations should take a positive and constructive view of diversity among the people with whom it employs and interacts. It should consider the gains for its own operations in terms of the value added by the full development of multi-faceted human resources and relations.

The following are examples of specific vulnerable groups together with specific related expectations:

Women and girls

Policy and activities of an organisation should promote the equal treatment of female and male stakeholders in the political, social and economic arenas.

People with disabilities

Organisations should ensure that men and women with disabilities are not discriminated against. That they are accorded dignity, autonomy and full participation in society. Organisations must also consider making reasonable provisions for access to buildings, amenities and facilities.

Migrants

Organisations must uphold the rights of migrant workers and should contribute to promoting a climate of respect for migrants and their families.

Race

Organisations should ensure that people are not discriminated against because of their race, cultural identity and/or ethnic origin.

Organisations should ensure that men and women with disabilities are **not discriminated against.**

2.2.8 Consumer issues

Companies have responsibilities to those consumers and customers to which they provide products.

These responsibilities include providing instruction and good quality, accurate information, using fair, transparent and helpful marketing information and contractual processes. They should also promote sustainable consumption and where possible designing products and services that provide access and cater to all including the vulnerable and disadvantaged.

2.2.9 Consumer data protection and privacy

You must follow rules on data protection if your business stores or uses personal information. This applies to information kept on staff, customers and account holders.

You must make sure the information is kept secure, accurate and up to date. When you collect someone's personal data you must tell them who you are and how you'll use their information, including if it's being shared with other organisations.

You must also tell them they have the right to:

- see any information you hold about them and correct it if it's wrong
- request their data is deleted
- request their data is not used for certain purposes

General Data Protection Regulation

The EU General Data Protection Regulation (GDPR) is a pan-European data protection law, which superseded the EU's 1995 Data Protection Directive and all member state law based on it, including the UK's DPA 1998 (Data Protection Act 1998), on 25 May 2018.

The GDPR extends the data rights of individuals (data subjects), and places a range of new obligations on organisations that process EU residents' personal data.

The DPA 2018 (Data Protection Act 2018) supplements the GDPR by filling in the sections of the Regulation that were left to individual member states to interpret and implement.

It also applies a "broadly equivalent regime" – known as "the applied GDPR" – to certain types of processing that are outside the GDPR's scope, including processing for law enforcement processes and by public authorities.

The GDPR will be enacted in UK law after Brexit under section 3 of the European Union (Withdrawal) Act 2018.

Organisations will help to maintain their reputation, credibility and the confidence of consumers by adhering to GDPR best practises when using and protecting consumer data.

Companies have **responsibilities** to those consumers and customers to which they provide products.

Please **make sure** that you ask yourself the **following questions...**

- Have you **developed, implemented and maintained** an occupational health and safety policy?
- Do you **communicate the requirement** that workers should follow all safe practices at all times and ensure that workers follow the proper procedures?
- Are you **and your supply chain complying** with the EU General Data Protection Regulation, health and safety and human rights Laws?

2.3 Community CSR

Community involvement and development

It is widely accepted today that organisations have a relationship with the communities in which they operate. This relationship should be based on community involvement to promote and contribute to community development. Community involvement – either individually or through associations seeking to enhance the public good – helps to strengthen civil society.

Community involvement goes beyond identifying and engaging stakeholders in regard to the impacts of an organisation's activities; it also encompasses support for and builds a relationship with the community. An organisation's community involvement should arise out of recognition that the organisation is a stakeholder in the community, sharing common interests with the community.

An organisation's contribution to community development can help to promote higher levels of well being in the community. Such development, is the improvement in the quality of life of a population. Community development is not a linear process; moreover, it is a long-term process in which different and conflicting interests will be present. Historical and cultural characteristics make each community unique and influence the possibilities of its future.

It can also contribute through social investments in wealth and income creation through local economic development initiatives; expanding education and skills development programmes; promoting and preserving culture and arts; and providing and/or promoting community health services. Community development may include institutional strengthening of the community, its groups and collective forums, cultural, social and environmental programmes and local networks involving multiple institutions.

Community involvement is an organisation's proactive outreach to the community. It is aimed at preventing and solving problems, fostering partnerships with local organisations and stakeholders and aspiring to be a good organisational citizen of the community.

It does not replace the need for taking responsibility for impacts on society and the environment. Organisations contribute to their communities through their participation in and support for civil institutions and through involvement in networks of groups and individuals that constitute civil society.

Community involvement is an organisation's **proactive outreach** to the community.

2.3.1 Does your organisation support a community project?

This could include: Supporting community hubs, playgrounds, libraries, social enterprise schemes, social housing, community farms, litter schemes, landscape and green spaces, community recycling initiatives, Local arts groups, support to schools and colleges, support to local sporting activities etc..

- What level commitment to do you have?
- How long have you been involved?
- What kind of support does your organisation offer?
- Do you provide volunteering, sponsorship, financial giving, partnerships etc..?
- Do the projects you support provide Impact reporting on your involvement?
- Value to the community: have communities or areas benefited?
- Can you provide evidence of support through supporting literature, press releases etc..

2.3.2 Wealth and income creation

Competitive and diverse enterprises and co-operatives are crucial in creating wealth in any community. Organisations can help to create an environment in which entrepreneurship can thrive, bringing lasting benefits to communities.

