



The Future Shape of Social Responsibility Forum **Thank you for participating...**

CSR-A would like to acknowledge all the people who made the Future Shape of Social Responsibility Forum on 18 February such a success! A big thank you to our hosts, our speakers and all 170 attendees across the 4 seminar program.

This document contains some quotes from our speakers and links to the recorded sessions so you can listen back. If you would like to pursue your interest in social responsibility further CSR-A run an online

training course that explores all the themes (and many more...) discussed during the live discussions from the event.

If you are already familiar with the concepts of CSR and would like to develop a policy and incorporate CSR into your overall organisational strategy a CSR Accreditation provides the ideal structure and process to do this. Information on the training course and Accreditation follows the forum content in this document.



Environmental Seminar

https://youtu.be/Z10_pdyQplk

Be transparent, talk about what matters, share your insights and vision. It is a team effort, no one can take on all the environmental issues on their own.

Muryel Boulay – CEO B Other Wise Ltd: muryelboulay@gmail.com

Benchmark what you do with regard to your impacts on the environment. Start with the whole company and understand that some parts of your business will be negative. Using the CSR-A Four Pillars or establish a SDG framework is a good place to monitor your environmental management strategy. Consider the value of really good top down communication to share initiatives and positive impacts. What is good for us is good for the planet.

Ed Packshaw – MD - Calidris Carbon Consulting: edwardpackshaw@googlemail.com

It is about inspiring the next generation through our actions. You need to be seen to be doing, not just saying what you are doing when it comes to environmental initiatives.

Mark Wolens – Manager - The Green Organisation: mark@thegreenorganisation.info

Start by finding out what your baseline is, to create a starting point for positive impact measurement. We measure our performance with regard to our carbon emissions but it is not just about carbon footprint reduction it is also about the significant cost savings.

Chris Williams – MD - Prolectric Ltd: chris.williams@prolectric.co.uk

We are here to save the planet and we need to drive sustainable change, businesses can easily adapt, COVID has shown us that. A good way to start looking at your carbon footprint is where you spend your money.

Phil Clarke – Dir – CONSCIAM: phil.clarke@consciam.com



Workplace Seminar

<https://youtu.be/kccXiE4QvsA>

Whatever your CSR strategies, its about thinking about the long term, thinking about employee well-being, thinking about fair employee and labour practices.

Zamzam Osman – CSR Enabler (independent): Zamzam.Osman@fca.org.uk

Trust in people to work outside of the 9 to 5 to build self esteem and contribute towards their well-being.

Schnel Hanson – CEO - Developing the Inner You: schnel@developingtheinneryou.co.uk

“We are all navigating the COVID Curve and are at different stages of: denial, confusion, shock, acceptance, practicalities and inspiration.

Ian Dennison – CHAIR - Investors in People: ian.deninson@investorsinpeople.com

It’s about Rethinking the office is about ‘loosening control’ not ‘losing control’ 10% never want to go back to the office, 10% cannot wait to get back to the office and 80% want a mixture of office and working from home.

Pressure of home schooling is mainly falling to women. This can be stressful when they are trying to work as well.

Ian Dennison – CHAIR - Investors in People: ian.deninson@investorsinpeople.com

We have come through COVID stronger, we increased our communication and reassured all our staff.

Keeping agile and flexible has been the key during the pandemic.

Shirley Parsons – CEO - Shirley Parsons Ltd: shirley.parsons@shirleyparsons.com



Community Seminar

https://youtu.be/ZoV5iXK2k_8

We like to give to things, volunteer, do fund raising, actually we like to give to the Third Sector, schools, not for profits and form a relationship. What we are actually doing is investing in impact.

Phil Webb – MD - Investors in Community: philip.webb@investorsincommunity.org

There can be lots of connectivity but poor engagement. There can be lots of knowledge but poor awareness. Talk more about your success stories, success breeds success.

Gaurav Garg – CEO - Lets Localise: gaurav.garg@letslocalise.co.uk

We see that communication is key and that has been a challenge when everyone is so remote, however digital has been more adoptive as charities have realised that this is the most effective way to ask for donations and support. Your company culture IS your CSR.

Iskren Kulev, CEO Kindlink - iskren.kulev@kindlink.com

Design in your social impact in from the start. Don't think about your impact AFTER you have decided what you are going to do. Ask all departments early how can they or how would they like to get involved in making the organisation a more socially responsible business? Give people choice and variety when it comes to volunteering and philanthropy.

