



Products and services overview

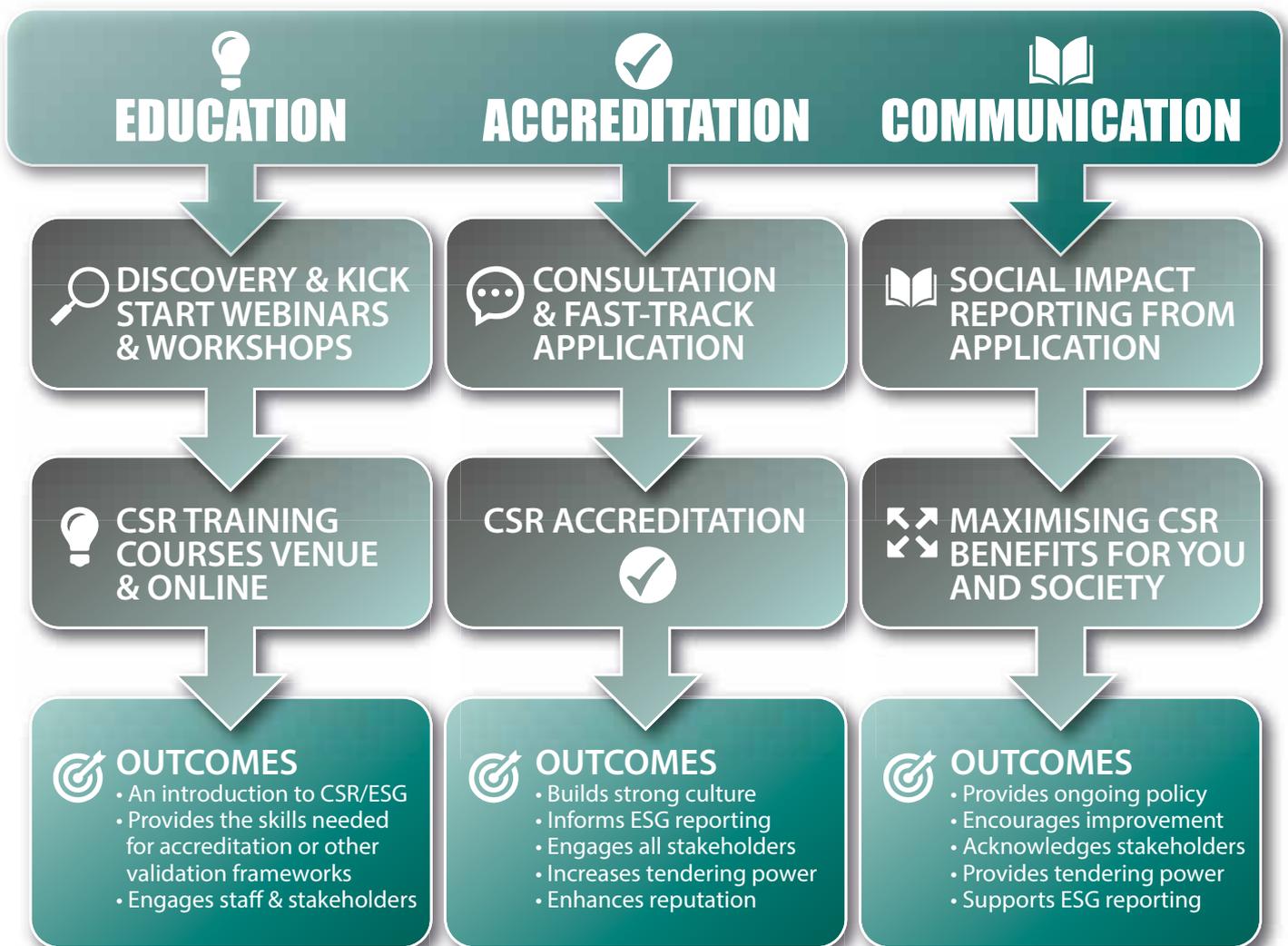
Independent validation for sustainable business



The **future shape** of business

It is now vital to show that we are doing everything we can to improve the world for future generations. Reducing the negative impact we have on the environment and building a better, more cohesive society. It is amazing what we are already doing that we don't talk about. CSR-A provides the perfect mechanism to map your journey and tell your positive story...

CSR-A PROVIDES



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 world's longest running environmental awards.



Discovery and kick-start **webinars & workshops**

Inform and inspire your people on good CSR policy and all the benefits this brings to an organisation. This workshop explores the Four Pillars of CSR and explains how social responsibility policies drive corporate strategy and enable positive change.

