



# Get Started!

Your CSR Auditing Tool-kit

# Using These Tools

CSR-A has introduced the Four Pillars, a structure system that provides a simple process where you can audit your organisations socially responsible activity. The Four Pillars are environment, workplace, community and philanthropy and categorise a wide range of socially responsible activities that any organisation can engage in. This category structure allows activity to be identified and defined and ultimately an accurate measurement of impacts and outcomes made.

## TOOL 1.1 - 1.4 - Activity Lists

Use the CSR-A Four Pillars activity lists to identify efforts that you have made and activity that you are involved in. You may identify practices that are not shown on the Four Pillars activity lists. Include everything you consider relevant when carrying out your audit. Carry out a gap analysis to identify areas that need addressing and start a reporting process to record future activity and impacts.

## TOOL 2.1 - 2.4 - Matrix Tables

### What are you already doing? Auditing and Reporting

The Four Pillars activity lists will prompt your thinking on what activities you are doing or not doing in relation to each matrix. You may also identify practices that are not shown by the Four Pillars activity lists. Please include anything you consider relevant. Fill in these matrix tables as step one of your audit.

### The four matrix questions are:

1. What are we already doing?
2. What are we doing that is not represented in the Four Pillars Activity lists?
3. What could we be doing better?
4. What else could we be doing?

## TOOL 3.1 - 3.4 - Impact Audits

### Identifying Impacts Benchmarking & Recording

Using the Four Pillars matrix questions and the list of what your organisation is already doing you can select any activity and ask:

### What internal impact has there been?

For example, if your organisation has a recycling policy this will have an internal impact with regard to waste reduction and staff engagement, better education and awareness around plastics and future resources.

### What external Impact has there been?

The external impact will be less landfill, environmental leadership and positive marketing and social media story telling.

### What financial Impact has there been?

The financial impact will be reduced or zero landfill tax, reusing materials and products rather than buying new, so a reduction in a disposable culture, enhanced staff satisfaction and retention and a reduced cost to PR and marketing through positive story telling via word of mouth and online communication channels.

### What PR impact is there likely to be?

The combined internal and external output as previously mentioned generates positive story telling across all communication channels. With a subject matter such as recycling, there will be multiple story angles.

### What key performance indicators are there?

The importance of understanding and measuring impact - Key performance indicators:

KPIs are the critical (key) indicators of progress toward an intended result. KPIs provides a focus for strategic and operational improvement, create an analytical basis for decision making and help focus attention on what matters most.

### Example

#### Pillar - Environment:

- Internal Impact
- External Impact
- Financial Impact
- PR Impact

- KPI's

#### Activity - Recycling:

- Staff Engagement
- Reduced Landfill
- Reduced Landfill Tax
- Positive Story
- Leadership
- Education
- Low Cost PR
- Raised Awareness

# Tool 1.1 - Environmental Activity List

## Environmental - Energy

- Low energy heating, ventilation, and air conditioning systems.
- Renewable energy and green technologies.
- LED Lighting or low energy lights.
- Low energy heating, waste heat recovery or combined heat and power systems.
- Low flow plumbing, touch free taps, grey water and rainwater harvesting.
- Long service life ventilation and air conditioning units and energy recovery solutions.
- Recycling, responsible disposal and up-cycling of office equipment.
- Low carbon buildings, steel fabrication and modular construction.
- Behavioural measures and good housekeeping practices.
- Employee engagement in energy efficiency.
- Energy saving awareness campaigns in the workplace.
- Climate change mitigation and adaptation policy.

## Environmental - Natural Resources

- Do you have a water saving policy?
- Water efficient toilets, kitchens - aerators, dual flush toilets, water meters.
- Reduced dependence on fossil fuels.
- Greenhouse gas reduction - building insulation, more efficient appliances and boilers
- Behavioural measures - switching off lights and appliances, turning down thermostats.
- Improved biodiversity - promoting the diversity of habitats and species at premises and/or in the wider community.
- Sustainable resource use - recycled paper, refillable printer cartridges, fair trade suppliers.

## Environmental - Travel

- Does your organisation have a travel policy in place.
- Minimising business travel - through use of technology and/or best practice.
- Teleconferencing and digital meeting platforms.
- Low carbon driving incentives such as hybrid and electric vehicles.
- Promoting hybrid, electric and low carbon vehicles available through fleet and/or staff company car scheme.

- Sustainable motoring infrastructure - installing charge points for electric vehicles.
- The Government's Cycle to Work Scheme - government tax exemption initiative introduced in the Finance Act 1999.
- Car sharing schemes.
- Commuting plans - remote working and flexible hours, commuters clubs.
- Work from home days.
- Clean air initiatives - waste and recycling consolidation, streamlining deliveries.

## Environmental - Supply Chain Management

- Does you have a sustainable supply chain policy?
- Do you monitor your supplier chain - motivate suppliers, work collaboratively.
- Reduce product miles - source local suppliers, streamline supplier activity.
- Monitor baseline performance with suppliers.
- Develop collaborative training and capacity building programmes.

