

What comes first the strategy chicken or the policy egg?



Putting CSR at the heart of your business strategy...

Climate Change, Social Value, COP26, Modern Slavery Act, Gender Pay Gap – what does it all mean for me and my business?

It is now widely recognised that all organisations must whole heartedly embrace the drive for social responsibility if they are to survive and thrive in the coming decades. More legislation is on the horizon, clients are asking more questions about services, products and supply chain. Employees, the general public and financial stakeholders are expecting organisations to do more.

The answer to the chicken/egg question is that it doesn't really matter as long as they are integrated. Being more socially responsible must be embedded into business strategy, policies and procedures, into action plans, communication materials, training, job descriptions and bonus schemes. In short every and all area of operations.

CSR-A CEO and co-founder, Richard Collins, says "We don't need more green jobs, we need ALL jobs to be greener!" – so how will you adapt your existing business strategy to embrace climate and societal changes?

At CSR Accreditation we support organisations on their journey to become more socially

responsible and to integrate these efforts into all areas of business practice. We provide a structure and framework for you to collate all your information within the Four Pillars of environment, workplace, community and philanthropy. This process highlights what you are already doing well and inspires you to do more in areas that need improvement.

Our experience has shown that the vast majority of organisations are already doing something whether it is large like providing mental health and well-being programmes for staff or whether it is small such as installing LED light bulbs, recycling your waste and making donations to charity.

CSR Accreditation have devised a fun interactive CSR Roadmap so that you can see at a glance where you are on your CSR journey. Click here to find out where you are <https://csrroadmap.herokuapp.com/>

CSR-Accreditation provides support to structure and focus your CSR vision and independently validates your claims. If you would like to know more register here: <https://csr-accreditation.co.uk/apply-for-csr-accreditation/>