



Social Responsibility Accreditation **Showing what good looks like**

Values driven organisations
ensure sustainable profitability.



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

Doing Good is Good Business

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, cohesive society. It's amazing what we are already doing that we don't talk about. CSR-Accreditation provides the perfect opportunity to tell your positive story.

Driven by 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 social responsibility 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.

It is clearly recognised that social responsibility gives competitive advantage through good corporate governance, effective execution of innovative 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.

The importance of integrating social responsibility into the culture, governance and strategy development initiatives of your company along with 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'.

Why become Accredited?

CSR Accreditation encourages a culture of **sustainable and social purpose with profit**. It has many advantages that can apply to any business, regardless of its size or sector. Positive social responsibility improves a company's public image and relationship with stakeholder, clients and consumers.

It is all about reputation - a good reputation improves:

- Stakeholder/Client/Consumer loyalty
- End user loyalty (environmental & 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.

How do I get 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 Accreditation applications become CSR-A members and receive our Accreditation 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.



It is amazing what we are already doing 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. Use the Four Pillars together with the Assessment Guidance Notes (downloadable from our website) to help you when submitting your application. You may also identify practices that are not shown by the Four Pillars. Include anything you consider relevant. We are interested in all and any activity which benefits the environment, stakeholders and community. Please note that it is not essential that you are active in all of the Four Pillars or everything on the associated lists. The Four Pillars is a category system designed to help you structure your application. The infographic below demonstrates a small sample of activity in each pillar. For an expanded list of activity please visit our website.

Every successful CSR Accreditation will benefit from:

- **Three years CSR Accreditation**
- **A CSR Accreditation logo pack and guidelines**
- **An Accreditation certificate**
- **A tree planted in your name**
- **Automatic entry to the International CSR Excellence Awards**
- **Feature in our CSR-Accredited members directory**
- **5% of every application fee will go to charity**

Plus 3 year membership benefits:

- **An Annual CSR Health Check – One hour free consultation meeting**
- **CSR Accreditation consultation call 6 months before you accreditation renewal**
- **Bi-annual Members newsletter**
- **Code of Conduct for members**
- **Social Responsibility Charter to share with supply chains**
- **Dedicated members area on the CSR-A website providing exclusive content**
- **Exclusive discounts for training, webinars and events**
- **10% discount on your CSR Accreditation renewal application fee**

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.

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.

The Four Pillars of CSR

This graphic shows some sample activities in their categories. For our full listings please see the website.

www.csr-accrditation.co.uk

ENVIRONMENTAL

AIR QUALITY
CAR SHARE
CYCLE TO WORK
EMISSION REDUCTION
ENERGY SAVING
NOISE CONTROLS
POLLUTION AVOIDANCE
RECYCLING
SUSTAINABLE MOTORING
SUPPLY CHAIN

WORKPLACE

CUSTOMER CARE
DIVERSITY & INCLUSION
EQUAL OPPORTUNITIES
FAIR TRADE
GOVERNANCE
INVESTMENT
LEADERSHIP
EMPLOYEE BENEFITS
EDUCATION
FAMILY COMMITMENT

COMMUNITY

LOCAL COMMITMENT
INNOVATION
INVESTMENT OF TIME
INVESTMENT OF EFFORT
INVESTMENT FUNDING
PARTNERSHIPS
SPONSORSHIPS
SCHOOLS
ADULT EDUCATION
SUPPLY MANAGEMENT

PHILANTHROPIC

CHARITABLE GIVING
COMMUNICATION
INVESTMENT OF TIME
INVESTMENT OF EFFORT
INVESTMENT FUNDING
SUSTAINABILITY
VOLUNTEERING TIME
VOLUNTEERING SERVICES
DONATION FINANCIAL
DONATION PRODUCTS



The CSR-A Assessment Panel

It is of critical importance that all CSR Accreditations are determined by a totally independent assessment panel. It is the experience and wisdom of the panel that give integrity and value to the Accreditation Mark.

CSR-A has assembled a panel of experts to analyse and respond to all CSR Accreditation applications. All applications are assessed by this independent assessment panel which consists of a diverse group of people from a wide range of professional and social backgrounds including business and industry, public and third sector and education.

For a full list of panel members please visit www.csr-accrditation.co.uk/csr-assessment-panel/

The benefits of good CSR policy include

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 organisation you are, both to work with and to work for. Accreditation is a powerful message to promote companies on social media channels. People want to read stories with positive purpose and outcomes.

- **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**
Accreditation will help you engage with customers in new ways. The message is about something positive and can often be a great way to start a dialogue.

- **PR and Marketing**
CSR Accreditation provides the opportunity to share positive stories online and through traditional media.
- **Employee Engagement**
Employees want to feel proud of the company they work for and are less likely to look elsewhere. You may receive more interest in job applications because people want to work for your organisation.
- **Tendering Trends**
A robust approach to CSR will 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.
- **Increased profitability**
Improving business efficiencies and productivity improves your bottom line.



WIN NEW CLIENTS & BUSINESS



INCREASED CUSTOMER RETENTION



DEVELOP & ENHANCE RELATIONSHIPS



ATTRACT & MAINTAIN HAPPY STAFF



SAVE MONEY ON ENERGY & COSTS



BE DIFFERENT FROM YOUR COMPETITORS



PROMOTE INNOVATION & LEARNING



IMPROVE YOUR BUSINESS REPUTATION



ENCOURAGE INVESTMENT & FUNDING



POSITIVE PUBLICITY OPPORTUNITIES

CSR Training Courses

Explore CSR and learn how your organisation can benefit.



This training course helps 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 CSR policy including CEOs/MDs, executive teams, senior leadership, HR managers and CSR professionals. It is also suitable for anyone who wants to gain a better understanding of the importance of CSR in the workplace.

Social Impact Reporting

Social and environmental purpose with profit.

A social impact report is similar to an annual report and shows all your audiences the impact that your organisation is making through its CSR commitments. This includes financial benefits, environmental impact, staff and stakeholder engagement, positive impact on communities and charities.

Submitted as part of a CSR Accreditation application or based on your successful CSR Accreditation, the report becomes an essential tool for auditing, benchmarking, measuring, reporting and improving your social impact. This will include advisories for future development.

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

Call **01494 444494** to find out more about 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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