## Environmental - Waste

- Do you have a waste management policy?
- Do you recycle paper and card.
- Do you recycle, repair, reuse office equipment - furniture, computers etc..
- Do you source alternative materials to plastics.
- Do you have a zero waste to landfill policy.
- Food waste reduction - anaerobic digestion.
- Hazardous waste management - including but not limited to: Aerosols Adhesives Industrial Solvents Waste Electrical and Electronic equipment (WEEE) Fluorescent tubes Batteries Laboratory and Bulk Chemicals Acids Washings Rags, wipes, contaminated packaging Pharmaceuticals Paint Oil Asbestos Sanitary Waste.
- Prevention of pollution - discharges to water, waste management, use and disposal of toxic and hazardous chemicals, other identifiable forms of pollution.

# Tool 1.2 - Workplace Activity List

## Workplace - Training

- Training - is all essential and developmental training provided?
- Apprenticeships - do you have an apprenticeship scheme, could you implement one?
- Leadership training, learning and development.
- Education - training schemes, employee advancement, skills training.
- Promotion prospects - promotions within existing staff, training, loyalty to staff.
- Work experience schemes - facilities and placements for pupils and students.
- Skills development - keeping staff trained in current techniques, technology and process.

## Workplace - Labour practice

- Internal promotion of workers.
- Flexible working opportunities.
- Disciplinary and grievance procedures.
- The transfer and relocation of workers termination of employment.
- Training and skills development.
- Health, safety and industrial hygiene.
- Fair wages and other forms of compensation.
- Working time and rest periods.
- Holidays allowance and pay.
- Fair disciplinary and dismissal practices.
- Provision of canteens.
- Access to medical services.

## Workplace - Ethical Practice

- Responsible products and services.
- Corporate Citizenship - recognizing rights, responsibilities and aspirations.
- Social Impact Reporting - recording your CSR activities for the benefit of your organisation, your stakeholders, and the wider community.
- Employee communication on CSR - promoting good practice.
- Ethical investment - support companies that benefit the community and avoid those whose products and services or business practices that are not good CSR.

- Fair Trade - actively supporting producers, awareness raising and in campaigning for changes in the rules and practice of conventional international trade.
- Sustainable procurement - examination and implementation positive of supply chain.

## Workplace - Governance

- Socially responsible decision-making and implementation.
- Investment - of corporate time/effort/funding.
- Employee benefits - profit sharing schemes, group insurance (health, dental, life etc), disability income protection, retirement benefits, childcare, training, sick leave.
- Health and well-being - education, activities, counselling.
- Allowing observance of national or religious traditions and customs.
- CSR initiatives - for communities/customers/employees/environment.

## Workplace - Policy

- Occupational health and safety.
- Diversity and Inclusion.
- Equal opportunities.
- Health support - education, activities, counselling.
- Staff Well-being - mental and physical health support.
- Family commitment - childcare subsidies or provision, parental leave, carer facilities, maternity and paternity agreements.
- Flexible Working.
- Volunteering time or days.
- Healthcare benefits such as gym memberships etc.
- Customer Care - policy, processes and exceptional activities.
- Customer or consumer relationships - policy, processes and exceptional activities.
- Any other facilities that can help workers achieve a proper work-life balance.

# Tool 1.3 - Community Activity List

## Community - Engagement

- Do you provide volunteering, sponsorship, financial giving, partnerships etc?
- Can engagement be expanded?
- What level commitment to do you have?
- How long have you been involved?
- What kind of support does your organisation offer?
- Do you provide volunteering, sponsorship, financial giving, partnerships etc?
- Do the projects you support provide Impact reporting on your involvement?
- Can you provide evidence of support through supporting literature, press releases etc.

## Community - Local Issues

- Do you support local projects?
- Do you prioritise local issues?
- Have local communities or areas benefited?
- Does your organisation support a local community project, community hub, playgrounds, libraries, social enterprise schemes, social housing, community farms, litter schemes, landscape and green spaces, community recycling initiatives, local arts groups, support to schools and colleges, support to local sporting activities.
- What kind of support does your organisation offer?
- Do you provide volunteering, sponsorship, financial giving, partnerships etc?
- Do the projects you support provide Impact reporting on your involvement?
- Can you provide evidence of support through supporting literature, press releases etc.

## Community - Wealth Creation

- Do contribute to the local economy through trade and jobs?
- Do you provide, sponsorship, pro bono or financial giving?
- Can financial or pro bono contributions be expanded?
- Can you provide evidence of support through supporting literature, press releases etc.

## Community - Projects & Groups

- Are you involved with Community Building - Projects that intentionally bring people together to simply get to know one another.