Organisations can contribute positively to wealth and income creation through entrepreneurship programmes, development of local suppliers, and employment of community members, as well as through wider efforts to strengthen economic resources and social relations that facilitate economic and social welfare or generate community benefits.

Competitive and diverse enterprises and co-operatives **are crucial** in creating wealth in any community.

2.4 Philanthropic CSR

Does your organisation have a policy **for charities?**

There is a very long tradition of businesses donating money, goods or staff time to charitable causes, all of which falls under the umbrella of philanthropy. It's becoming increasingly popular for businesses to support charities, whether that is through donating money, fundraising or volunteering. This is with good reason as not only does charity work allow you to help those around you but it can also benefit your business greatly.

According to the Charities Aid Foundation, 51% of British adults would be more inclined to buy a product or use a service from a company that

donates to charitable causes. So by presenting your company in a positive light and showing your community that you truly care about them, you will develop a great reputation that is likely to pay off in the long run.

Sharing impact reporting that shows how charities have benefited from your support also gives those charities the benefit of your marketing channels. So it is important to communicate with the charities you support and build a relationship that continues to add value to your reputation.

Does your organisation provide:

- Charitable Giving.
 - Investment (of corporate time/effort/funding).
 - Volunteering: time / professional services / support and activities.
 - Donation: given through a sponsored activity / as % of profit.
 - Sponsorship – type and duration.
 - Do the projects you support provide Impact reporting on your involvement?
- Do you communicate your support to your staff, customers and the wider public audience?
 - Do you promote your support on your literature, website and via your organisation's social media channels?
 - What level commitment to do you have?
 - How long have you been involved?
 - What kind of support does your organisation offer?

51% of adults are **more inclined to buy a product or use services** from a company that donates to charitable causes.

2.5 United Nations Sustainable Development Goals

What is the UN - SDG?

The 17 Sustainable Development Goals (SDGs) are the world's best plan to build a better world for people and our planet by 2030. Adopted by all United Nations Member States in 2015, the SDGs are a call for action by all countries - poor, rich and middle-income - to promote prosperity while protecting the environment. They recognize that ending poverty must go hand-in-hand with strategies that build economic growth and address a range of social needs including education, health, equality and job opportunities, while tackling climate change and working to preserve our ocean and forests.

The United Nations system plays a critical role in supporting member states' implementation of inter-governmentally agreed sustainable development objectives. System-wide coherence at global, regional, sub-regional and country levels is crucial for the UN system to deliver on its mandates effectively.

Stakeholders

Major Groups and other Stakeholders (MGoS) were integral to the development and adoption of the 2030 Agenda for Sustainable Development. Since its adoption, MGoS have been actively working towards its implementation, through projects, initiatives, advocacy, knowledge-sharing, and monitoring of the 2030 Agenda. MGoS often work in partnership with other sectors, including governments. Stakeholder groups are as follows;

- Business & Industry
- Children & Youth
- Farmers
- Indigenous Peoples
- Local Authorities
- Non-Governmental Organizations
- Scientific & Technological Community
- Women
- Workers & Trade Unions
- Persons With Disabilities
- Volunteers
- Ageing
- Education And Academia

Partnerships

The achievement of the 2030 Agenda for Sustainable Development and the Sustainable Development Goals will require all hands on deck. It will require different sectors and actors working together in an integrated manner by pooling financial resources, knowledge and expertise. In our new development era with 17 intertwined Sustainable Development Goals and 169 associated targets as a blue-print for achieving the sustainable Future We Want, cross sectorial and innovative multi-stakeholder partnerships will play a crucial role for getting us to where we need by the year 2030.

For more please visit
www.sustainabledevelopment.un.org

2.5.1 UN - SDG and the Four Pillars



The SDG Icons correspond with the CSR-A Four Pillars in the following way.

Environmental



Workplace



Community



Philanthropic



2.5.2 UN - SDG Logo and 17 Icons

The United Nations has commissioned seventeen (17) icons and the SDG logo, including the colour wheel, to graphically promote awareness of the Sustainable Development Goals adopted by the Member States of the United Nations.

Use by non UN entities

Use of the SDG logo [Version 2 without the UN emblem] and 17 icons by non-UN entities. Entities outside the UN System, including Governments, intergovernmental organizations, not-for-profit organizations, and private sector entities, may use the SDG logo and 17 SDG icons in accordance with the requirements outlined below and provided that each entity submits the required documentation.

The SDG logo and 17 SDG icons may be used for both informational (primarily illustrative) and fundraising purposes.

Fundraising purposes

Fundraising uses of the SDG logo [Version 2 without the UN emblem], including the colour wheel, as well as the 17 icons, are those that are: Intended to raise resources to cover costs of activities in support of the SDGs. With respect to fundraising uses, the SDG logo must be used in its entirety. Alternatively, the colour wheel from the SDG logo may be used alone without the SDG language.

The SDG logo or the colour wheel cannot be used alone but must be displayed side-by-side

with the logo of the entity. The logo of the entity must be given pre-eminence vis-à-vis the SDG logo or the colour wheel. The United Nations emblem cannot be used by the entity.

17 icons

The 17 SDG icons may be used together or as individual icons. Each icon must be used in its entirety, including with the text describing the related SDG. The SDG icon(s) cannot be used alone but must be displayed side-by-side with the logo of the entity. The logo of the entity must be given pre-eminence vis-à-vis the icon or icons.

