



## Products & Services Menu

Values driven organisations  
**ensure sustainable profitability.**

# Social responsibility policy

## The future shape of business

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 more cohesive society. It's amazing what we are already doing that we don't talk about. CSR-A provides the perfect opportunity to map your journey tell your positive story.

### CSR-A Provides the following Services

- Webinars
- Discovery Workshop Seminars
- CSR Training - Online & Venue
- Consultation - CSR Auditing/Reporting
- Social Impact Reporting
- CSR Accreditation for organisations
- CSR Accreditation for education

### CSR-A Endorsements

CSR-A has undergone a rigorous scrutiny process, devised by Buckinghamshire New University's management team, with the purpose of ensuring the quality and relevance of all materials provided. The CSR-A training course is endorsed by The Institute of Administrative Management. The IAM is one of the oldest management institutes in the UK having inspired professional business managers and administrators since 1915. CSR-A is also supported by The Green Organisation, the worlds longest running environmental awards.



We can bundle different elements of our services into packages according to your specific needs.

### The Future Shape of Business - Webinars

Exploring how social responsibility will inform and influence business in the 'New Normal'.

The following topics will be presented and discussed.

- What is the 'New Normal' for Business?
- The Challenges Facing Business.
- Social Responsibility - Driving Forward Successful Business.
- HR & CSR - The New Business Landscape.
- Mental Health & Well-Being - How Social Responsibility Can Help Shape a Policy.

- Engaging & Supporting Staff - A New Approach.
- Supporting Charities - Is This a Business Benefit or a Cost?
- Planning CSR as Part of an Organisations Business Strategy.
- What Will Business Look Like in Two Years?

Each webinar consists of a 40 minute presentation with slides followed by a Q&A session for delegates.

These webinars are supported by a complimentary series of Podcasts.

### Webinar Fees

#### The Future Shape of Business - Webinars

40 minutes per topic with a 20 minute discussion session  
£30.00 per delegate, per webinar

Delegates also receive the podcast to the corresponding title completely free.

Recommend maximum is 30 delegates per session.



# Discovery Workshops

To inform & inspire your people on good CSR policy & its benefits. This workshop explores the Four Pillars of CSR and explains how good social responsibility policies drive corporate change. With well defined objectives and measurable targets, your policy will provide the foundation for steps towards running a more sustainable, ethical and efficient business.

### Kick start your CSR policy with our discovery workshop seminar - Doing Good is Good Business

A compelling 2 hour workshop to show how your social responsibility credentials can help improve sales and many other performance factors vital to a successful business. The discovery workshop can be delivered as a presentation at your workplace or other specified venue or online at a reduced cost.

- Brand loyalty and Corporate & Social Responsibility.
- Increase customer retention.
- Enhance your brand reputation

Delegates receive a slide index PDF and speaker's notes for future reference.

The course counts towards your continued professional development (CPD).



### The many benefits of good CSR policy include...

- Win new business.
- Increase customer retention.
- Develop and enhance relationships with customers, suppliers and networks.
- Attract, retain and maintain a happy workforce and be an employer of choice.
- Save money on energy and operating costs and manage risk.
- Differentiate yourself from competitors.
- Generate innovation and learning and enhance your influence.
- Continual improvement through mapping where you are on your CSR journey and the next steps.
- Provide access to investment and funding opportunities.
- Generate positive publicity, media and public relations opportunities.



### Discovery Workshop Fees

#### Online

Doing good is good business - an introduction to CSR  
1 hour with a 20 min Q&A session - £20.00 per delegate

#### Event location

Doing good is good business - an introduction to CSR  
2 hours with a 20 min Q&A session - £50.00 per delegate

(POA for presentation at client business premises.)

Recommended maximum is 30 delegates per session.

# CSR Training - Venue & Online

The content of the CSR-A training courses both online and face to face are identical. However the more involving and intuitive way this content can be presented in a classroom situation makes it a more memorable and valuable learning experience. This online 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 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 their organisation and how these can be incorporated into day-to-day business practice. The course features a range of real-life examples 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. Courses ultimately provide the building blocks for learners to create CSR policy for the organisations they work for, understand drivers, outcomes and how to measure results and impacts for stakeholders, the communities they are part of and society.