With well defined objectives and measurable targets, your policy will provide the foundation for running a more sustainable, ethical and efficient business.

The Future Shape of Business - Webinar/Presentation

Exploring how social responsibility is now informing and influencing business at all levels.

The following topics will be presented and discussed.

- **The challenges facing us all.**
- **Redefining the 'C' in CSR**
- **Decoding CSR and ESG**
- **Social Responsibility** - Driving forward successful business.
- **HR & CSR** - The new recruitment landscape.
- **Mental health & well-being** - How social responsibility will shape a policy.
- **Engaging & supporting staff** - A new approach.
- **Supporting charities** - Business benefit or cost?
- **Integrating CSR into an organisation's strategy.**

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

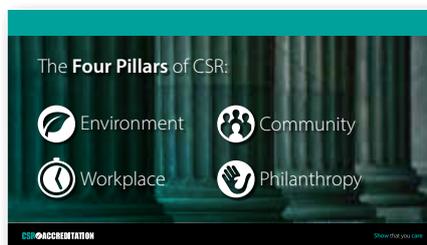
Doing Good is Good Business - Discovery Workshop

Kick start your CSR policy with a compelling 2 hour workshop to explore how your social responsibility credentials can 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.

The following topics will be presented and discussed.

- **Motivations to action** - A significant shift in attitudes is underway...
- **Brand loyalty and CSR** - A powerful marketing tool...
- **Decoding CSR and ESG** - How they complement each other but are not the same thing...
- **Redefining the 'C' in CSR** - Everyone is included...
- **Increase customer retention and enhance your brand reputation** - Explore the benefits...
- **Introducing the Four Pillars of CSR** - Providing a framework for benchmarking...
- **The benefits of accreditation** - How will it positively effect your organisation?

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



Social responsibility training course

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 wants to gain a better understanding of the importance of social responsibility in the workplace.

The CSR-A course is delivered online in six, one hour long modules, via an interactive presentation and downloaded student materials or face to face at a specified venue, as a one or two day event.

Learners will develop an awareness of why social responsibility provides clear benefits for an organisation and explores how these benefits can be incorporated into day-to-day business practice. Featuring a range of real-life examples the course helps learners to understand why effective CSR policy is vital for the long-term growth of every organisation. Participants will explore motivations, potential outcomes and how to measure results and impacts for stakeholders.

The CSR-A training course is endorsed by IAM (Institute of Administrative Management) 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.



BUCKINGHAMSHIRE
NEW UNIVERSITY
EST. 1891

To find out when our next available online course is scheduled [click here](#).



Comprehensive support materials are provided and certification is supplied on course completion.



Discover why social responsibility is vital to all businesses. CSR can take many forms depending on an organisation and industry sector. In order to define CSR policy, we explore the responsibilities a company has to its stakeholders.



Social responsibility has benefits for every organisation, regardless of size or industry sector. Good policy improves public image and relationships with stakeholders. It drives business efficiency, increases resilience and productivity.



An overview of the concepts and language of legislation and regulation. Explore legal certifications such as ISO's, EU EMAS, Environmental Legislation, SA8000, UN Global Goals, UN SDG, the Social Value Act 2013.



Examining the CSR-A Four Pillars of environment, workplace, community and philanthropy. Explore how to categorise your activity, recording, evidencing and reporting to create a comprehensive CSR policy.



A strategic approach enables organisations to develop a CSR policy that is integrated into business strategy. Explore stakeholder engagement, employee engagement, integrated reward systems and impact reporting.



Reputational benefit from socially responsible activity requires some form of storytelling. Comms can take the form of social impact reports, PR and social media content and deliver positive narrative through all your marketing channels.

Online course overview

Delivered online via Zoom or similar by our trained instructors and supported by digital slides and supplied teaching materials. The course is a total of 6 hours delivered in 3x 2 hour sessions over 3 weeks. We can provide bespoke delivery schedules for organisations requiring group attendance as required by the client. Individuals should sign up to our scheduled courses through the link on our website.

Event course overview

Delivered face to face in a classroom or office venue by our trained instructors and supported by digital slides and supplied 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 the client.

Note: Event training requires digital projection equipment and desks for delegates to take notes and participate with printed materials provided.

All training course delegates receive...

Delegates notes supplied prior to the course start as a PDF for the online course and as a printed booklet for an event. These notes are a companion piece to the course and can be used to record thoughts and ideas. The notes are also useful as an aid memoir and contain key information and a slide index for each module.

A certificate of training on course completion. Signed by CSR-A for proof of authenticity. Endorsed by the IAM and Buckinghamshire New University. The course counts towards your continued professional development (CPD).