Use OfThe SDG Colour Wheel

The SDG colour wheel may be used by UN entities and non-UN entities. UN and non-UN entities wishing to integrate the SDG colour wheel into a separate logo design and must provide the following information for advance written permission by the United Nations Department of Global Communications: A short statement of identity (nature of the entity and its objectives); And. An explanation of how and where the SDG colour wheel will be used, including the names of countries/territories where the SDG colour wheel will be used, and duration of its use.



Section 3

Applying for your CSR Accreditation

3.1 Help and advice on filling in the online CSR Accreditation application form

The CSR Accreditation application is structured in a way that allows you to show where your organisation can demonstrate good CSR practice against the CSR Four Pillars, these are Environment, Workplace, Community and Philanthropy. Please follow where possible the information provided in the Guidance Notes found in section 4.3

The CSR Four Pillars list describes the type of CSR activities that can be found in each area. It is by no means a comprehensive list, but aims to highlight key CSR activities. If your organisation is doing something that does not appear on the list, then we definitely want hear about it.

It is not essential that your organisation is delivering CSR initiatives from each of the Four Pillars, the list is provided only as guidance and as an indication of where your organisation can develop and deliver robust CSR initiatives in the future.

Conduct a CSR Audit

The best way to complete a successful application is by conducting a comprehensive audit of all the policies and structures your organisation has in place regarding responsible business practice.

Make some time to sit down and review your CSR activities. Identify your CSR activity using the 4 Pillars lists in Section 2. Once identified pull together any additional information and supporting evidence.

(For larger organisations make sure you involve relevant parties such as your facilities manager, HR or accounts department).

Does your organisation already have a measurable CSR policy / annual report in place?

If yes, then you can use this as a starting point to set out your application and provide it as added documentation to support your application.

If not, then you can use the provided guidance to conduct an audit into your organisation's CSR initiatives. This in turn can be used when submitting your application and form the basis of an ongoing measurable CSR policy.

If your organisation is doing something that does not appear on the list, **then we definitely want hear about it.**

3.2 Top Tips for SME's

Applying for CSR Accreditation for an SME is achieved through practical, simple and efficient action, and is not complex or expensive.

You should allow between one and three days depending on your organisations size.

SME's being more flexible due to their size, provide particularly good opportunities for CSR. They are generally less rigid in terms of organisational management, often have close contact with local communities, and senior management usually has a more immediate influence on the organisation's activities.

An SME should address and monitor the impacts of its decisions and activities on society and the environment in a way that takes account of both the size of the organisation and its impacts.

1. Take into account that auditing, reporting and other processes may be more flexible and informal for SME's than for their larger organisations, provided that appropriate levels of transparency are preserved.
2. Be aware that when reviewing all Four Pillars and identifying the relevant activities, the organisation's own context, conditions, resources and stakeholder interests should be taken into account, recognising that all Four Pillars but not all activities will be relevant for every organisation.
3. Focus at the outset on the CSR activities and impacts that are of greatest significance to sustainable development. An SME should also have a plan to address on-going development and expansion.

4. Seek assistance from parties such as managers, relevant third parties and other stakeholders to help pull together the appropriate information.
5. Identify where working with other organisations as part of their CSR activity provides a collective impact such as raising awareness on issues of social responsibility and good practice.
6. Always include evidence, impact reporting, testimonials and other documentation where possible.

3.2.1 Core Business Purpose and CSR Activity

It is important that your application demonstrates CSR activity that goes beyond the core purpose of your business. For example if your core purpose is doing anything included in our Four Pillars list then this would not be considered as part of your CSR activities.

3.3 Filling in the Online Application Form

The CSRA application form is split into 2 parts. The first part is to register your application and provide you with this document. The second part is your application proper.

3.3.1 Familiarise yourself with the contents of this document

We advise applicants to familiarise themselves with the contents of this reference document. Particularly the Guidance Notes in Section 4 and The Four Pillars described in Section 2. This document contains essential information for both the process of application and guidance on the type of activity that is required for successful applications. You may, however be engaged with CSR activity that is outside of the experience described here. We are very interested in any unique or innovative activity so please make sure you include it in your application.

Top Tip

The assessment panel are asked to consider 12 aspects of your application against the Guidance Notes (Section 4.3) and have an option to provide a bonus score for anything that stands out. It is a good idea to familiarise yourself with these notes and use them to cross check against each of the Four Pillar lists. The assessment panel will award points if they can clearly see that you have included information on areas such as 'future expansion of the scheme' or 'replicability' for example.

We are very interested in any **unique or innovative** activity so please make sure you include it in your application.

3.3.2 Fill in the Application Registration

The first part of the application is the registration. You will have already completed this part of the process as you are in possession of this document.

Please apply below:

Make sure you fill in part 1 of your CSR Application first. You will then be directed to a page that will contain a unique link to download your essential CSR Accreditation Application Guide.

The CSR Accreditation Application Registration Form - Part 1

CONTACT NAME *

COMPANY NAME *

EMAIL *

Instructions for your CSR Accreditation Application Part 2 form

Once you have submitted your CSR Accreditation Application Registration you will be directed to a page to acknowledge receipt of this form. This page will contain a unique link to download your guide for filling in Part 2 of your CSR Accreditation Application. This is a useful guide that will assist you in the application process.