For organisations who wish to go on and achieve CSR Accreditation the course is an invaluable companion piece for creating a relevant and comprehensive application document.

## The CSR-A Course is endorsed by IAM and Buckinghamshire New University

The Institute of Administrative Management (IAM) is one of the oldest management institutes in the UK, having inspired professional business managers and administrators since 1915. Focus is on developing professional administrators, administrative managers and managers. This is done through membership

services and qualification programmes to help individuals develop skills, build successful careers and fulfil their potential.

**Buckinghamshire New University (BNU)** The University was "highly impressed" by the company's processes and content, and made recommendations including helping schools to report on their corporate social responsibility which CSR-A has welcomed and implemented.



### Desired Learning Outcomes Include;

- Why CSR is important to all stakeholders.
- Learn about the benefits of CSR.
- Explore laws, guidance and regulations.
- Develop an understanding of what makes a good CSR strategy.
- Develop stakeholder & internal engagement.
- The importance of understanding and measuring impact.

**CSR-A TRAINING MODULE 1**

**What is Corporate Social Responsibility?**

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

**CSR-A TRAINING MODULE 2**

**The Benefits of CSR**

CSR has benefits that apply to every organisation, regardless of size or industry sector. Policy improves an organisation's image and relationships with stakeholders and clients. It drives business efficiency, increases resilience, productivity and profitability.

**CSR-A TRAINING MODULE 3**

**An Introduction to Legal Requirements**

Learn how legal certifications such as ISO 26000, ISO 20121, ISO 14001, EU EMAS, Environmental Legislation, SA8000, UN Global Goals, UNSDG, the Social Value Act 2013 and other relevant legislation can impact on your CSR Policy.

**CSR-A TRAINING MODULE 4**

**The Four Pillars of CSR**

Examine the CSR Four Pillars - Environment, Workplace, Community and Philanthropic. Learn how to integrate these concepts throughout an organisation's CSR policy. Auditing, evidencing and reporting CSR activity against the Four Pillars.

## Online Course Overview

This is an online training course delivered by instructors and supported by digital slides and digitally supplied teaching materials. The course is a total of 6 hours and can be delivered over 2 or 3 days as required by the client.

Delegates are encouraged to print out module PDFs and record thoughts relevant to their organisation in the spaces provided. This will help you if you are compiling your own CSR audit, Accreditation application or impact report.

The course counts towards your continued professional development (CPD).

### Online Training Course Candidates Will Receive:

#### Module Notes PDF

Accompanying notes for the positive benefits of CSR to your organisation, these are accessed via a dedicated landing page.

Completion of a post module, online questionnaire will provide you with an acknowledgement of module attendance PDF.

A digital certificate of training PDF is supplied on course completion. Signed by CSR-A for proof of authenticity. Endorsed by the IAM and Buckinghamshire New University

### Online Training Fees

**CSR Training Online - Complete 6 module package**  
45 minute per module with a 15 minute Q&A session  
**£210.00 per delegate (a saving of £60)**

**CSR Training Online - By Module**  
45 minute per module with a 15 minute Q&A session  
**£45.00 per delegate, per module (£25 for students)**

Recommend maximum is 15 delegates per session.

**CSR-A TRAINING MODULE 5**

**Creating a CSR Policy**

Spotlight Stakeholder engagement, develop a CSR strategy, improve performance, encourage employee commitment and internal engagement, integrate reward systems and reporting.

**CSR-A TRAINING MODULE 6**

**Communicating CSR**

Most activity related to CSR should involve some form of internal and external communication including impact reporting, PR and social media. We show how communication of CSR outcomes delivers positive narrative through all marketing channels.

## Venue Course Overview

This is a classroom or office venue training course delivered by instructors and supported by digital slides and printed teaching materials. The course can be run as a one day or two day event depending on the level of exploration of subject matter required by a client.

The course counts towards your continued professional development (CPD).

### Venue Training Course Candidates Receive:

- Delegates training book and appendices for instruction, note taking and future reference for the positive benefits of CSR to your organisation, including a complete slide index.
- Four Pillars Worksheets.
- An explanation of the Four Pillars of CSR.
- CSR Policy Template.
- Working Word Document for formatting a CSR Policy
- Guidance for Accreditation Manual
- Certificate of Training Signed by CSR-A on completion.
- Institute of Administrative Management (IAM) certificate.

