



# How will **effective social responsibility policy** help with an organisation's risk management?

Article by Muryel Boulay & Jennifer Clark

Values driven organisations  
**ensure sustainable profitability.**



# How the good that you do for **society** and the planet helps you manage risk...

CSR-A categorises social responsible activity into Four Pillars of environment, workplace, community and philanthropy. Through the Four Pillars, a CSR strategy can be defined that considers all stakeholders associated with your business and as such, supports a thorough assessment of all potential risks associated with your activities.

**94%** of Gen-Z now think companies should address pressing social and environmental issues. Source [www.viewsofchange.com](http://www.viewsofchange.com) March 2021

**91%** of the global population wants to see businesses do more than just make a profit. Source [www.viewsofchange.com](http://www.viewsofchange.com) March 2021

**92%** want to buy a product that supports a cause.  
Source [www.viewsofchange.com](http://www.viewsofchange.com) March 2021

**72%** of consumers believe companies should have a legal responsibility to people and the planet. Source [www.viewsofchange.com](http://www.viewsofchange.com) March 2021

**64%** of CEOs say CSR programmes are core to their business strategies  
Source [www.impactreporting.com](http://www.impactreporting.com)

**What is on your organisation's risk register?**

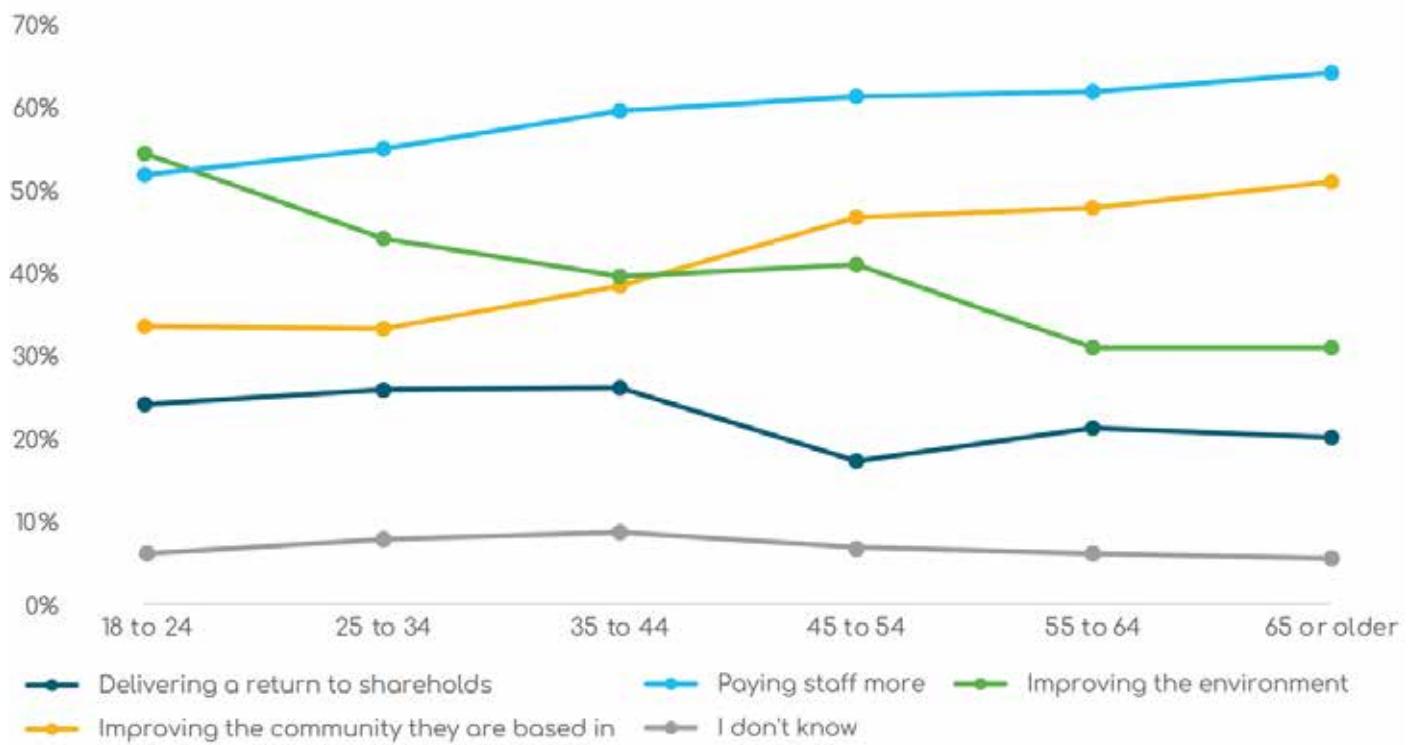
**Can an effective CSR strategy help mitigate many of your risks?**