Captcha *



Please make sure you have downloaded your essential CSR Application guide before filling in part 2 of your application.

[Click here for your CSR Accreditation Form Part 2](#)

3.3.3 Application Registration Confirmation Email

You will also have received an email confirming your registration. This email should be kept handy as it contains a direct link to this document and a link that takes you to part 2 of the application process. You can also reach part 2 of the application form from links on the website.



CSR Accreditation
Show that you care

CSR Accreditation Registration

You Have Successfully submitted your CSR-Accreditation Registration Application

[Please download the Guide for completing Application Part Two Here](#)

CONTACT NAME

COMPANY NAME

EMAIL

3.3.4 Application Part 2

Part 2 of the application requires that you re-submit your name and contact details. This is necessary for technical admin reasons and ensures that all applications are collated correctly by our system.

You must then tell us about the size of your organisation and click our 'Opt In' box.

Please apply below:

Please make sure you have downloaded your essential CSR Application guide before filling in part 2 of your application.

The CSR Accreditation Application Form Part 2

CONTACT NAME *

COMPANY NAME *

EMAIL *

ADDRESS *

POSTCODE *

PHONE *

ORGANISATION SIZE

Sole Trader (1/2 employees) - £650.00

Small Business (up to 50 employees) - £900.00

Medium business (51 to 250 employees) - £1,200.00

Large business (251+ employees) - £1,450.00

THIRD SECTOR ORGANISATION ONLY

Small (up to £500,000 turnover) - £500.00

Medium (up to £2000,000 turnover) - £750.00

Large (over £2000,000 turnover) - £1000.00

OPT IN BOX *

By ticking here you agree to allow us to contact you from time to time with information on your Accreditation, news, information and events related to CSR Accreditation

Top Tip

It is not possible to save the online application form in progress. For this reason we advise that you create your CSR audit as a separate document and then cut and paste into the form.

3.3.5 Fill in the brief synopsis box.

Construct a brief synopsis (maximum 250 words) that introduces us to your CSR commitments and activities. The synopsis should be concise and show as briefly as possible the areas of CSR in which you are active and the positive outcomes of this activity,

detailing time periods, importance of CSR to your organisation and an indication of areas covered. It should be completed in paragraph format without bullet points or subtitles. Please do not include more than 250 words.

BRIEF SYNOPSIS OF YOUR CSR APPLICATION (Maximum of 250 words) *

A 250-word synopsis of your CSR initiatives

Please fill in the following text boxes with details on the CSR activity you are doing against the CSR four pillars.

Top Tip

We would recommend that you compile your application in a package such as Microsoft Word and then when you are happy cut and paste into the online application form.

Top Tip

Make sure this shows how you incorporate CSR in to your business. Identify the relevant issues, the organisational context, conditions, resources and stakeholder interests should all be taken into account.

Top Tip

It is often a good idea to prepare your brief synopsis once you have audited what your organisation has achieved against the Four Pillars. Read through your draft application and then use this to help you write your synopsis.

It is best to write your brief synopsis last as **it will be informed** by the completion of more detailed content.

3.4 The Four Pillars

3.4.1 Environmental CSR.

Now its time to audit what your organisation is doing against the Four Pillars starting with Environment. Use the Environment list shown in Section 2 to help you identity what you are doing. This list acts only as a prompt. You do not

need to show that you are doing everything listed, in-fact there maybe things you are doing that we have not listed. Some areas may not be applicable to your organisation such as toxic waste management or carbon neutral buildings.

Please fill in the following text boxes with details on the CSR activity you are doing against the CSR four pillars.

SECTION ONE – ENVIRONMENT

1. CSR Environment - Energy: *

Does your organisation implement and monitor energy saving initiatives? What are the financial benefits and measurable impact to your organisation? Have staff demonstrated their commitment? What ideas do you have to expand the scheme Can others adopt the procedures to their own benefit?

1. CSR Environment - Natural resources: *

Does your organisation provide a water saving policy? What are the financial benefits and measurable impact to your organisation? Have staff demonstrated their commitment? What ideas do you have to expand the scheme?

1. CSR Environment - Travel: *

Does your organisation have any travel polices in place?

Top Tip

The assessment panel are asked to consider 12 aspects of your application against the Guidance Notes (Section 4.3) and have an option to provide a bonus score for anything that stands out. It is a good idea to familiarise yourself with these notes and use them to cross check against each of the Four Pillar lists. The assessment panel will award points if they can clearly see that you have included information on areas such as 'future expansion of the scheme' or 'replicability' for example.

1. CSR Environment - Environmental supply chain management: *

Environmental supply chain management: Does your organisation operate a sustainable supply chain policy?

1. CSR Environment - Waste: *

Does your organisation have a waste management policy? Have staff demonstrated their commitment? What ideas do you have to expand the scheme Can others adopt the procedures to their own benefit?

Top Tip

Allow for up to 300 words for each section. Often CSR activity in one area can overlap into another. For example under Environment you might identify that you have a paper and card recycling scheme supported by an internal poster campaign and designated members of staff to oversee this. The output of this may result in a measured amount of paper and card being recycled a month/year thus minimising landfill. Alongside this your organisation may also encourage a sustainable travel-to-work scheme, providing work-from-home days, signing up to national cycle-to-work initiative and car share policy. This will have a direct effect on cost saving, a direct benefit to staff and reduced carbon footprint.