Training can be held at client premises and times can be modified to suit individual needs. Catering is an optional additional cost and can be provided on a case by case basis.

Training requires digital projection equipment and desks for delegates to take notes and participate with printed materials provided.

A certificate of training is supplied on course completion. Signed by CSR-A for proof of authenticity. Endorsed by the IAM and Buckinghamshire New University

### Venue Training Fees

**CSR Training - One Day Course - Group Fee**  
Each module takes approximately 45 minutes.  
Training course timings - 5 hours - 9.30am - 3.00pm.  
(30 min lunch) - **£1200.00 Max 20 Delegates**

**CSR Training - Two Day Course - Group Fee**  
Each module takes approximately 1 hour 30 minutes.  
Training course timings - 10 hours over 2 days - 9.30am - 3.00pm. (30 min lunch) - **£2400.00 Max 20 Delegates**

**CSR Training - One Day Course - Delegate Fee**  
Each module takes approximately 45 minutes.  
Training course timings - 5 hours - 9.30am - 3.00pm.  
(30 min lunch) - **£250.00 Min 5 Delegates**

**CSR Training - Two Day Course - Delegate Fee**  
Each module takes approximately 1 hour 30 minutes.  
Training course timings - 10 hours over 2 days - 9.30am - 3.00pm. (30 min lunch) - **£450.00 Min 5 Delegates**

# CSR - Consultation & Report

The process of delivering a CSR policy begins with an assessment of every aspect of your business and its socially responsible activity, familiarising you with the Four Pillars of CSR. We investigate and define what you have already achieved in relation to current initiatives, carry out a gap analysis to identify areas that need addressing and after studying your organisation's impacts, we set targets for improving them against the Four Pillars of CSR.

Reporting on non-financial aspects of business performance is an increasingly common measure of an organisation's socially responsible efforts. Many governments are applying rules in relation to what has to be reported, by whom, and as part of which official reporting procedure. Currently the UK government asks businesses to complete these reports voluntarily, especially SMEs. Tendering for government and local authority projects requires a comprehensive CSR audit and report for successful application. As positive business reputation becomes increasingly vital, these requirements are bleeding into private sector procedures.

In order to further encourage reporting of CSR, governments are providing support and promotional activities to enhance the effectiveness of that reporting and to raise general awareness of CSR. Some are starting to take steps to do this by introducing pilot projects to test the effectiveness of introducing non-financial reporting which follows international guidelines such as GRI and ISO 26000.

Some governments are introducing tools to enable businesses to complete CSR reporting more effectively or support businesses in the completion of GRI-compliant reports. Some have taken additional steps to adopt international guidelines with some detail tailoring for domestic situations. Other governments promote the benefits of reporting by proving incentives such as marketing and awareness raising.

It is increasingly clear that CSR auditing and benchmarking has become a vital part of company reporting and may very well, in the near future become a legal requirement in the UK.

**We provide a results driven, CSR programme to define and implement your CSR Policy by employing a structured approach that delivers this required information:**

- **Consultation Benchmarking** - involves reviewing CSR initiatives, as well as measuring and evaluating.
- **Audit** - to explore what you are already doing and what impact that has.
- **Analyse & Evaluate** - to identify CSR scope and identify processes.
- **Report and Recommend** - Provide a detailed list of recommendations, timings and approx costs for continual improvement.

**Following your CSR programme we will**

- **Develop a Plan** - scope out a CSR blueprint for the business and drivers for a 12 month period.
- **Implement** - provide hands on expertise in delivering on all aspects of a CSR policy over 12 months. Write impact reports.
- **Monitor & Support** - to provide ongoing analysis and project management of program roll-out.
- **Provide Tools & Insights** - on how an organisation can achieve this internally.
- **Increase Visibility** - Show how we can measure increased visibility of a brand through marketing and social media channels.
- **Achieve CSR Accreditation.**
- **Impact Report** - Measuring and evaluating impact.

## CSR Consultation & Report Fees

Fee is by business size and are guidance only.