Your CSR Strategy must to be active, tangible and fully integrated throughout your business. A CSR-Accreditation provides a structure that will help an organisation minimise risk by planning to act responsibly. CSR-A offer training, Accreditation and Social Impact Report production.

Organisations with inclusive agendas generate **up to 30 percent higher revenue per employee** and greater profitability than their competitors.

Source [www.viewsofchange.com](http://www.viewsofchange.com) March 2021

# Generational attitudes to **wealth distribution** in response to social and environmental issues



Source: regenerate-the-case-for-purpose-driven-business.pdf (squarespace.com)

## In order to manage the risks posed to your organisation where should you invest?

A sustainable and responsible business must future proof themselves against emerging trends and evolving societal expectations. Externally this is mitigated by brand reputation management and securing contracts and customers through positive culture and authentically living your organisations values. Internally it is through recruitment and retention of the best talent by engagement and involvement of them at all levels, in addition to financial investment. This ultimately leads to an organisation forging essential bonds with all stakeholders internal and external.

CSR Accreditation **provides a structure** that will enable an organisation to minimise risk by planning to act responsibly.

# How does the good that you do for the environment help you manage risk?



**72%** of consumers believe companies should have a legal responsibility to people and the planet. Source [www.viewsofchange.com](http://www.viewsofchange.com) March 2021

**91%** of the global population wants to see businesses do more than just make a profit. Source [www.viewsofchange.com](http://www.viewsofchange.com) March 2021

## What is on your organisation's risk register related to the ENVIRONMENT?

- Risk of pollution to the natural environment?
- Damage to brand through misuse of natural resources either directly or through, your customers and your supply chain?
- Not measuring, managing and reducing your environmental footprint?
- Not communicating out and externally endorsing your position on environmental issues? (e.g., Net Zero Organisation, aligning with UNSDGs, CSR- Accreditation etc)

Climate change as a whole is creating more extreme weather conditions across the globe. This can interrupt, production and operations of your suppliers and your suppliers' suppliers as well as travel and deliveries.

By mitigating your impact on the environment and even going as far as putting back to the environment (being net positive) you will be easing the pressure on natural resources such as energy and water which all underpin every business.

### Some of the key issues are:

**Pollution** of the air, water and soil caused by toxins such as plastics, heavy metals and nitrates.

**Global warming** due to human activity causes an increase in temperature that leads to rising sea levels, melting of polar ice caps, flash floods and desertification.

**Overpopulation** is causing a shortage of resources such as food, water and fuel to sustain the rising global population, particularly in developing countries.

**Waste disposal** into the oceans. Nuclear waste is particularly dangerous, as well as plastics and electronic waste.

**Ocean acidification** caused by the production of carbon dioxide by humans causes the oceans' acidity to rise, which has a negative impact on marine life.

**Loss of biodiversity** causes an imbalance in natural processes like pollination and poses a threat to ecosystems – coral reef destruction is particularly affected.

**Deforestation** in order to make space for residential, industrial or commercial projects means that less oxygen is produced, and temperature and rainfall are affected.

# How does the good that you do in the workplace help you manage risk?



**Engaging in socially valuable projects and including employees in the selection process can reduce employee turnover by approximately**

**50%**

**50% of millennials say they would take a pay cut to find work that matches their values.** Source: The Deloitte Millennial Survey

**An organisation's purpose and ability to learn and grow is what keeps people engaged and loyal to an organisation.** Source: Gallup 2019

## What is on your organisation's risk register related to the WORKPLACE?

- Key employees cannot be retained?
- Cannot attract good talent?
- Damage to brand through disgruntled employees, customers and supply chain?
- Health and Safety issues?

