



Social responsibility accreditation

Independent validation for sustainable business



Doing good is good 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. Businesses can reduce the negative impact they have on the environment and build a better, more cohesive society.

CSR-Accreditation provides the perfect opportunity to tell your positive story.

Driven by heightened awareness of environmental issues, tightening government regulations and reduced funds for community projects, organisations are looking for innovative ways to meet their social responsibilities. It is clear that those who understand and include CSR policy in business strategy will reap the rewards of an enhanced competitive position, benefiting shareholders, stakeholders and society at large.

In order to maximise the potential of this advantage, it is essential for organisations to communicate their social responsibility efforts to ensure that customers view them as driven by intrinsic (genuine) rather than extrinsic (profit led) motivations.

The importance of integrating social responsibility into the governance and strategy of a business is clear. This integration requires considerable organisational commitment, with senior management leading the implementation of strategic CSR efforts to ensure it is absorbed into company culture.

Why become accredited?

CSR accreditation is an independent assessment and validation of your socially responsible actions. Application is a simple process in which you audit, collate and report your social responsibility efforts. All applicants record their

activity against the CSR-A Four Pillars of environment, workplace, community and philanthropy, providing a vital standard from which to measure. Each pillar is designed to help you record and report on all areas of socially responsible activity. Successful applicants become CSR-A members and receive an accreditation pack. Accreditation is valid for 3 years.

Your application document can subsequently be used to inform a comprehensive CSR policy which you can use to demonstrate to all your audiences that you are an independently validated, socially responsible organisation.

All CSR accreditations are scrutinised by our independent assessment panel. The assessment panel consists of a diverse group of people from a wide range of professional and social backgrounds including business, industry, public sector, third sector and education. The independent nature of the assessment panel ensures integrity and provides value to the CSR accreditation mark.

CSR accreditation encourages a culture of sustainable and social purpose with profit. It has many advantages for all businesses, regardless of size or sector. Positive social responsibility improves a company's public image and relationships with stakeholders and customers.

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 responsibilities.

Benefits of membership (valid for 3 years)

Members are encouraged to take full advantage of our benefits package which includes:

- Three years CSR accreditation
- A unique gold, silver or bronze CSR accreditation mark and supporting pack
- Accreditation certificate
- A tree planted in your name
- Automatic entry to the International CSR Excellence Awards
- Inclusion in our members directory
- Annual CSR health check – a free one hour telephone consultation call
- Renewal consultation call 6 months before your accreditation expires
- Regular members newsletters and offers
- Dedicated members area on the CSR-A website providing exclusive content
- Exclusive discounts for training, webinars and other events

The accreditation process **step by step...**



Complete the simple stage 1 registration on our website for free. Download the Guidance for Accreditation and other support material. Familiarise yourself with the guidance document.



It's amazing what we are already doing we don't talk about! We want to hear what you are doing. Programs, events, initiatives and projects in which you and your colleagues have been involved.



Format your findings into the Four Pillars using our supplied form. Keep this document as it forms the basis of your CSR policy. Collate evidence into up-loadable formats.



Talk to colleagues, collect certifications, statistics and results. Collect, examine and analyse data. Calculate savings both financial and in resources. Include relevant memberships and accreditations.



Return to our website and upload your application form and supporting evidence. Retain your application document and evidence for future reference.



Our independent assessment panel will do the rest. You will be informed of results via email. You will also receive your accreditation pack containing your unique mark, certification and more.



Use the accreditation to spread the word and encourage others. Influence your supply chain. Tell them of the benefits. Tell your customers and clients you are accredited. Engage employees, celebrate your achievements. Identify areas where you are under-performing. Use your application as a template for an ongoing CSR policy if your organisation does not already have one.

CSR accreditation is an invaluable marketing tool for spreading the word about what a great organisation you are, to work with and for. It provides powerful content to promote through traditional and social media channels. People want to read stories with positive outcomes.

The **benefits** of effective CSR policy include...

Better Brand Reputation

Improve your brand reputation by showing you are engaged in ethical practice throughout your business and increase your competitive advantage.

Customer Engagement

Accreditation will help you engage with customers in new ways. The message is about positive action and outcomes and is a great way to start a dialogue.

PR & Marketing Opportunity

Accreditation provides the opportunity to share positive stories online and through traditional media.

Enhanced Employee Engagement

Employees want to feel proud of the organisation they work for and are more likely to be retained. You may receive more job applications because people want to work with you.

Tendering Advantage & ESG Compliance

Independently verified CSR impacts give you an advantage in the tendering process. Effective CSR policy informs ESG reporting for tendering and investment.

CSR Training Courses

Explore social responsibility and learn how your organisation can benefit. Understand how to create a CSR policy that supports environmental, workplace, community and philanthropic issues and how to work in ways that deliver positive outcomes. The training course is for those responsible for CSR policy including senior leadership, HR managers and CSR professionals. It is also suitable for individuals who want to gain a better understanding of the importance of social responsibility in the workplace.

Social Impact Reporting

A social impact report demonstrates to all your audiences the impacts that your organisation is making through its CSR commitments. This includes environmental impacts, improved employee and stakeholder engagement, positive impacts on local and wider communities, outcomes for supported charities and operational efficiencies and savings. Social impact reports are an essential and powerful tool for ESG measurement, benchmarking, reporting and developing your ongoing CSR policy.

It's **amazing** what we are already doing **that we don't talk about...**

Demonstrate your commitment now
and become a **CSR Leader**

Call **01494 444494** or visit **www.csr-accreditation.com** to find out more about CSR education, accreditation and communication

Find out now where you are on your CSR journey with our online Interactive Roadmap **<https://csrroadmap.herokuapp.com/>**

CSR-Accreditation, 97 Cock Lane, High Wycombe, Bucks HP13 7DZ



Environmental,
Social, and
Governance