Top Tip

When auditing your Environmental CSR activity, try and identify areas that can be evidenced such as reduced energy bills, energy saving posters and staff engagement schemes.

Top Tip

Where you have policies in place provide links or a way in which the assessment panel can access them. Policy's don't necessarily need to be uploaded as long as we can see that they exist.

ADDITIONAL ENVIRONMENTAL DOCUMENTATION

Please include documentation on your environmental policies, procedures and systems such as systems for recording energy saving, reviews of performance against strategic targets, impact reports and notes from audits.

You can upload any additional documentation support and where possible provide a link to your CSR report.

***PLEASE NOTE* ENSURE ALL FILES HAVE FULLY UPLOADED BEFORE SUBMITTING YOUR FORM**

File Upload

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Top Tip

We allow up to four file uploads, if this is not enough, you can combine evidence into one document and upload that. Where possible PDF file format is best.

3.4.2 Workplace CSR.

Use the Workplace list to identify areas of activity that your organisation is involved. Remember the list is just a guide and you may well be doing

things that are not on the list. Allow up to 300 words to summarise activity.

SECTION TWO - WORKPLACE

2. CSR Workplace *

Have staff been engaged, included, trained or otherwise benefited? Can this activity be evidenced through reporting or surveys? Can others adopt the procedures to their own benefit?

ADDITIONAL WORKPLACE DOCUMENTATION

Please include documentation on policies, procedures and systems such as systems for recording engagement, reviews of performance against strategic targets, impact reports and notes from audits
You can upload any additional documentation support and where possible provide a link to your CSR report.
***PLEASE NOTE* ENSURE ALL FILES HAVE FULLY UPLOADED BEFORE SUBMITTING YOUR FORM**

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Top Tip

When evidencing policies and procedures it may be easier to provide links to documents, or simply upload relevant documents, initiative literature, posters etc.

Top Tip

Workplace can cover a lot of different areas and you may want to break this down into sections such as: Education - skills training, awareness campaigns, apprenticeships/work placements. Staff initiatives - health and well-being, inclusivity, live balance. Staff Development - leadership skills, staff engagement. Labour practices - supply chain, fair trade etc.

3.4.3 Community CSR.

Does your organisation support a community project? This could include: Supporting community hubs, playgrounds, libraries, social enterprise schemes, Social housing, community farms, litter schemes, landscape and green spaces, community recycling initiatives, Local arts groups, support to schools and colleges, support to local sporting activities etc.

Allow up to 300 words to summarise activity.

- What level commitment to do you have? - Who is involved - Is the whole organisation included or aware,
- How long have you been involved? - Do you develop a lasting relationship - time-lines
- What kind of support does your organisation offer? - Do you provide volunteering, sponsorship, financial giving, partnerships etc.?
- Do the projects you support provide Impact reporting on your involvement? Do you have an independent report about your involvement from those that have benefited.
- Value to the community: have communities or areas benefited? Has this enhanced community experience such as better services, environment, engagement etc.
- Can you provide evidence of support through supporting literature, press releases etc..

SECTION THREE - COMMUNITY

Does your organisation support a community project?
This could include:
Supporting community hubs, playgrounds, libraries, social enterprise schemes, social housing, community farms, litter schemes, landscape and green spaces, community recycling initiatives, Local arts groups, support to schools and colleges, support to local sporting activities etc.

3. CSR Community *

What level commitment to do you have? How long have you been involved? What kind of support does your organisation offer? Do you provide volunteering, sponsorship, financial giving, partnerships etc.? Do the projects you support provide Impact reporting on your involvement? Value to the community: have communities or areas benefited? Can you provide evidence of support through supporting literature, press releases etc. ?

ADDITIONAL COMMUNITY DOCUMENTATION

Please include documentation on policies, impact reports and notes from audits
You can upload any additional documentation support and where possible provide a link to your CSR report.
***PLEASE NOTE* ENSURE ALL FILES HAVE FULLY UPLOADED BEFORE SUBMITTING YOUR FORM**

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Top Tip

Use the above bullet points to write a summary of your community focused CSR and support where you can with evidence, ask for a testimonial or impact report.

Top Tip

Where possible show that you have contributed positively to wealth and income creation through entrepreneurship programmes, the development of local suppliers, and employment of community members.

3.4.4 Philanthropic CSR.

Modern consumers want to do business with companies that are socially minded. In fact, most people would rather patronize a business that is also serving the community in some way, in addition to making a profit. Therefore, it makes business sense and can positively impact your bottom line to think about how to become philanthropically engaged in your community if you haven't done so already.

Are you supporting a charity in any way? This can be through charitable giving, communication and awareness initiatives,

investment of time, effort and investment funding, volunteering time / volunteering services, donation financial, services products, sponsorship.

Have your staff raised awareness and money through a sponsored event?

Show us you are working with thirds parties to support charities such as community foundation or corporate networks.

Allow up to 300 words to summarise your activity.

4. CSR Philanthropic *

Do the projects you support provide Impact reporting on your involvement? Do you communicate your support to your staff, customers and the wider public audience? Do you promote your support on your literature, website and via your organisation's social media channels? What level commitment do you have? How long have you been involved? What kind of support does your organisation offer?

