



## CSR Accreditation – Showing what good looks like

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.

### What is CSR Accreditation

CSR Accreditation is a great way to pull together what you are already doing with regard to CSR. It helps you easily report on your organisations sustainable and community engagement. The Accreditation application process provides a simple and straight forward template where you can record activity against the CSR Four Pillars of environment, workplace, community and philanthropy. Each CSR Pillar is designed to help you audit and impact report on areas such as energy performance, recycling, staff engagement, health and well-being, community engagement and supporting local and national charities.

### Doing Good is Good Business

This audit then becomes an invaluable CSR, CR, ESG policy which you can use to show all your audiences that you are a caring and responsible organisation. The CSR Accreditation Mark can be displayed on your website, in your reception and throughout your literature, proudly showing that your organisation has been independently recognised for its CSR endeavours.

### Sustainable and Social Purpose with Profit – the future for successful businesses and organisations

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. CSR Accreditation encourages a culture of sustainable and social purpose with profit.

### A value driven organisation will deliver a sustainable profit

CSR has many advantages that can apply to any business, regardless of its size or sector. Positive CSR improves a company's public image and relationship with consumers.

It is all about reputation - a good reputation improves:

- Consumer loyalty
- End user loyalty
- Staff loyalty

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 responsibility.

### Some of the clear benefits of CSR

- Positive business reputation
- Builds customer engagement
- Encourages employee engagement and team building
- Greater ability to attract talent and retain staff
- More likely to attract Investment
- Essential for tendering
- PR and Marketing – positive story telling

CSR-A is accrediting a growing number of UK organisations from sole traders to corporates. The CSR Accreditation is valid for three years, with a tree planted for every accreditation by Green Earth Appeal and 5% of the application fee going to charity.

This year(2019) sixteen UK CSR Accredited organisations went on to gain further recognition at the International CSR Awards held at the Royal Academy of Dramatic Arts in July.

## CSR-A Endorsement by Buckinghamshire New University

CSR Accreditation (CSR-A) has been reviewed and endorsed by a scrutiny panel at Buckinghamshire New University. The University was "highly impressed" by the company's processes, and made recommendations including helping schools to report on their corporate social responsibility which CSR-A has welcomed and implemented.

### Professor Nick Braisby Vice-Chancellor at Bucks New University said:

"The scrutiny panel was highly impressed with CSR-A's visionary approach and the way that they are working to integrate and embed CSR into all levels of education, and for their commitment particularly to support small to medium enterprises. As a higher education provider, we look forward to working with them to encourage the sector to embed CSR into the curriculum so that future generations are inspired to make a difference and positive contribution in their local communities and the wider world."

## CSR Training Courses

CSR-A provides a comprehensive CSR Training Course. Explore CSR, CR, ESG 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.

The course is endorsed by the Institute of Administrative Management (IAM).

## CSR workshops

### The positive benefits of CSR to your business

A compelling 2 hour workshop to show how your CSR credentials can help improve sales...

- Brand loyalty and Corporate & Social Responsibility.
- Increase customer retention.
- Enhance your brand reputation

This workshop aims to explore the four pillars of CSR. Good CSR policies drive corporate change. With well defined objectives and measurable targets, your CSR policy will provide the foundation for steps towards running a more sustainable and ethical business.

### Become CSR Accredited' workshop

A enlightening 2 hour workshop to show how your organisation can become CSR Accredited

This workshop guides you through the process of CSR Accreditation Application. It explores the CSR four pillars and how you can pull together the information you need to deliver a compelling CSR policy.

## CSR Impact Reports

We have also developed a really great way to communicate your CSR activities via a CSR Impact Report, allowing you to pull all of your CSR activity into one place and really show what good looks like. CSR Impact Reports are similar to an annual report and show all your audiences the impacts that your organisation is making through its CSR commitments. This includes financial savings and bottom line benefits, positive environmental impacts, staff and stakeholder engagement and benefits to communities and charities.

The report is an invaluable marketing and communications tool for providing evidence and showcasing positive output. It demonstrates that by putting values at the heart of your organisation you will deliver a sustainable profit.

The Impact Report is an independent service but can be submitted as part of a CSR Accreditation application. Organisations that are already Accredited can use their applications as a comprehensive starting point for an Impact Report.

## Demonstrate your commitment 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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