

The Benefits



"Corporate social responsibility is a hard-edged business decision. Not because it is a nice thing to do or because people are forcing us to do it... because it is good for our business"

Niall Fitzgerald, Former CEO, Unilever

"The brands that will be big in the future will be those that tap into the social changes that are taking place."

Sir Michael Perry, Chairman of Centrica PLC

Corporate Social Responsibility (CSR) is known by many names. These include corporate responsibility, corporate ethics, corporate accountability and corporate citizenship, just to name a few. Corporate Social Responsibility has no universal definition; however, it generally refers to clear business practices with respect to ethical values, compliance with Legal requirements and respect for economic values.

So, what does this mean for your business?

Why do I need to consider CSR?

The definition of **Corporate social responsibility (CSR)** is a business approach that contributes to sustainable development by delivering economic, **social** and environmental benefits for all stakeholders. **CSR** is a **concept** with many **definitions** and practices.



There is no one-size-fits-all approach to CSR. There are no generic methods of implementation or measurement, so it's down to individual organisations to develop and implement programmes that deliver the required results.

CSR represents shared values for business and society, it tackles key social and environmental issues and, depending on the size and objectives of the organization, this can have a local or more global reach.

• *75% of Chief Executives report that corporate social responsibility is an essential issue to their business*
(BITC, 2010)

A survey of 1,100 people from across the UK found that 89% thought that businesses should support charities and their local communities, and 59% thought that companies that did so would benefit from increased profits.
Source: Foresters

Consumers want to see responsible business in their communities, they want to buy from ethical companies that value their customers.

Benefits of being a socially aware company include:

- Team skill building/engagement through volunteering and fundraising
- Staff retention due to ethical business delivery
- Engagement and enhanced profile within the local community
- Reward through a sense of achievement – helping those less fortunate
- Differentiation from competitors
- Access to new streams of marketing, positive PR and increased business credentials
- Developing and enhancing relationships with customers and supply chains
- Delivery of a CSR programme within a business has both tangible and intangible business benefits.

Positive corporate social responsibility improves a company's public image and relationship with consumers.

It's all about reputation.

A good business reputation and strong brand brings loyalty and trust. Customers and staff want to engage with companies they trust and respect. We all like to work with purpose-led responsible businesses that contribute more than just a product or service to the communities they serve.

As a business, your employees want more from their working life. They want to contribute to the community around them and society as a whole. Work life has become a life style choice, it's about enjoying what you do but also doing what you enjoy.

Delivering an ethical, value driven culture within your business will deliver results across the whole business through reputation, loyalty, team spirit and commitment.

Building longer-term relationships when supporting a charity go beyond the provision of 'cash', with the focus on a closer alignment between the charity and company to achieve an agreed mission or vision.



89% of CEOs globally have said that a commitment to sustainability translates into a real impact in their industry, and 80% believe that taking action on social challenges is seen as a differentiator in their industry.

SME's often work and serve customers within their own local communities, whether that is a region, national reach or global. We know that every company's success is inextricably linked to the health and prosperity of the communities in which it operates.

Get in touch to find out how to become an accredited CSR business. Add value to your brand and promote a value driven, ethical business.



Proven Benefits