Nick Braisby VO - Bucks New University: Nick.Braisby@bucks.ac.uk

SDG's have become central to CSR and community outreach... ..it is possible to understand the synergies between a companies values, brand values and what they believe and how they relate to these to the communities they operate in, to make a real impact.

Alice Troiano – CO FOUNDER - G.App17: alice@gapp17.com

You don't need to start from scratch... even if you are starting from scratch. Ask, learn from others.

Alice Troiano – CO FOUNDER - G.App17: alice@gapp17.com



Philanthropy Seminar

<https://youtu.be/csdPG5hiIJs>

It's very much about putting your offering together, knowing what you are asking, networking and getting yourself known. It is about people working with people and encouraging collaboration.

Vickie Randall – MD - Connect Charity: vickie@connectcharity.co.uk

We always steer people to long term solutions. Emergency and short-term solutions are needed and very important but this should not be at the expense of long-term solutions.

We have seen how Businesses and charities have formed TRUST quickly as a result of COVID. In 10 years time it will be hard to find an organisation NOT doing some philanthropy.

Henry Allmand – CEO - Community Foundation Trust: henry@heartofbucks.org

It is not about what a corporate can do for a charity but what a charity can do for a corporate, key to relationship building is 'know, like, trust'.

Karen Williams OBE – CEO - Buddy Bag Foundation: karen@karenwilliams.org.uk

COVID has given organisations the opportunity to press the reset button.

David Holby-Wolinski – Dir - Ellis Knight: david@ellisknight.com

Having capacity allows an organisation to deliver impact, engagement and enables social responsibility especially on a global stage.

Dr Hanaa Al Banna – Global One: hanaa@globalone2015.org

The creation of Skills Hub and the Careers and Enterprise company is a great way to bring companies together, it really helped us, it is about working together.

David Hall – CEO - Cloudy IT and Foundation: david@cloudyit.co.uk

If you would like to pursue the themes explored above further, CSR-A run a comprehensive, 6 module, online training course 'Exploring The World of Social Responsibility'. The next course begins 15 April and runs once a week for 6 weeks – every Thursday at 11am.

The course will help you identify the social values of your organisation to improve business performance, increase staff satisfaction and drive profits.

The modules themes are:

1. What is Corporate Social Responsibility? - 15 April - 11am
2. The Benefits of CSR - 22 April - 11am
3. An Introduction to Legal Requirements - 29 April - 11am
4. The Four Pillars of CSR - 6 May - 11am
5. Creating a CSR Strategy - 13 May - 11am
6. Communicating CSR - 20 May - 11am

Discover why CSR is important to all organisations. CSR can take many forms depending on type, structure and industry sector. In order for an organisation to define a CSR policy, it needs to explore its responsibilities to itself and its stakeholders.

The first module covers the origins, language and definition of CSR and how to use it as a strategic business tool in your organisational governance. We will highlight how a framework is used, to set a benchmark to show where you are now, where you want to be in the future and what can ultimately be achieved. We do this utilising real-life case studies.

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.

Throughout the training, learners will develop an awareness of why CSR adds clear benefits to your organisation and how these can be incorporated into daily business practice. The course features case studies of a range of organisations with successful CSR policies, which helps learners to understand why taking care of people, the environment and the economy are vital for the long-term growth of every organisation.

Desired Learning Outcomes Include;

1. Why CSR is important to all stakeholders.
2. Learn about the benefits of CSR.
3. Explore laws, guidance and regulations.
4. Understanding of what makes a good CSR strategy.
5. Develop stakeholder & internal engagement.
6. The importance of understanding and measuring impact.

The course ultimately provides the building blocks for learners to

create CSR policy for the organisations they work for. It will help you to understand drivers and outcomes and how to measure results and impacts for stakeholders, the communities they are part of and society as a whole.

The course is endorsed by the Institute of Administrative Management (IAM) and Buckinghamshire New University (BNU) counts towards CPD.

Online delegates will receive a PDF workbook on sign up and a certificate on completion of the course.

Ticket Price: £150 – £270

Book Your Place Here: <https://www.eventbrite.co.uk/e/csr-training-6-modules-explore-the-world-of-social-responsibility-tickets-141831474759?aff=ebdssbonlinesearch>

What is CSR-Accreditation?

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.

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 activity. Successful applications become CSR Accredited and receive our members pack.

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.

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. For more information on CSR Accreditation please visit:

<https://csr-accreditation.co.uk/>

Register Free now to receive a comprehensive guide to your CSR Accreditation application.

<https://csr-accreditation.co.uk/apply-for-csr-accreditation/>

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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