Previously trained delegates have said...

The CSR-A course was great as an introduction to CSR, sharing some great resources to use. I particularly enjoyed the collaborative aspect chatting with other course attendees about their experiences. Would definitely recommend CSR-A to anyone interested in CSR.

Sarah Sandle – Marketing Executive – Embark Group

(The course) inspired me to not only put my own business through the accreditation, but to become a CSR enabler for small businesses. It is easy to follow and gives a great foundation for your own CSR strategy and to acknowledge what you are already doing within your business. Highly recommended.

Fiona Doonican – Virtual Assistant

The course was really inspiring and reinforced existing knowledge of CSR as well as some interesting new areas to think about developing. A wide range of subjects covered and felt really motivated after the course finished.

Jenny Jackson – Head of Corporate Partnerships DEBRA

It provided me with the core foundations of CSR, which gave me the confidence to start my journey looking for a new role in CSR. The course was delivered at a good pace with plenty of opportunity to ask questions and share as a group. I would recommend this course to anyone starting out in CSR.

ANON – From Customer Survey

The course is presented in an engaging, informative way and although it was via zoom it felt as though we were IRL. It has group participation and the course suits complete novices to those with a better understanding and looking to put together a policy or continue on to accreditation.

ANON – From Customer Survey

I highly recommend the course. You will be amazed at what you already do and will come away seeing the world through a new set of eyes. The ladies who run the course make it really understandable and enjoyable. Everyone should add this to their business.

ANON – From Customer Survey

Consultation services

The process of delivering a comprehensive CSR strategy should begin with an assessment of every aspect of your organisation's socially responsible activities. At CSR-A we understand that many organisations, particularly SME's find this prospect daunting in terms of resource and time allocation.

Our consultants work with you to define and record what you have already achieved in relation to social responsibility initiatives. We provide expert gap analysis to identify areas that need improvement and set targets for improvement against the Four Pillars of CSR.

Reporting non-financial aspects of business performance is now a vital measure of an organisation's sustainability. 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.

General CSR Consultation Package

We work with management to construct effective and streamlined business solutions that build long term sustainability and profit. Responsiveness to the ethical and societal demands concerning the environment, workplace and community is critical for today's successful organisations. Our solutions effectively address these concerns. We provide:

- **Bespoke Strategy Development** - Materiality-led and aligned with your corporate objectives and positioning.
- **Employee Engagement** - Retention and recruitment strategies.
- **Integration of CSR & Governance Policies** - To enhance sustainable growth, reduce reputation risk, and generate value.
- **Ongoing Development** - Capacity building and informing communications to all stakeholders
- **ESG Compliance** - Demonstrate best practice, policy and strategy for ESG scoring and measurement.

Pre Accreditation Consultation Package

We provide a results driven, consultation programme to define and implement your CSR strategy by employing a structured approach:

- **Kick-Start Meeting** - Our consultant will visit your premises for an initial briefing. This meeting can take place remotely if you prefer.
- **Initial Assessment** - To establish where you currently are on your CSR journey and where you want to be.
- **Engaging Your Team** - Our consultant will engage with different departments and staff roles in order to fully understand all your activities. Typical departments are; HR, Procurement, Marketing, Operations and Executive Team.
- **Composing Your CSR Accreditation Application For Submission** - With support from your personnel our consultant will collate all relevant materials and author for optimal submission.
- **Provide Analysis and Evaluation** - To recommend actions for improvement to be discussed at your executive team meetings.

Post Accreditation Consultation Package

- **Post Accreditation** - Your consultant will provide summary feedback from our independent assessors. This feedback is supplemented by expert analysis of your accreditation application. For clients that have used our pre-consultation package this service is provided at a reduced rate.



Fast-track application for those with established CSR credentials and reporting

The usual CSR accreditation application process involves self auditing and reporting your CSR activities against the Four Pillars. For larger organisations with well-established CSR policy and reporting systems, we recognise that this self auditing and reporting process has already taken place. Where organisations have comprehensive social impact reports, we invite them to use this document as an application for accreditation.

CSR-A facilitates the UK's first accreditation scheme for social responsibility which collates all areas of activity in our unique Four Pillars system of environment, workplace, community and philanthropy. This provides a measurement process from which organisations can benchmark and report outcomes. We are a catalyst for organisations, large and small to shout about what they are doing for society, their stakeholders, the third sector and the environment.

CSR accreditation provides completely independent assessment of your CSR claims and can benefit you by;

- Providing external validation for CSR claims.
- Measuring the benefits of social investment.