ADDITIONAL PHILANTHROPIC DOCUMENTATION

Please include documentation on policies, impact reports and notes from audits
You can upload any additional documentation support and where possible provide a link to your CSR report.
***PLEASE NOTE* ENSURE ALL FILES HAVE FULLY UPLOADED BEFORE SUBMITTING YOUR FORM**

File Upload
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Top Tip
Identity what you are doing and support with any internal or external communications such as posters, photography or blog posts etc..

Top Tip
If you have more information to share than allowed in the text panel then please upload as a supporting file. Or provide links to additional information on either your website or the website of the charity you are supporting.

Top Tip
Where possible include any impact reporting from the charities you are supporting. This will demonstrate the positive outcomes achieved through your support.

3.5 Completion of Your Application

3.5.1 Application Checklist

1. Familiarise yourself with this document.
2. Speak to colleagues and stakeholders and collate all relevant information and any documentation relating to your CSR activity.
3. Study our Four Pillars lists to identify where your CSR activity corresponds. Write up your activity in note form. If you have been engaged in activity not included on our lists make sure you include it.
4. Using your notes, structure an audit of your activity, using a package such as Microsoft Word. Approximately 300 words for each of the Four Pillars is ideal.
5. Carefully consider the Guidance Notes (Section 4.3) and address all the question posed. The assessment panel mark your application against these criteria so it is particularly important to structure your audit against these notes.
6. When you have completed your audit you can write a brief synopsis. Please do not include more than 250 words.
7. On completion of your audit go to part 2 of our online application form. Cut and paste the relevant information from your document into each of the input boxes. Don't forget to include your supporting documentation where possible.
8. Submit your online application to CSRA.

3.5.2 Submission, Acknowledgment & Assessment

You will receive an email that confirms we have received your application.

A separate email will be sent to you with an attached invoice for your Accreditation fee.

Your application will then be assessed by our independent panel which meets every ten weeks. After assessment you will be notified of results within two weeks of the current application deadline.

Failure to pay the application fee may result in your accreditation being withdrawn.

3.5.3 Congratulations

After Accreditation you will receive your results in an initial email. This will be followed by a signed certificate in the post and a digital copy of your personalised Mark of Excellence tool-kit and Accreditation Guidelines document.

You will also receive;

- 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 our charity nominated charity.



Section 4

Appendixes

4.1 Appendixes

4.1.1 Due diligence

Due diligence in the context of CSR Accreditation is a comprehensive, proactive process to identify the actual and potential social, environmental and economic positive impacts of an organisation's decisions, operations and activities.

Due diligence also entails influencing the behaviour of others, showing supporting documentation, collation of relevant evidence and information from colleagues and concise and accurate reporting.

4.1.2 Integrating the Four Pillars throughout an organisation

Building CSR into every aspect of an organisation involves commitment and understanding at all levels. In the early stages of an organisation's efforts, the focus of awareness should be on increasing understanding of the aspects of the Four Pillars, including principles, core subjects and issues.

Commitment and understanding should start at the top of the organisation. Understanding the benefits of CSR can play a major role in building the commitment of the organisation's leadership. Efforts should therefore be made to provide the leadership with a thorough understanding of the implications and benefits of social responsibility.

Track performance over time, this allows you to make necessary adjustments in priorities and approach.

Building CSR into every aspect of an organisation involves **commitment and understanding** at all levels.

4.1.3 Communication of your CSR policy and Accreditation

Most practices related to CSR will involve some form of internal and external communication. Communication is critical to many different functions in social responsibility including:

- Raising awareness both within and outside the organisation on its strategies and objectives, plans, performance and challenges for social responsibility.
- Demonstrating respect for the CSR principles
- Helping to engage and create dialogue with stakeholders.
- Showing how the organisation is meeting its commitments on social responsibility and responding to the interests of stakeholders and expectations of society in general.
- Providing information about the impacts of the organisation's activities, products and services, including details of how the impacts change over time.

Helping to engage and motivate employees and others to support the organisation's activities in CSR.

CSR Accreditation exists to enhance an organisation's reputation for socially responsible action, openness, integrity and accountability, to strengthen stakeholder trust in the organisation.

4.1.4 Reviewing and improving an organisation's actions and practices related to CSR Accreditation

Effective CSR performance depends in part on commitment, careful oversight, evaluation and review of the activities undertaken, progress made, achievement of identified objectives, resources used and other aspects of the organisation's efforts.

Ongoing monitoring or observation of activities related to social responsibility is primarily aimed at making sure that activities are proceeding as intended, identifying any crisis or out-of-the-ordinary occurrence, and making modifications to the way things are done.

Reviews of performance, at appropriate intervals, may be used to determine progress on CSR help keep programmes well focused, identify areas in need of change and contribute to improved performance.

Stakeholders can play an important role in reviewing an organisation's performance on CSR.

In addition to reviewing existing activities, an organisation should also keep abreast of changing conditions or expectations, legal or regulatory developments affecting social responsibility and new opportunities for enhancing its efforts on social responsibility.

Reviews of performance, at appropriate intervals, to determine progress on CSR **help keep programmes focused.**

4.2 Conditions

4.2.1 Eligibility for Accreditation

The CSR Accreditation scheme is available to any private, public or third sector organisation which can demonstrate a measurable 12 month period of CSR activity.