- Are you involved with Community Education - Projects that provide instructional services or curricula, or serve to educate the public about a social issue (in a non-partisan way).
- Are you involved with Community Organising - Projects that bring people together with the goal of solving a community issue.
- Are you involved with Deliberative Dialogue - Projects that intentionally bring people together to build understanding across differences.
- Are you involved with Direct Service - Projects that provide a service or product to an individual, group, or the community as a whole.
- Are you involved with Economic Development - Projects that work on developing the regional economy in a sustainable way.
- Are you involved with Engaged Research - Research that directly benefits the community by clarifying the causes of a community challenge, mapping a community's assets, or contributing to solutions to current challenges.
- Are you involved with Institutional Engagement - Educational or health resources intentionally offered without undue barriers to the community.
- Are you involved with any specific community projects and groups?
- What level commitment to do you have?
- How long have you been involved?
- What kind of support does your organisation offer?
- Do you provide volunteering, sponsorship, financial giving, partnerships etc?
- Do the projects you support provide Impact reporting on your involvement?
- Can you provide evidence of support through supporting literature, press releases etc.

## Community - Education

- Are you engaged with any education providers in your area?
- Do you provide work experience placements, apprenticeships or recruit directly from local schools or colleges? Can engagement be expanded?
- What level commitment to do you have?
- How long have you been involved?
- What kind of support does your organisation offer?

# Tool 1.4 - Philanthropy Activity List

## Philanthropy - Charitable Involvement

- Do you provide support for any local, national or international charities? How long have you been involved? How have the charities benefited? Do the charities you support provide impact reporting?
- Does your organisation have a policy for charities?
- Do your staff chose to get involved with the charities that you support?
- Do the projects you support provide Impact reporting on your involvement?
- Do you communicate your support to your staff, customers and the wider pubic audience?
- Do you promote your support in your literature, website and via your social media channels?
- What level of commitment to do you have?
- How long have you been involved?

## Philanthropy - Volunteering

- Do you provide and/or facilitate volunteering support for any Local, national or international charities?
- How long have you been involved?
- How have the charities benefited?
- What level of commitment to do you have?
- Do your staff chose to get involved with the charities that you support?

## Philanthropy - Pro Bono

- Do you provide and/or facilitate Pro Bono support for any Local, national or international charities?
- How long have you been involved?
- How have the charities benefited?
- What level of commitment to do you have?
- Do your staff chose to get involved with the charities that you support?

## Philanthropy - Fund-raising

- Do you provide and/or facilitate any charitable giving, fund raising or sponsorship support for any Local, national or international charities?
- How long have you been involved?
- How much has been raised?
- What level of commitment to do you have?
- Do your staff chose to get involved with the charities that you support?

## Philanthropy - Financial Gifts/Gifts In Kind

- Do you provide and/or facilitate financial or other types of gifts for any Local, national or international charities?
- How much/what has been gifted?
- How have the charities benefited?
- Do your staff chose to get involved with the charities that you support?

# Tool 2.1 - Four Pillars Matrix Table

## What are we already doing?

Environment

Workplace

Community

Philanthropy

## Tool 2.2 - Four Pillars Matrix Table

**What are we doing that is not shown on the lists?**

Environment

Workplace

Community

Philanthropy



# Tool 2.3 - Four Pillars Matrix Table

## What could we be doing better?

Environment

Workplace

Community

Philanthropy

# Tool 2.4 - Four Pillars Matrix Table

## What else could we be doing?

Environment

Workplace

Community

Philanthropy

# Tool 3.1 - Impact Audit

## CSR Pillar - Environment

CSR Activity: \_\_\_\_\_

Internal Impacts  
\_\_\_\_\_

External Impacts  
\_\_\_\_\_

Financial Impacts  
\_\_\_\_\_

PR impacts  
\_\_\_\_\_

KPIs  
\_\_\_\_\_

# Tool 3.2 - Impact Audit

## CSR Pillar - Workplace

CSR Activity: \_\_\_\_\_

Internal Impacts  
\_\_\_\_\_

External Impacts  
\_\_\_\_\_

Financial Impacts  
\_\_\_\_\_

PR impacts  
\_\_\_\_\_

KPIs  
\_\_\_\_\_

# Tool 3.3 - Impact Audit

## CSR Pillar - Community

CSR Activity: \_\_\_\_\_

Internal Impacts  
\_\_\_\_\_

External Impacts  
\_\_\_\_\_

Financial Impacts  
\_\_\_\_\_

PR impacts  
\_\_\_\_\_

KPIs  
\_\_\_\_\_

# Tool 3.4 - Impact Audit

## CSR Pillar - Philanthropy

CSR Activity: \_\_\_\_\_

Internal Impacts \_\_\_\_\_

External Impacts \_\_\_\_\_

Financial Impacts \_\_\_\_\_

PR impacts \_\_\_\_\_

KPIs \_\_\_\_\_

# 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. 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.

**Start your CSR journey now by emailing [Jennifer@csr-accreditation.co.uk](mailto:Jennifer@csr-accreditation.co.uk)**

**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](mailto:info@csr-accreditation.co.uk) Call - 01494 444494 or 07831 857332

