

# CSR Accreditation

## Showing what good looks like



### **We are a leading UK based company delivering a new 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

**Social Responsibility allows you to enrich the quality of lives for all by investing in social value as an essential part of an organisations culture. This provides purpose and impact and will ensure a sustainable and profitable business. It will help to build a better world for future generations by improving the environment and ensuring a cohesive community to live and work in.**

### **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, diversity, 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, consultation for ongoing activity and re-accreditation at the end of a three year cycle. A tree is planted for every accreditation by Green Earth Appeal and 5% of the application fee goes to charity.

Your application report subsequently becomes an invaluable CSR policy / Social Impact Report which you can use to show all your audiences that you are a caring and responsible organisation.

This is a holistic and inclusive approach that allows for all organisations - private, public and third sector, for all sizes from sole traders to large corporations. It employs a white paper approach that promotes an organisation's CSR personality and individuality.

### **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.

CSR Accreditation helps with ESG (Environmental Social Governance) reporting and in identifying the United Nations Sustainable Development Goals (SDG's) which you may wish to support. The CSR Accreditation can be used to produce a Social Impact Report.

### **Values driven organisations deliver sustainable profit**

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 and brand reputation.
- Builds customer engagement.
- Encourages employee engagement and team building.
- Greater ability to attract talent and retain staff.
- More likely to attract Investment and supports ESG Reporting.
- Essential for tendering.
- Provides a new profit centre - your return on social investment.
- PR and Marketing – positive story telling.

Achieving CSR Accreditation is a visible testimony of excellence in Social Responsibility that communicates evidenced environmental and social impact to all of an organisations audiences and stakeholders.

## Challenging the 'C' in CSR

Increasingly the term 'corporate' has been challenged. This is 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. For this reason we have defined the 'C' in CSR to be more inclusive. We now recommend that the 'C' has a wider focus of audience specific meanings.

- **Corporate Social Responsibility** (Private Sector) - Large Companies.
- **Company Social Responsibility** (Private Sector) - Sole Traders and SME's.
- **Community Social Responsibility** (Public Sector) - Local Authorities, Schools, Hospitals etc.
- **Charitable Social Responsibility** (Third Sector) - Charities.
- **Consumer Social Responsibility** - Products & Services.
- **Citizen Social Responsibility** - Training & Workshops.
- **All of Us** - Collective Social Responsibility.

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

## 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 accredited by the Institute of Administrative Management (IAM).

## Doing good is good business...

CSR-A run the only CSR Accreditation scheme in the UK and now operate globally with offices in the Middle East and USA.

The CSR-A training course is delivered online as a series of weekly modules 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.

## 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.

The scrutiny panel was highly impressed with CSR-A's visionary approach, especially for their commitment to support small to medium enterprises. 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.

Professor Nick Braisby Vice-Chancellor at Bucks New University

## 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](http://www.csr-accreditation.co.uk)

Take our free **CSR Accreditation assessment survey** online visit [www.csr-accreditation.co.uk/csr-assessment-survey/](http://www.csr-accreditation.co.uk/csr-assessment-survey/)

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