- Recognise participants for delivering CSR initiatives.
- Provide a return on investment for your CSR activity, outcomes and reporting.
- Deliver vital staff and stakeholder engagement.
- Improve company culture.

The CSR-A Fast-Track application is available to any organisation that has produced a comprehensive social impact report or similar which can be supported by uploaded evidence. Applicants register through our website in the normal way, then upload their social impact report and evidence through our application submission form, making sure they check the Fast-Track application check box.

 <p>Use existing reporting for your application removing any extra time and workload</p>	 <p>Independent validation and promotion for your CSR claims</p>	 <p>Automatic entry into the International CSR Excellence Awards</p>	 <p>Independent scrutiny and feedback from our expert assessment panel can be provided</p>	 <p>Fast-Track application is cost and time effective and is valid for 3 years</p>
 <p>Collate all your CSR activity together and provides motivation for continued improvement</p>	 <p>Magnify your CSR reach, strengthen company culture, staff engagement and increase productivity</p>	 <p>Influence your supply chain safeguarding your brand and enhancing your efforts</p>	 <p>Take advantage of our bespoke services for your organisation catering for your specific needs</p>	 <p>Provides a vital story to enhance your brand reputation and recruit and retain the best talent available</p>

CSR accreditation application

CSR-A is the only organisation in the UK delivering a global CSR Accreditation. Our independent assessment panel provides accredited organisations with validation for their CSR claims. It is a powerful way to communicate positive actions to all audiences and stakeholders.

CSR Accreditation provides the tools to benchmark what you are already doing. It is a process in which you collate, measure and report on your organisation's socially responsible activities. An Accreditation will also provide you with a roadmap for planning future activity and the content for a social impact report.

The application is a simple process where you record activity against our Four Pillars of CSR. Each pillar is designed to help you impact report on areas such as energy performance, recycling, staff engagement, health and well-being, community engagement and support for local and national charities.

A CSR Accreditation is a crucial component of an organisation's promotional tool-kit and will increase your competitive edge. Social responsibility is vital policy that should be intrinsic in every business strategy, with the overall aim of achieving a positive impact on society and the environment.

With a CSR Accreditation businesses can demonstrate that they are creating shared value for owners, employees, shareholders, stakeholders and the communities in which we live and work. Above all it validates your CSR claims and proves your organisation is genuine in intention.

CSR accreditation will:



CSR accreditation provides powerful content to promote through traditional and social media channels. People want to read stories with positive outcomes. Accreditation lasts for 3 years and comes with many benefits of membership including a unique accreditation mark and supporting pack, certificate, tree planted in your name, entry to the International CSR Excellence Awards, annual CSR health check, renewal consultation 6 months before expiry, regular members newsletters and offers and exclusive discounts for training, webinars and other events.



Register now for CSR Accreditation. Registration is free and easy and you will be provided with our comprehensive Guidance for Accreditation, information on our fee structure, a full list of membership benefits and a Word document application form in which you compile and upload your completed application.

www.csr-accreditation.co.uk/register-for-csr-accreditation/

Social impact reporting

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 illustrates 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.

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 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

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



100%

RECYCLING
PAPER & CARD

5,814,320

LITRES OF
DIESEL SAVED

STUDENT
SUPPORT

EV PLANNING
& INSTALLATION

11,100

PRO BONO
PRODUCTS

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

Maximising social responsibility

For organisations to fully realise the intrinsic operational and reputational benefits of effective policy, social responsibility must be integrated into business strategy. The challenge is to gain clarity of issues, alignment of purpose and an increased profile for social responsibility within a company agenda.

To do this it is essential that we find a new way of working. Organisations must see social responsibility as an opportunity to engage all stakeholders by creating a culture that everyone is involved in and can be proud of. Organisations require clarity about exactly what social responsibility means for them. This can be achieved through conversation and consultation. This consultation must be tailored to individual businesses to expand their understanding and provide the knowledge and opportunity for them to choose which social responsibility issues they consider to be most important.

It is vital that alignment of all stakeholders is achieved by inspiring motivation and ownership of policy across an entire organisation. An aligned team who appreciate the part they play will benefit from increased ownership and will drive programmes of activity and engagement at all levels within a business.

