CSR ACCREDITATION
Show that you **care**

CSR Accreditation - showing what good looks like

We are a leading UK based company delivering the standard for social responsibility

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

What is CSR Accreditation?

CSR Accreditation is the perfect way to collate what you are already doing in regard to social responsibility. The application process helps you easily report on your organisations sustainable and community engagement and provides a simple template where you can record activity against the Four Pillars of environment, workplace, community and philanthropy. Each Pillar is designed to help you measure, record and impact report on areas such as energy performance, recycling, staff engagement, health and well-being, community engagement and supporting local and national charities. Successful applications become CSR Accredited and receive our members pack. The CSR Accreditation Mark should be displayed on your website, in your reception and throughout your literature, proudly showing that your organisation has been independently recognised for its CSR endeavours. Members are encouraged to take full advantage of our benefits package which includes access to thought leadership and insight pieces and consultation for ongoing activity and re-accreditation at the end of a three year cycle, a tree planted for every accreditation by Green Earth Appeal and 5% of the application fee going to charity.

Your application report subsequently becomes an invaluable CSR policy which you can use to show all your audiences that you are a caring and responsible organisation. The report should be used as a locator on a CSR 'roadmap' which will guide your organisation through policy development and continual improvement.

Sustainable and social purpose with profit – the future for successful businesses and organisations

It is clearly recognised that social responsibility gives competitive advantage through good corporate governance, effective execution of innovative environmental and social projects and ethical management. In order to maximise the potential of this advantage, it is essential for companies to smartly communicate their social responsibility efforts to ensure that consumers view them as driven by intrinsic (genuine) rather than extrinsic (profit led) motivations. CSR Accreditation encourages a culture of sustainable and social purpose which differentiates applicants in tendering opportunities and also increases general business efficiency, productivity and profitability.

A value driven organisation will deliver a sustainable profit

Social responsibility has many advantages that can apply to any organisation, regardless of size or sector. Good policy improves a company's public image and relationship with consumers. It is all about reputation - a good reputation improves:

- Consumer loyalty
- End user loyalty (environmental and community benefactors)
- Staff loyalty

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.

Some of the clear benefits of CSR

- Positive business reputation
- Builds customer engagement
- Encourages employee engagement and team building
- Greater ability to attract talent and retain staff
- More likely to attract Investment
- Essential for tendering
- PR and Marketing – positive story telling

CSR-A endorsement by Buckinghamshire New University

CSR Accreditation (CSR-A) has been reviewed and endorsed by a scrutiny panel at Buckinghamshire New University. The University was "highly impressed" by the company's processes, and made recommendations including helping schools to report on their corporate social responsibility which CSR-A has welcomed and implemented.

Professor Nick Braisby Vice-Chancellor at Bucks New University said:

"The scrutiny panel was highly impressed with CSR-A's visionary approach and the way that they are working to integrate and embed CSR into all levels of education, and for their commitment particularly to support small to medium enterprises. As a higher education provider, we look forward to working with them to encourage the sector to embed CSR into the curriculum so that future generations are inspired to make a difference and positive contribution in their local communities and the wider world."

CSR training courses

CSR-A provides a comprehensive CSR Training Course. Explore CSR and learn how your organisation can benefit. This training course aims to help organisations understand how they can create a CSR policy that supports environmental, workplace, community and philanthropic issues and how they can work in ways that deliver positive outcomes.

The training course is for those who wish to develop their organisation's CSR policy including CEOs/MDs, executive teams, senior leadership, HR managers and CSR professionals. The course is also suitable for anyone who wants to gain a better understanding of the importance of CSR in the workplace.

The course is endorsed by the Institute of Administrative Management (IAM).

The CSR-A training course is delivered online as a series of six weekly modules of one hour each or can be delivered as a classroom piece at client or other specified venues.

CSR impact reports

We provide a dedicated service for communicating your CSR activities in the form of social impact reports. This process requires that you collate all of your CSR activity into one document. Impact reports are companion pieces to annual reports and show all your audiences the impacts that your organisation is having through it's social responsibility commitments. Impacts will include 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 strong culture and sustainable profit.

Impact reporting is an independent service but can be submitted as part of a CSR Accreditation application. Organisations that are Accredited can use their application documentation as a comprehensive starting point for an impact report.

Doing good is good business...