



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



**Achieve Corporate Social Responsibility Accreditation**  
& enjoy unique competitive advantage.

Value driven organisations  
**ensure sustainable profitability.**



# Corporate Social Responsibility as a Strategic Tool

Driven by the heightened consumer awareness about environmental issues, coupled with tightening government regulations and reduced funds available for community projects, companies are now looking for innovative ways to meet their social responsibilities. It is clear that firms who understand their social responsibilities and explore ways in which CSR can be built into strategy are more likely to reap the rewards of enhanced competitive positions in the future, benefiting not only their shareholders but all stakeholders involved and the society at large.

## Why become Accredited?

Corporate Social Responsibility (CSR) has become one of the standard business influences of our time. For organisations committed to CSR, this means improved reputation and competitive advantage. Positive CSR improves an organisations public image and relationships with all stakeholders.

Achieving CSR Accreditation is a visible testimony of your excellence in CSR. The Accreditation shows you have integrated initiatives throughout your business operations and provides you with a CSR policy which benchmarks your activities for measurement and future expansion and development.

Upon successful Accreditation we will supply you with an Accreditation Pack and Logo Tool-kit for display across all your brand touch-points such as printed materials, websites and vehicles.

There is now increasing recognition of the fact that CSR can be used as source of competitive advantage through good corporate governance, effective execution of innovative social projects and ethical management. In order to maximise this potential, it is essential for firms to smartly communicate their CSR efforts to ensure that consumers view them as driven by intrinsic (genuine) rather than extrinsic (profit led) motivations. The importance of integrating CSR into the culture, governance and strategy development initiatives of the company along with its current management and incentive structure is clear. This requires considerable corporate commitment, with senior management leading the implementation of strategic CSR efforts to ensure organisational 'buy-in'.

## How do I get Accreditation?

Accreditation is a great way to pull together what you are already doing in regard to CSR. This helps you easily report on your sustainability, workplace and community engagement. The Accreditation application process provides a simple and straight forward template against which you can record your organisations activity using our CSR Four Pillars system - environment, workplace, community and philanthropy.

The process of Accreditation begins with your own assessment of every aspect of your organisation's CSR activities, no matter what size your business. Each CSR Pillar is designed to help you audit and report on all areas such as buildings and energy, inclusion and participation, community engagement and supporting local and national charities.

# Show you are an Accredited CSR Leader...

## The CSR-A Mark of Excellence

All successful applications will receive a Gold, Silver or Bronze Accreditation pack. Any applicants that are unsuccessful will receive a gap analysis report on their application and a chance to re-apply within three months.



## Every successful CSR Accreditation will benefit from:

- Three years CSR Accreditation
- A CSR Accreditation logo pack and guidelines
- An Accreditation certificate
- A tree planted in your name
- Automatic entry to the International CSR Excellence Awards
- Free social media marketing and press release
- Feature in our CSR-Accredited members directory
- 5% of every application fee will go to charity

## The Four Pillars of CSR

It is amazing what we are already doing in the arena of CSR that we don't talk about. ..

Many - or indeed most of us - will have already implemented positive action in one or more of the Four Pillars. Use the Four Pillars together with the Assessment Guidance Notes (downloadable from our website) to help you when submitting your application. You may also identify practices that are not shown by the Four Pillars. Include anything you consider relevant. We are interested in all

and any activity which benefits the environment and community. Please note that it is not essential that you are active in all of the Four Pillars or everything on the associated lists. The Four Pillars is a category system designed to help you structure your application. The infographic below demonstrates a small sample of activity in each pillar. For an expanded list of activity please visit our website.



We have assembled an assessment panel of industry experts to analyse and respond to all CSR Accreditation applications, these experts include...



Visit our website for more [www.csr-accreditation.co.uk](http://www.csr-accreditation.co.uk)



# BUSINESS BENEFITS OF GOOD CSR POLICY



WIN NEW CLIENTS  
& BUSINESS



INCREASED  
CUSTOMER RETENTION



DEVELOP & ENHANCE  
RELATIONSHIPS



ATTRACT &  
MAINTAIN HAPPY STAFF



SAVE MONEY ON  
ENERGY & COSTS



BE DIFFERENT FROM  
YOUR COMPETITORS



PROMOTE INNOVATION  
& LEARNING



IMPROVE YOUR  
BUSINESS REPUTATION



ENCOURAGE INVESTMENT  
& FUNDING



POSITIVE PUBLICITY  
OPPORTUNITIES

Achieving **CSR Accreditation** offers your organisation the opportunity to talk about the positive activity you are engaged in. It is an invaluable marketing tool for spreading the word about what a great organisation you are, both to work with and to work for. It is a powerful message to promote your organisation on social media channels. People want to read stories with positive purpose and outcomes. **These stories are essential to building your brand reputation.**

- **Better Brand Recognition**  
Improve your brand reputation to all of your audiences by delivering ethical practices throughout your business.
- **Positive Business Reputation**  
Building a reputation as a responsible business can lead to competitive advantage.
- **Customer Engagement**  
Using CSR Accreditation will help you engage with customers in new ways. The message is about something positive and can often be a great way to start a dialogue.
- **PR and Marketing**  
CSR Accreditation provides the opportunity to share positive stories online and through traditional media.
- **Employee Engagement**  
Employees want to feel proud of the company they work for and are less likely to look elsewhere. You may receive more interest in job applications because people want to work for your organisation.
- **Tendering Trends**  
A robust approach to CSR will give you an advantage in the tender process. It is now common place to be scored on your CSR performance including health and well-being of staff when tendering for both public and private projects.

**All of these benefits will have a positive effect on your organisations reputation, overall profitability and bottom line.**

## CSR Training Courses

Explore CSR and learn how your organisation can benefit.



This training course aims to help organisations understand how they can create a CSR policy that supports environmental, workplace, community and philanthropic issues and how they can work in ways that deliver positive outcomes.

The training course is for those who wish to develop their organisation's CSR policy including CEOs/MDs, executive teams, senior leadership, HR managers and CSR professionals. The course is also suitable for anyone who wants to gain a better understanding of the importance of CSR in the workplace.

## CSR Impact Reporting

**Social and environmental purpose with profit.**

A CSR Impact Report is similar to an Annual Report and shows all your audiences the impact that your organisation is making through its CSR commitments. This includes financial benefits, environmental impact, staff and stakeholder engagement, positive impact on communities and charities.

Submitted as part of a CSR Accreditation application or based on your successful CSR Accreditation, the report becomes an essential tool for auditing, benchmarking, measuring and reporting your CSR Impact. This will include advisories for future development.

**CSRA - Showing what good looks like.**

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

Call **01494 444494** to find out more about costs and 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/)**

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