



Social impact **reporting**

Independent validation for sustainable business



Showing **purpose** with profits

A social impact report is a document that illustrates your organisation's socially responsible efforts and outcomes. It demonstrates to your audiences and stakeholders the impacts you have had and your future plans and socially responsible commitments.

The content describes the unique, intrinsic benefits to the planet and society that you have achieved and the business benefits such as financial savings, positive recruitment and retention outcomes and information for ESG measurement to inform tendering and financial investment. These business benefits are your return on social investment (ROSI).

Your social impact report draws from content already compiled during the CSR accreditation application process. Highlights and key points are illustrated, providing an invaluable marketing and communications tool for showcasing positive socially responsible activity. The report demonstrates that by putting CSR policy at the heart of your organisation you will deliver a sustainable profit.

A comprehensive social impact report is an essential tool for benchmarking, measurement, future planning and marketing allowing your stakeholders and supply chain to learn about your activity. It also promotes a culture of engagement, accountability and transparency.

CSR-A provides expert resource for assessing and identifying your key messages and establishing priorities, culminating in a structured report which clearly communicates your policies, your progress and your future plans and ambitions.

Your social impact report is an independent validation of your activities to support your accreditation. It is a CSR-A branded document showing that you have been recognised and endorsed by CSR-A and includes high quality imagery, supplied images, with bespoke illustration and infographics where possible.

The completed report is supplied to you in a variety of formats for print and digital distribution.



Your achievements and information is illustrated in an engaging way throughout.

Your social impact report will enable you to:

- Review your current impact against your vision and goals.
- Inform ESG measurement and benefit the tendering process.
- Encourage a learning culture of measurement and improvement.
- Motivate staff and all stakeholders through celebrating effort and achievement.
- Build trust, engagement and credibility with all of your audiences.
- Share innovation and learning with your supply chain and customers.
- Promote your CSR accreditation and other achievements.
- Show alignment with the UN SDG's.
- Provide a benchmark for future improvement

Your social impact report includes:

- Highlights at a glance
- Official statement
- Introduction including a strategic report and your values/vision
- Environment, Workplace, Community and Philanthropy reports describing activity, KPI's, benefits, impacts
- Your alignment with the UN SDG's
- Your Accreditation Mark
- Your future plans

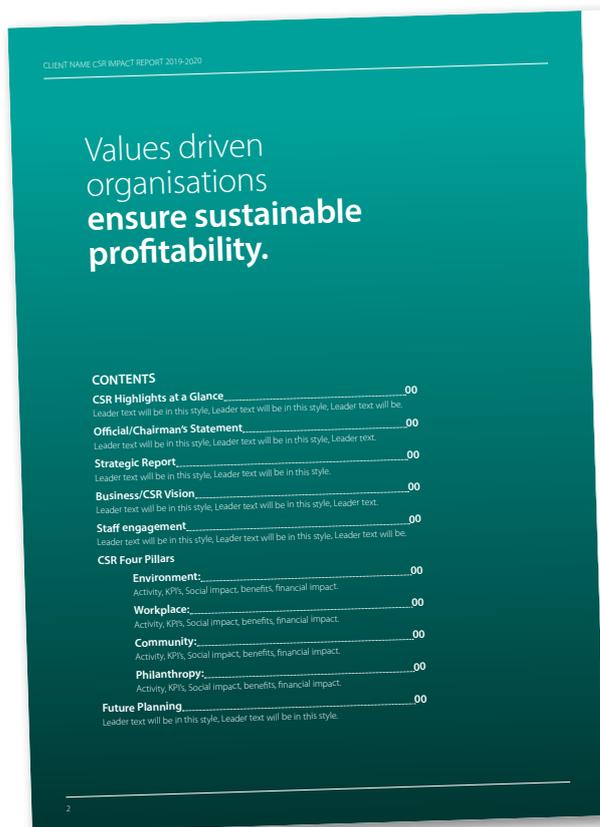
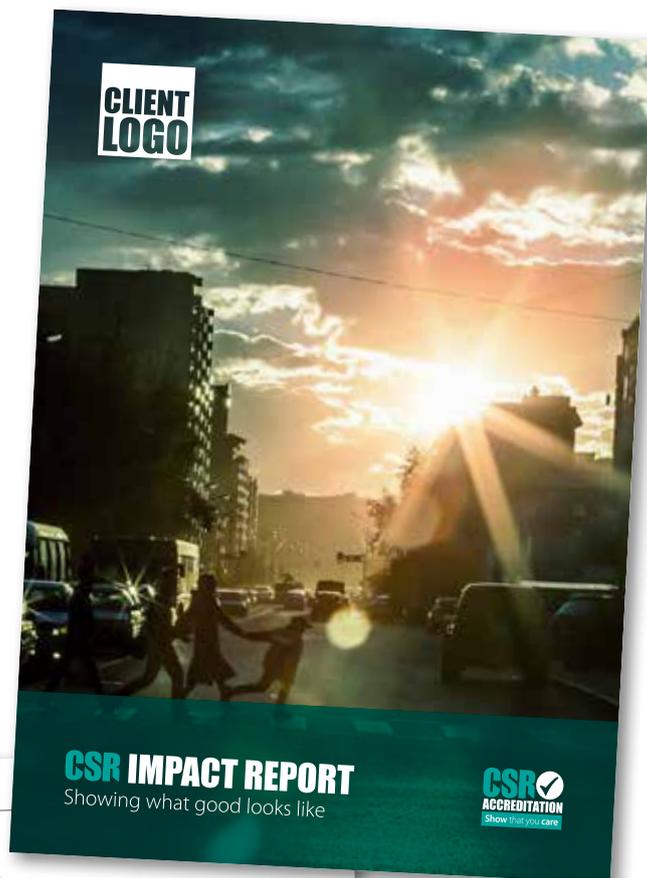
Your social impact report will provide benefits through:

Clarity of message: The reader can quickly and easily understand your organisation through a coherent narrative that connects socially responsible aims, plans, activities and results.

Transparency: Reporting is independent, complete, open and honest. Some of the best social impact reports reflect an organisation's shortcomings, as well as its successes.

Accountability: Impact reporting is all about being accountable for your actions. You should be open and honest about your future commitments and plans.

Evidence: Claims about impact must be evidenced appropriately, allowing readers to see critical information.



Created from your accreditation application and supporting evidence, a CSR-A social impact report is the perfect way to demonstrate your social responsibility credentials to all your audiences and stakeholders.

"We were blown away by the social impact report that CSR-A have produced for us. It was amazing to see our efforts illustrated in this way. Our people are thrilled and proud of how socially responsible we are. Increasingly, we are getting more questions from clients concerning our CSR credentials including our ESG scoring and our support of the UN SDGs. We send out this document as evidence to show we are a socially responsible organisation."

Chris Williams - MD - Prolectric

Here are some tips to help you record your efforts, celebrate your results and take your organisation to the next level.

1. Create a simple recording process...

It is essential to create a process for logging CSR activity. Keep records, photos and other communications. Without collected information to draw on it can be difficult to evidence your claims.

2. Start by recording KPIs and build from there...

Early stages of impact reporting are about having KPIs to keep on top of your programmes and show others that the projects are running smoothly. Then further split these basic KPIs into more detailed subsections.

3. Build from a benchmark...

Recording what you have achieved provides a benchmark for your socially responsible activity from which to demonstrate improvements and inform future policy.

4. Tell a story...

The way you tell the story will determine whether people pay attention or not. Simply publishing your KPIs will not get people to take notice. Talking about the outcomes of a project is a much more compelling way of presenting your work. For example; causes helped by donations, hours volunteered and tonnes of waste recycled tell the true story of what you have achieved.

5. Celebrate your successes...

It is important to acknowledge what you have achieved. Celebrate by running a 'Thank You' campaign for those involved. This will encourage previous volunteers to return next year and inspire those who missed out to take part next time.

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



£1100.00 + VAT



£4250.00 + VAT



£6500.00 + VAT

To see a selection of published social impact reports please visit the [resources page](#) on our website.



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/>

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Environmental, Social, and Governance



Proud to recognise and endorse the CSR-Accreditation scheme delivered by CSR-A