<b>Micro &amp; Sole Trader</b> (1-9 employees)	<b>£1500.00</b>
<b>Small Business</b> (up to 50 employees)	<b>£2500.00</b>
<b>Medium Business</b> (51 to 250 employees)	<b>£3500.00</b>
<b>Large business</b> (251 to 500 employees)	<b>£5000.00</b>
<b>Large/Corporate</b> (500 to 1000 employees)	<b>£8000.00</b>
<b>Large/Corporate</b> (1000 to 2000 employees)	<b>£12,000.00+</b>



# Social Impact Reporting

Social impact reports (SIRs) are similar to (and often run alongside) an annual report. They show all your audiences and stakeholders the beneficial outcomes and future plans that your business is making through environmental, workplace, community and philanthropic commitments. These include, not just the intrinsic benefits social responsibility has to the planet and to society but also the vital return on social investment (ROSI). This includes operational and financial savings, employee engagement and bottom line benefits that are vital for tendering, ESG scoring for financial investment, organisational sustainability, advisories for future development and ultimately long term business sustainability.

Impact report production is a service which draws from content that you have already composed, your CSR-Accreditation application and is the ultimate culmination of all the efforts you have made. SIRs are an invaluable marketing and communications tool for evidencing and showcasing positive socially responsible activity. Visually demonstrate that by putting values at the heart of your organisation you will deliver a sustainable profit. Your SIR should be distributed throughout your audiences internally and externally.

Comprehensive impact reporting is an essential part of impact measurement, allowing your supply chain and others to learn from your activity. It also promotes a culture of engagement, accountability and transparency.

CSR-A provides an experienced, structured and creative approach for assessing and identifying material issues, selecting reporting frame-works and establishing priorities which will smartly communicate your policies, your progress and your future plans and ambitions, all from your Accreditation application.

Designed to our corporate style to show that you have been recognised and endorsed by CSR-A and to promote your Accreditation, the SIR includes our high quality imagery, any supplied images, illustrations and where possible infographics to demonstrate your commitment.

**Your social impact report will enable you to:**

- Review your current impact against your vision and goals.
- Inform ESG scoring and benefit external tendering.
- Create a learning organisation where people focus on results, adapt and continually improve.

- Motivate staff and all stakeholders through celebrating effort and achievements.
- Build trust, engagement and credibility with all of your organisation's audiences.
- Share innovation and lessons with other organisations.
- Promote your CSR Accreditation and other recognitions.
- Show where your activity corresponds to the UNSDGs

**Your social impact report will include:**

SIR content is dictated by your Accreditation application content and where possible will include:

- Highlights at a glance
- Chairperson's/Official Statement
- Strategic Report
- Business/CSR Vision
- Staff Engagement
- Impact Reports (Categorised by the CSR Four Pillars)
  - Environment:** activity, KPI's, benefits, financial impact
  - Workplace:** activity, KPI's, benefits, financial impact
  - Community:** activity, KPI's, benefits, financial impact
  - Philanthropy:** activity, KPI's, benefits, financial impact

- Your correspondance with the UNSDGs
- Your Accreditation

Future planning/Advisory

## A Guide to Social Impact Report Fees (Prices do not include print)

<p><b>8 PAGES</b></p> <p><b>£1100.00 + VAT</b></p>	<p><b>20 PAGES</b></p> <p><b>£4250.00 + VAT</b></p>	<p><b>32 PAGES</b></p> <p><b>£6500.00 + VAT</b></p>
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Infographics, diagrams and tables from supplied statistics - such as energy savings - £200 Per item

A social impact report can be produced unrelated to an Accreditation for those organisations that have effective CSR policy in place. If you would like a social impact report but have not applied for Accreditation please call us on 01494 444494

# 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, cohesive society. It's amazing what we are already doing that we don't talk about. CSR-Accreditation 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 areas such as energy performance, recycling, staff engagement, health and well-being, community engagement and supporting local and national charities.

Successful Accreditation applications become CSR-A members and receive our Accreditation 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 and consultation for ongoing activity and re-accreditation at the end of a three year cycle, a tree planted for every accreditation by Green Earth Appeal and 5% of the application fee going to charity.

