



CSR Road Map

This exercise is designed to give participants a 'snapshot' of where their organisation is located on the CSR road map of zero to full engagement. The questions included are generic with some flexibility for individual or specific action to influence the results. For a full list of CSR activity categorised under the CSR-A Four Pillars please visit our website.



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



Environmental Activity Map

Current Position Locator For



ACTIVITY LIST

NO ACTION

You currently take no action in this area or are not aware of any taken.

LIMITED ACTION

There has been some action in this area but it is ad hoc and unmonitored.

POSITIVE ACTION

You have a policy in place that is routinely actioned and regularly reviewed.

LEADING ACTION

Innovative processes have been devised to mitigate impacts in this area.

Does your organisation implement and monitor energy saving initiatives such as LED and low energy lighting and heating systems?

Does your organisation provide for sustainable resource use such as recycled paper, refillable printer cartridges and fair trade suppliers?

Does your organisation have a travel policy in place such as low carbon driving incentives - hybrid and electric vehicles?

Does your organisation operate a sustainable supply chain policy to monitor supplier activity such as product miles and localise suppliers?

Does your organisation have a waste management policy such as recycling used paper and card, furniture, computers and other equipment?

Please use this row for any other activity not previously mentioned. (OPTIONAL)

TOTAL CURRENT ENVIRONMENTAL ACTIVITY



Workplace Activity Map

Current Position Locator For



ACTIVITY LIST

NO ACTION

You currently have no written policy in place that addresses this area or issue.

LIMITED ACTION

There has been some action in this area but it is ad hoc and unmonitored.

POSITIVE ACTION

You have a policy in place that is routinely actioned and regularly reviewed.

LEADING ACTION

Innovative policy has been devised to provide positive outcomes in this area.

Does your organisation have a CSR policy that includes an apprenticeship scheme?

Does your organisation have a CSR policy that includes a diversity & inclusion process?

Does your organisation have a CSR policy that includes training schemes, employee advancement, skills training?

Does your organisation have a CSR policy that includes health & well-being programmes and education?

Does your organisation have a CSR policy that includes family commitment, childcare subsidies, parental leave, carer facilities?

Please use this row for any policy not previously mentioned. (OPTIONAL)

TOTAL CURRENT WORKPLACE ACTIVITY



Community Activity Map

Current Position Locator For



ACTIVITY LIST

NO ACTION

You currently take no action in this area or are not aware of any taken.

LIMITED ACTION

There has been some action in this area but it is ad hoc and unmonitored.

POSITIVE ACTION

You have a policy in place that is routinely actioned and regularly reviewed.

LEADING ACTION

Innovative policy has been devised to provide positive outcomes in this area.

Does your organisation support a community project such as community hub?

Does your organisation provide support to your community in terms of local people employed and use of local business & services?

Does your organisation provide support to schools & colleges?

Does your organisation provide support an enterprise scheme?

Does your organisation record and impact report on outcomes from community involvement?

Please use this row for any other community activity in which your organisation is involved. (OPTIONAL)

TOTAL CURRENT COMMUNITY ACTIVITY



Philanthropic Activity Map

Current Position Locator For



ACTIVITY LIST

NO ACTION

You currently take no action in this area or are not aware of any taken.

LIMITED ACTION

There has been some action in this area but it is ad hoc and unmonitored.

POSITIVE ACTION

You have a policy in place that is routinely actioned and regularly reviewed.

LEADING ACTION

Innovative processes have been devised to mitigate impacts in this area.

Does your organisation have a policy in place for supporting charities?

Does your organisation give financial donations to charity?

Does your organisation give to charity in terms of pro bono time and services?

Does your organisation support staff in any independent philanthropic activity

Does your organisation record and impact report on outcomes from philanthropic involvement?

Please use this row for any other activity not previously mentioned. (OPTIONAL)

TOTAL CURRENT PHILANTHROPIC ACTIVITY

Your Location on the CSR Activity Map

Current Position Locator For



NO ACTION

You currently take no action in this area or are not aware of any taken.

CSR AWARE

There has been some action in this area but it is ad hoc and unmonitored. You are re-active rather than pro-active. There are no CSR processes and no clear roles and responsibilities in place.

CSR ACTIVE

You do not necessarily have a policy in place but there is routine action in some areas. You may benefit from a dedicated CSR process and integrating CSR policy into your operations.

CSR PROFICIENT

You have a CSR policy in place that is routinely actioned and regularly reviewed. Success in many areas but with room for improvement.

- Protects the environment
- Looks after staff
- Actively engages with community
- Gives to charity

Excellent progress but you are yet to fully connect commercial benefits to your CSR policy.

CSR LEADER

You are a socially responsible organisation that records and constantly improves.

- Protects and enhances the environment (including supply chain partners)
- First class staff engagement and HR policies
- Is a leader in the community
- Promotes, supports and engages with charity long-term

You are a productive, profitable and resilient organisation.



ENVIRONMENT



WORKPLACE



COMMUNITY



PHILANTHROPIC

Benefits of good CSR policy

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.

These stories are essential to building your brand reputation, overall profitability and 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.

CSR Impact Reporting

Social and environmental purpose with profit.

A CSR 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 and reporting your CSR 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/

CSR-Accreditation, 97 Cock Lane, High Wycombe, Bucks HP13 7DZ

Email - info@csr-accreditation.co.uk Call - 01494 444494 or 07831 857332

