



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



Show What Good Looks Like.

CSR Impact Reporting

Value driven organisations
ensure sustainable profitability.



Purpose with profit.

CSR Impact Reports

CSR Impact Reports are similar to an annual report and show all your audiences the impacts that your organisation is making through its CSR commitments. This includes financial savings and bottom line benefits, positive environmental impacts, staff and stakeholder engagement and benefits to communities and charities.

The report is an invaluable marketing and communications tool for providing evidence and showcasing positive output. It demonstrates that by putting values at the heart of your organisation you will deliver a sustainable profit.

The Impact Report is an independent service but can be submitted as part of a CSR Accreditation application. Organisations that are already Accredited can use their applications as a comprehensive starting point for an Impact Report.

An Impact Report becomes an essential tool for benchmarking and measuring your CSR activity and will include advisories for future development. **It shows that through 'impact investing' your organisation has made a significant return on its social impacts on society and the environment and equally as importantly, on your bottom line.**

Good Impact Reporting is an essential part of impact measurement, it allows you and others to learn from your work and it promotes a culture of accountability and transparency. Many organisations struggle with which information to include in their reports, which to leave out and how best to present their impact data.

CSR-A provides a structured approach for assessing and identifying material issues, selecting reporting frameworks (such as Accreditation) and establishing CSR priorities, reporting on these policies, your progress and future ambitions.

The Impact Report delivers required information:

- Consultation Bench-marking – reviewing CSR initiatives, measuring and evaluating.
- Audit – to explore what you are already doing and the impact it has.
- Analysis & Evaluate – to identify CSR scope and processes.
- Report and Recommend – write up and publish conclusions.

We also provide practical advice about the questions that your impact report should answer, how to make the most of existing data and how to communicate your impact to different audiences.

Reporting your impact will help you to:

- Review your impact against your vision and goals.
- Create a learning organisation where people focus on results and adapt and improve services.
- Motivate staff and all stakeholders through celebrating achievements.
- Build trust and credibility with all of your organisations audiences.
- Share lessons with other organisations.



Engage all your staff

Impact measurement is a collaborative effort. We will work with key individuals to learn about data they are already collecting and how they can record outcomes as they proceed. We can then build a culture of learning across the whole organisation by including the Impact Report in inductions and job descriptions, reviewing it in meetings and appraisals, and encouraging you to share impact stories in regular staff communications.

Your CSR Impact Report will feature:

- CSR Highlights at a glance
- Chairman's/Official Statement
- Strategic Report
- Business/CSR Vision
- Staff Engagement
- Impact Reports (Categorised by the CSR Four Pillars)
 - Environment: activity, KPI's, benefits, financial impact
 - Workplace: activity, KPI's, benefits, financial impact
 - Community: activity, KPI's, benefits, financial impact
 - Philanthropy: activity, KPI's, benefits, financial impact
- Future planning

The report will provide benefits through:

1. **Clarity:** The reader can quickly and easily understand the organisation through a coherent narrative that connects CSR aims, plans, activities and results. The information is delivered in clear and simple manner using devices such as info-graphics to breakdown complex information.
2. **Transparency:** Reporting is full, open and honest. Some of the best impact reports reflect on an organisation's shortcomings, as well as its successes.
3. **Accessibility:** Relevant information can be found by anyone who looks for it, in a range of formats suitable for different stakeholders. Considering your audience is key.
4. **Accountability:** Impact reporting is all about being accountable for your work. Your report should reflect this, and you should be upfront about your commitment and motivations.
5. **Evidence:** Claims about impact are backed up appropriately, allowing others to review. This can range from informal stakeholder feedback to external audit. Providing a range of qualitative and quantitative evidence for your impact is key to the depth and breadth of your report.



If you're leading the pack, that's a great story and can help your business to **attract customers, talent and investment.**

Here are six tips to help you record your efforts, celebrate your results and take your **CSR impact investment to the next level.**

1. Keep it simple

Keeping a record of who did what, where, sounds a lot easier than it is. Many CSR practitioners struggle to get their staff to log their charitable activities.

The clearer and easier the process, the more people will log their charitable giving. Nothing will dissuade people more than a complex, time-consuming recording system.

A good option is to streamline your CSR recording with your existing HR platform, with different codes to define the different contributions people are making.

2. Create Incentive

Another way to get people logging is to incentivise the recording of charitable giving. What works varies from company to company, so don't be afraid to play around with different approaches and get creative!

Two great examples of logging incentives are matched-giving systems where the company gives a contribution for each employee donation recorded, and inter-departmental competitions with prizes.

The latter works well with recording both volunteering and fundraising. Adding a little competition encourages people to log their hours and doubles up as a team-building activity.

3. Start by recording simple KPIs and build from there

Start out by recording three figures: volunteering hours, pro bono hours and fundraising. Early stages of impact reporting are about having some KPIs to keep on top of your programmes and show others that the projects are running smoothly.

Once you have this covered, you can consider fine-tuning the process. A natural progression is to further split these basic KPIs into more detailed subsections.

Volunteering can be divided into skills-based and non-skills-based, while fundraising can be split into cash and in-kind donations.

4. Tell a story

Recording your community investment numbers is only half the battle: the way you tell the story will determine whether people listen or not.

Simply publishing your KPIs will not get people to take notice. Talking about the outcomes of the projects is a much more compelling way of presenting your work.

Use outcomes like hot meals served, cups of tea brewed or one-to-one employability sessions held to tell the true story of what you've achieved.

A good rule of thumb is that data always needs stories, and stories always need data.

5. Celebrate your success

It's important to stop and celebrate once you've done all the hard work of getting employees to volunteer or fund-raise. Celebrating by running a 'Thank You' campaign is a great way to raise awareness of your achievements while instilling a sense of pride and creating buzz around the programmes.

A 'Thank You' campaign will encourage previous volunteers to return next year and inspire those who missed out to take part next time.

6. Benchmarking

Having a record of what you achieved allows you to demonstrate how your CSR is improving year upon year; benchmarking can give external context and place your efforts amongst your peer group.

Use your CSR policy to: Communicate your CSR credentials to all stakeholders, clients and customers. Apply for CSR Accreditation. Enter the International CSR Awards. Publish a CSR Report. Deliver positive stories through your social media channels and more...

Demonstrate your commitment to CSR 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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