Any organisation may apply for CSR Accreditation, no matter how such organisation is legally structured, whether it be an incorporated business, a sole trader, partnership, public or third sector organisation.

The applicant may apply for CSR Accreditation under the scheme in respect of its entire organisation, a particular site within the organisation or a specific division of the organisation.

4.2.2 Accreditation process

CSR Accreditation is based on an assessment of an organisations full range of CSR activity and will also require evidence that the management is capable of maintaining acceptable standards during the period of Accreditation.

Accreditation under the scheme for such organisations is conditional upon:

1. A successful audit of the policies and structures regarding responsible business practice that the applicant actually has in place.
2. Meeting the required compliance level.
3. The applicant paying the specified CSR Accreditation application fee.

All organisations will undergo a first level of scrutiny at the application review stage and then the Accreditation Panel assesses the organisation against the Guidance Notes. The full report is then considered by the Accreditation panel which decides to award, defer or refuse Accreditation.

CSR Accreditation is based on an assessment of an organisations **full range** of CSR activity.

4.2.3 Accreditation cycle

Accreditation for the CSRA scheme is valid for three years. Accredited organisations are notified six months before the end of the Accreditation period so that an inspection can be arranged and the renewed report presented to the Accreditation panel for consideration of re-Accreditation before the period ends.

4.2.4 Assessment process

A full assessment is arranged following successful completion of the online application process. An assessment panel with appropriate experience for the organisation being inspected will come together every 10 weeks to assess applications. The assessment panel will comprise of industry experts representing private, public and third sector. The inspection will reflect the breadth and size of the organisations CSR activity.

The CSR Accreditation process assesses best in class corporate social responsibility and examines leadership, policies, practices, performance, and impact in areas such as:

- Employee Engagement
- Customer Service
- Innovation
- Supply Chain Management
- Environmental Practices
- Community and Charity Engagement
- CSR Communications

Your application will be reviewed by our independent CSR assessment panel.

Your organisation will receive an overall score. Applications must score above 50% for bronze, 65% for silver and 80% for gold. Each of the Four Pillars (Section 2) provide a guide as to what the assessment panel is looking for together with the Guidance Notes (Section 4.3).

Once the assessment has taken place, the assessment panel will confirm if your company has or has not satisfied the criteria to achieve the CSR Accreditation.

Applicants for CSR Accreditation guarantee that all information given is complete, true and accurate to the best of their knowledge.

Your application will be reviewed by our **independent** CSR Assessment Panel.

4.2.5 Assessment areas

A full assessment covers the following inspection areas:

Environmental CSR: focuses on eco-issues such as energy saving and travel.

Community CSR: working with other organisations to improve the quality of life of the people in the local community.

Workplace CSR: policies that improve products, services and staff

Philanthropic CSR: Supporting charities through volunteering, donation and or sponsorship.

All CSR policy outputs should be reported for assessment.

4.2.6 Your CSR Assessment application will include:

BRIEF SYNOPSIS OF YOUR CSR POLICY

(Maximum of 250 words)

A synopsis of how your policy and achievements are benefiting the environment, the workplace, communities and charities. (Where applicable)

FULL CSR AUDIT

Utilising the CSRA Four Pillars audit what your organisation is doing. Make sure you fill in all the input fields, reflecting the guidance set out in this document. Please try to keep your entry succinct and do not exceed the character count.

Please **include documentation** on policies, procedures and systems.

4.2.7 Documentation

Please include documentation on policies, procedures and systems such as systems for recording energy saving, reviews of performance against strategic targets, impact reports and notes from audits.

4.2.8 Accreditation fees - Valid for 3 years

CSR Accreditation application fees based on the size of organisation:

Sole Trader

(1/2 employees) - **£650.00**

Small Organisation

(up to 50 employees) - **£900.00**

Medium Organisation

(51 to 250 employees) - **£1,200.00**

Large Organisation

(251+ employees) - **£1450.00**

Third sector organisations benefit from a discounted rate based on turnover (valid for three years)

Small (up to £500,000 turnover) - **£500.00**

Medium (up to £2,000,000 turnover) - **£750.00**

Large (over £2,000,000 turnover) - **£1000.00**

Re-assessment within 3 months - £75.00

Subsequent to successful CSR Accreditation three year re-assessment is discounted by 20%.

Prompt payment to suppliers is good CSR practice, so we expect invoices to be settled in 30 days.

Failure to pay the CSR Accreditation fees by the given deadline on the invoice will result in suspension and the possible withdrawal of the CSR Accreditation.

On request, sole traders and small business's can split the Accreditation fee into three payments across a three month period. Failure to make all payments will result in the withdrawal of your Accreditation.

Larger corporations and organisations with many locations such as retail outlets can be catered for on a case by case basis. Please contact us directly.

4.2.9 Accreditation statements and marks

Organisations which have been awarded CSR Accreditation may use the CSR Accreditation mark and statements in their promotional materials, subject to certain conditions. (See CSR Accreditation guidelines supplied upon successful CSR Accreditation).

Subsequent to successful CSR Accreditation three year re-assessment is **discounted** by 20%.

4.3 Guidance Notes & Criteria

Please use these notes to structure your application in conjunction with the Four Pillars list.