## Accredited members benefits include:

- Three years CSR Accreditation
- A CSR Accreditation logo pack and guidelines
- An Accreditation certificate
- An Annual CSR Health Check – One hour free consultation meeting
- CSR Accreditation consultation call 6 months before you accreditation renewal
- Automatic entry to the International CSR Excellence Awards
- Free social media marketing and press release
- Feature in our CSR-Accredited members directory

## CSR Accreditation for schools - community social responsibility

CSR-Accreditation enables easy reporting on a schools sustainable and community engagement. The Accreditation application process provides a simple template where you can record a school's activity against the CSR Four Pillars. Each of the Four Pillars is designed to help you audit and impact report on areas such as buildings and grounds, inclusion and participation, community engagement and supporting local and national charities. This information will form an invaluable policy which you can use to show all your audiences that you are a caring and responsible school.

It is also a powerful way to demonstrate to Ofsted that you are working towards becoming a more sustainable school in-line with Government expectations. It will help a school achieve a higher priority, through funding for central and local initiatives including staff training and development. It can also be used to introduce the importance of social responsibility into the curriculum.

## The CSR-A Mark of Excellence

All successful applications will receive a Gold, Silver or Bronze Accreditation pack. Any applicants that are unsuccessful will receive a gap analysis report on their application and a chance to re-apply within three months.



The scrutiny panel was highly impressed with CSR-A's visionary approach and the way that they are working to integrate and embed CSR into all levels of education, and for their commitment particularly to support small to medium enterprises. As a higher education provider, 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, Bucks New University**

## CSR Accreditation Applications Fees\* (Three years CSR Accreditation)

### Sole Trader/Micro (1 – 3 employees) £690

Annual fee £230 (£690 in total) or 10% discount for full payment on application £621

### Small (4 – 20 employees) £1,350

Annual fee £450 (£1,350 in total) or 10% discount for full payment on application £1,215

### Small to Medium (21 -50 employees) £2,070 (£690 P/A) full payment required on application submission

### Medium (51 to 100 employees) £2,790.00 (£930 P/A) full payment required on application submission

### Medium to Large (101 – 250 employees) £3,510 (£1,170 P/A) full payment required on application submission

### Large (251 to 500 employees) £4,200.00 (£1400 P/A) full payment required on application submission

## Large/Corporate Organisations 500+ employees

### Large/Corporate (501 – 1000 employees) £6,600 (£2200 P/A) full payment required on application submission

### Large/Corporate (1001 – 5000 employees) £9,000 (£3,000 P/A) full payment required on application submission

### Large/Corporate (5001 – 10,000 employees) £12,000 (£4,000 P/A) full payment required on application submission

### Large/Corporate (10,000 plus ) £15,000 (£5,000 P/A) full payment required on application submission

## Third Sector

Third sector organisations benefit from a discounted rate based on turnover. The Accreditation lasts for the standard 3 year cycle however Third sector organisations can pay annually.

### Small (up to £500,000 turnover) £1500 (£500 P/A)

### Medium (up to £2,000,000 turnover ) £2250 (£750 P/A)

### Large (over £2,000,000 turnover) £3000 (£1000 P/A)

CSR-A can provide a CSR Application consultation 'hand holding' service to provide guidance and review of an organisations application before submission to our independent CSR Accreditation Application Assessment Panel. £350 (half a day.)

Multiple sites and entities such as groups, partnerships and local authorities please contact us to arrange a bespoke CSR Accreditation package.

## All Applicants

Re-assessment within 3 months will incur an admin fee of £99.00. Subsequent to successful CSR Accreditation three year re-assessment is discounted by 10%.

Non-payment of the CSR Accreditation fee by the invoice due date will result in suspension and withdrawal of the CSR Accreditation. Prompt payment to suppliers is good CSR practice, so we expect invoices to be settled within 14 days.

Organisations that have published a recent independent social responsibility report or have included a social impact section as part of their report and accounts qualify for our 'fast track' application process. Fast track applicants can submit their existing documentation in place of our online application form. Please contact CSR-A if you wish to fast track your application.

\*All fees are subject to change, except fees for an order that has been accepted by CSR-A and/or its affiliates. All fees are subject to VAT.



## 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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