Start Your CSR Journey **Here...**

A Tool-kit For Social Responsibility

Social and environmental **purpose** with profit.

Showing what good looks like

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

What is CSR Accreditation?

CSR Accreditation is a great way to pull together what you are already doing with regard to CSR. It helps you easily report on your organisations sustainable and community engagement. The Accreditation application process provides a simple and straight forward template where you can record activity against the CSR Four Pillars of environment, workplace, community and philanthropy. Each CSR Pillar is designed to help you audit and impact report on areas such as energy performance, recycling, staff engagement, health and well-being, community engagement and supporting local and national charities.

Doing Good is Good Business.

This audit then becomes an invaluable social responsibility policy which you can use to show all your audiences that you are a caring and responsible organisation.

The CSR Accreditation Mark can 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.

Sustainable and Social Purpose with Profit.
The future for successful organisations.

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 organisations to smartly communicate their CSR 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 with profit.

The benefits of good CSR policy include...

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

The Four Pillars provide an important platform to **benchmark, measure and report** your CSR initiatives and successes.

Beginning your CSR journey

CSR-A has introduced a standard system that provides a simple and straight forward process where you can record your organisations activity against the Four Pillars of environment, workplace, community and philanthropy. Each Pillar is designed to help you audit, benchmark, improve, and impact report on areas such as energy and waste, health and well-being, community engagement and supporting charities. This CSR policy can then be developed in line with an ongoing CSR strategy.

Part 1 - What are you already doing?
(Auditing and Reporting, The Four Pillars Matrix Tables)

The Four Pillars Activity Lists provided at the end of this booklet, will prompt your thinking on what activities you are doing or not doing in relation to each matrix. You may also identify practices that are not shown by the Four Pillars lists. Please include anything you consider relevant. Fill in these matrix tables as step one of your audit.

The four matrix questions are:

1. What are we already doing?

2. What are we doing that is not represented in the Four Pillars Activity lists?

3. What could we be doing better?

4. What else could we be doing?

Part 2 - Identifying Impacts
(Benchmarking & Recording, The Strategy Impact Audits)

Using the Four Pillars matrix and the list of what your organisation is already doing you can select any activity and ask:

What internal impact has there been?

For example, if your organisation has a recycling policy this will have an internal impact with regard to waste reduction and staff engagement, better education and awareness around plastics and future resources.

What external Impact has there been?

The external impact will be less landfill, environmental leader-ship and positive marketing and social media story telling.

What financial Impact has there been?

The financial impact will be reduced or zero landfill tax, reusing materials and products rather than buying new, so a reduction in a disposable culture, enhanced staff satisfaction and retention and a reduced cost to PR and marketing through positive story telling via word of mouth and online communication channels.

What PR impact is there likely to be?

The combined internal and external output as previously mentioned generates positive story telling across all communication channels. With a subject matter such as recycling, there will be multiple story angles.

What key performance indicators are there?

The importance of understanding and measuring impact - Key performance indicators:

KPIs are the critical (key) indicators of progress toward an intended result. KPIs provides a focus for strategic and operational improvement, create an analytical basis for decision making and help focus attention on what matters most.

Example

Pillar - Environment:	Activity - Recycling:
• Internal Impact	• Staff Engagement
• External Impact	• Reduced Landfill
• Financial Impact	• Reduced Landfill Tax
• PR Impact	• Positive Story
	• Leadership
	• Education
	• Low Cost PR
• KPI's	• Raised Awareness

The benchmarking process will provide the data required to **understand and evaluate** the current position of your CSR activity.

Four Pillars Matrix Tables

What are we already doing?

Environment	Workplace
Community	Philanthropy

Four Pillars Matrix Tables

What are we doing that is not represented in these lists?

Environment	Workplace
Community	**Philanthropy**

Four Pillars Matrix Tables

What could we be doing better?

Environment	Workplace
Community	**Philanthropy**

Four Pillars Matrix Tables

What else could we be doing?

Environment	Workplace

Community	Philanthropy

Strategy Impact Audits (Copy for Each Activity)

CSR Pillar - Environment

CSR Activity:

Internal Impact

External Impact

Financial Impact

PR impact

KPI

Strategy Impact Audits (Copy for Each Activity)

CSR Pillar - Workplace

CSR Activity:

Internal Impact

External Impact

Financial Impact

PR impact

KPI

Strategy Impact Audits (Copy for Each Activity)

CSR Pillar - Community

CSR Activity:

Internal Impact

External Impact

Financial Impact

PR impact

KPI

Strategy Impact Audits (Copy for Each Activity)

CSR Pillar - Philanthropy

CSR Activity:

Internal Impact

External Impact

Financial Impact

PR impact

KPI

Four Pillars Activity Lists

Environmental Activities

Environmental - 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.

Environmental - 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.

Environmental - Travel

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

- Minimising business travel - through use of technology and/or best practice.

- Teleconferencing - face-time, 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.

Environmental - Supply Chain Management

Does you 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.

Environmental - 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.

Four Pillars Activity Lists

Workplace Activities

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.
- 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.

Workplace - Labour practices

- 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

Workplace - Conditions of work and social protection

- 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.

Four Pillars Activity Lists

Community Activities

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.

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..

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.

Four Pillars Activity Lists

Philanthropic Activities

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 pubic 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?

A 'C' change for CSR

Corporate Social Responsibility was first coined in 1953 by American economist Howard Bowen. CSR has since become an essential strategy for many organisations. It is a concept with many definitions and practices which represent the evidenced impact of doing good, delivering purpose and a having a positive impact on society.
Something all organisations can be part of.

CSR-A believe that we should adhere to the letters CSR but redefine the meaning. The 'C' needs to be more inclusive.
No longer should CSR be just for the corporates.

We have challenged the 'C' in CSR because it excludes a large number of stakeholders, specifically the third and public sectors and because 'corporate' does not encompass sole traders or smaller SME's.

We recommend that the 'C' has a wider focus.

- **Corporate** Social Responsibility (Private Sector)
- **Company** Social Responsibility (Private Sector)
- **Community** Social Responsibility (Public Sector)
- **Charitable** Social Responsibility (Third Sector)
- **Consumer** Social Responsibility (Products/Services)
- **Citizen** Social Responsibility (Training/Awareness)
- **Collective** Social Responsibility (All of us)

We can then surround these meanings with a Caring, Cohesive approach Common to the wider Collective.

CHALLENGING THE 'C' IN CSR

'Corporate' excludes a large number of stakeholders, specifically the third and public sectors, sole traders and smaller SME's. For this reason we have defined the 'C' in CSR to be more inclusive.

CORPORATE SOCIAL RESPONSIBILITY
Large Companies
PRIVATE SECTOR

COMPANY SOCIAL RESPONSIBILITY
Sole Traders and SME's
PRIVATE SECTOR

COMMUNITY SOCIAL RESPONSIBILITY
Local Authorities, Schools, Hospitals etc
PUBLIC SECTOR

CHARITABLE SOCIAL RESPONSIBILITY
Charities
THIRD SECTOR

CONSUMER CSR PRODUCTS & SERVICES

CITIZEN CSR EDUCATION, TRAINING & WORKSHOPS

COLLECTIVE CSR ALL OF US

We can then surround these meanings with a Caring, Cohesive approach Common to the wider Collective.

Demonstrate your commitment to Social Responsibility now and become a CSR Leader.

CSR ACCREDITATION Show that you care

17 PARTNERSHIPS FOR THE GOALS