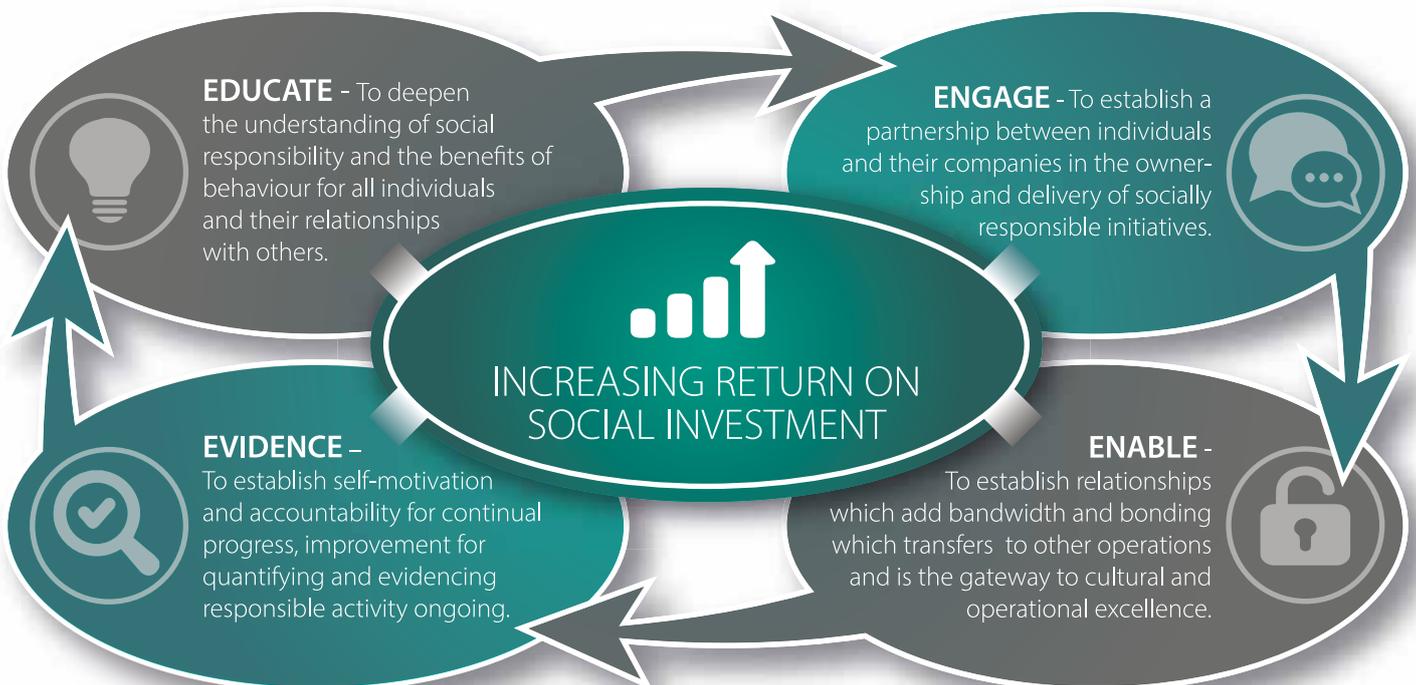
Achieving CSR accreditation is not an end in itself but should be considered the first step of an ongoing process. The accreditation is designed to give organisations the tools and knowledge required to 'be better and become

better'. For this to happen socially responsible priorities must be developed in line with company strategy and built upon. This process will have many positive returns including staff retention and operational savings. This is called a return on social investment (ROSI) and can only be fully realised when social responsibility is integrated into business strategy.

CSR-A provide 6 weekly interactive sessions to:

- **Education** as a mental form of engagement (minimal disruption).
- **Engage** as an emotional form of interaction.
- **Enable** as a social form of interaction.
- **Evidence** as a means of inspiring further success.

These interactive sessions are a bespoke discussion. This enables staff to find their voice around social responsibility by defining appropriate questions. Past surveys indicate a maximum 30% response rate prior to a team engagement programme. This increased to 70% post the engagement programme.



It is now more important than ever to show that we are doing all we can to be a **responsible business**

CSR-A has established a new, relevant and holistic framework that delivers an up to date standard for social responsibility.

A new standard that is supported by the CSR-A Four Pillars of environment, workplace, community and philanthropy. This provides a structure that will help an organisation plan and act responsibly.

A new standard that states that social responsibility should be for every organisation. For this to happen, the C in CSR must be more inclusive. 'Corporate' excludes a large number of stakeholders, specifically the third and public sectors, sole traders and small SME's. We have re-defined the C to be more inclusive; to include Companies, Communities, Charities.

Social responsibility allows you to enrich the quality of lives for all by investing in social value as an essential part of an organisation's 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.

It is amazing what many of us are already doing that we don't talk about. CSR-Accreditation provides the perfect opportunity for you to tell your positive story.



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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