## Employee engagement

Employees want to feel proud of the organisation they work for and are less likely to look for a job elsewhere. Having a clear socially responsible vision and positive examples helps attract and retain happy staff. It reduces absenteeism and improves productivity.

## Attract talent – become an employer of choice

CSR activities will help forge a stronger bond between employee and employer, they will boost morale and help both employees and employers feel more connected with each other, the company visions and the world around them. An organisation that delivers social value is lining up their values with those of the next generation.

People development is an essential part of a good CSR strategy because giving the opportunity to participate and grow within a company will also increase employee engagement and retention.

Effective health & safety policy and practice is also a key part of CSR strategy, enabling employees work in a safe environment and consequently giving them the opportunity to focus on their responsibilities.

# How does the good that you do for others help you manage risk?



**Employees who have a chance to give to charities through their workplace are happier than those who do not.** Source: Harvard Business School

**91%**

**of surveyed corporate human resources executives believe that pro bono service would add value to training and development programs, and 90% agree that contributing business skills and expertise to a non-profit can be an effective way to develop leadership skills.** Source: [www.cybergrants.com](http://www.cybergrants.com) July 2021

**97%**

**of employee-volunteer managers felt corporate volunteerism improved teamwork within teams.** Source: [www.cybergrants.com](http://www.cybergrants.com) July 2021

## What is on your organisation's risk register related to COMMUNITY & PHILANTHROPY?

- Damage to brand through disgruntled local and national communities, employees, customers and supply chain?
- Delays to projects due to activists/protesters?
- Relationship breakdown with local authorities, key suppliers and customers?
- Risk to the public/customers - health and safety issues?

## Employee engagement

Employees want to feel proud of the organisation they work for and are less likely to look for a job elsewhere. Having a clear socially responsible vision and positive examples helps attract and retain happy staff. It reduces absenteeism and improves productivity.

## Attract talent – become an employer of choice

Being positively involved with the community and involvement with local charities will help forge a stronger bond between employee and employer, it boosts morale and will help both employees and employers feel more connected with each other, the company visions and the world around them. An organisation that delivers social value is lining up their values with those of the next generation.

People development is part of a good CSR strategy as giving the opportunity to participate and grow within a company and externally through volunteering, will also increase employee engagement and retention.

Health & Safety is equally a key part of CSR, enabling employees to provide safe products and services for their customers and society instils a sense of pride for the organisation.

# Good Social Responsibility policies drive corporate change for the better.

Providing well defined objectives and measurable targets, CSR Accreditation will provide the foundations for running a more sustainable and ethical business.

## What is CSR Accreditation?

Achieving CSR Accreditation is a visible testimony of excellence in Social Responsibility. The Accreditation helps you integrate social, environmental, ethical, human rights and consumer concerns into your business operations and strategy.

## CSR Accreditation will allow you to:

- Deliver the information required for ESG (Environmental Social Governance) reporting
- Identify the United Nations Sustainable Development Goals (SDG's) which you may wish to support.
- Write a Social Value policy
- Reduce negative impact on climate change
- Produce a Social Impact Report.
- Enrich, enable and engage employees, shareholders and stakeholders.

CSR Accreditation is an effective way to benchmark what you are already doing with

regard to social responsibility. It is a process in which you collate, measure and report on your organisation's socially responsible activities. An Accreditation will also provide you with a roadmap for planning future activity.

This fully holistic and inclusive approach allows for all organisations – private, public and third sector and is for all sizes from sole trader and micro business to large corporations. Application employs a white paper approach that promotes an organisation's individuality.

CSR-A have created the only Accreditation scheme for CSR in the UK and now operate internationally.



The CSR-A Accreditation Mark

## 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/)

CSR-Accreditation, 97 Cock Lane, High Wycombe, Bucks HP13 7DZ  
Email - info@csr-accreditation.co.uk Call - 01494 444494 or 07831 857332