1. CSR Benefit.

Does the policy identify clear CSR benefit?

2. Environmental Benefits.

Does the policy clearly identify areas to improve environmental impact? Energy Efficiency, Wastes Minimisation, Recycling etc..

3. Social Benefit.

Value to the community, have communities or areas benefited?

4. Staff Benefit.

Have staff been engaged, included, trained or otherwise benefited?

5. Workplace Benefit.

Do you provide responsible product information and services, supply chain, ethical investment and fair trade etc..

6. Charitable Benefit.

Does the policy support charitable giving, financially or through services and volunteering?

7. Financial Benefit.

Have reductions or savings been achieved? Reduced operating costs, electricity, water, travel etc..

8. Commitment of the entrants / Involvement of relevant stakeholders and employees.

Have staff demonstrated their commitment?

9. Evidence of measurable impact/benefits (environmental, social and financial).

10. Degree of originality / innovation.

Have you developed new or novel solutions to problems?

11. Future expansion of the scheme.

How do they intend to move forward?

12. Replicability.

Can others adopt the procedures to their own benefit?

13. Special Merit.

Anything else that stands out in a project as worthy of additional points.

We have assembled an assessment panel of industry experts to **analyse and respond** to all CSR Accreditation applications.

4.4 Terms and definitions

For the purposes of this document, the following terms and definitions apply.

Accountability

State of being answerable for decisions and activities to the organisation's governing bodies, legal authorities and, more broadly, its stakeholders.

Accreditation

Is the process in which certification of competency, authority, or credibility is presented.

Corporate Governance

Corporate governance is the system of rules, practices and processes by which a firm is directed and controlled. Corporate governance essentially involves balancing the interests of a company's many stakeholders, such as shareholders, management, customers, suppliers, financiers, government and the community.

Consumer

Individual member of the general public purchasing or using property, products or services for private purposes.

Corporate Social Responsibility

Responsibility of an organisation for the impacts of its decisions and activities on society and the environment through transparent and ethical behaviour that contributes to sustainable development, including health and the welfare of society; takes into account the expectations of stakeholders, is in compliance with applicable law and consistent with international norms of behaviour and is integrated throughout the organisation.

Customer

Organisation or individual member of the general public purchasing property, products or services for commercial, private or public purposes.

Due diligence

Comprehensive, proactive process to identify the actual and potential negative social, environmental and economic impacts of an organisation's decisions and activities over the entire life cycle of a project or organisational activity, with the aim of avoiding and mitigating negative impacts.

The CSR Accreditation process assesses **best in class CSR**.

Employee

Individual in a relationship recognized as an “employment relationship” in national law or practice.

Environment

Natural surroundings in which an organisation operates, including air, water, land, natural resources, flora, fauna, people, outer space and their interrelationships.

Ethical behaviour

Behaviour that is in accordance with accepted principles of right or good conduct in the context of a particular situation and is consistent with international norms of behaviour.

Ethical management

Refers to corporate management that not only fulfils economic goals and legal responsibilities, but also meets the ethical expectations imposed by social norms in conducting business.

Gap analysis

Is a method of assessing the differences in performance between a business’ information systems or software applications to determine whether business requirements are being met and, if not, what steps should be taken to ensure they are met successfully.

Gender equality

Equitable treatment for women and men.

Impact of an organisation

Positive or negative change to society, economy or the environment wholly or partially resulting from an organisation’s past and present decisions and activities.

Initiative for social responsibility

Programme or activity expressly devoted to meeting a particular aim related to social.

Organisation

Entity or group of people and facilities with an arrangement of responsibilities, authorities and relationships and identifiable objectives.

Organisational governance

The international standard on social responsibility, ISO 26000, defines organizational governance as “A system by which an organization makes and implements decisions in pursuit of its objectives.”

Principle

Fundamental basis for decision making or behaviour.

Product

Article or substance that is offered for sale or is part of a service delivered by an organisation.

Service

Actions of an organisation.

SME

Small and Medium Enterprises.

Corporate governance is the **system of rules, practices and processes** by which a firm is directed and controlled.

Social Projects

Social action projects are carried out by individuals or groups of people working together for the good of others and not for profit.

Stakeholder

Individual or group that has an interest in any decision or activity of an organisation.

Stakeholder engagement

Activity undertaken to create opportunities for dialogue between an organisation and one or more of its stakeholders.

Supply chain

Sequence of activities or parties that provides products or services to the organisation the purpose of this International Standard supply chain is used as defined above.

Sustainable development

Development that meets the needs of the present without compromising the ability of future generations to meet their own needs.

Third sector organisation

Includes voluntary and community organisations (both registered charities and other organisations such as associations, self-help groups and community groups), social enterprises, mutuals and co-operatives. Third sector organisations (TSOs) generally: are independent of government.

Transparency

Openness about decisions and activities that affect society, the economy and the environment and willingness to communicate these in a clear, accurate, timely, honest and complete manner.

Value chain

Entire sequence of activities or parties that provide or receive value in the form of products or services.

Social action projects are carried out by individuals or groups of **people working together for the good of others.**

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

Call **01494 444494** to find out more about costs and application or visit www.csr-accreditation.co.uk

Take our free **CSR Accreditation assessment survey** online visit www.csr-accreditation.co.uk/csr-assessment-survey/

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