



corporate social
responsibility



responsibility

what is corporate social responsibility (csr)?

Corporate Social Responsibility (CSR) is responsibility to all stakeholders with the goal of achieving a balance of economic, social and environmental interests—the “triple bottom line.” Applied, CSR is a comprehensive set of policies and programs woven into the fabric of a business, central in operations and decision-making processes. The issues that relate to a company’s CSR focus vary based on size, industry and even geographic region, but typically include business ethics, community investment, environment, governance, human rights, marketplace and workplace.

Stakeholders—which include shareholders, suppliers, customers, partners, regulators, activists, labor unions, employees, community members and government—expect companies to be accountable not only for their own performance, but for the performance of their entire supply chain and for an evolving set of CSR issues.

However, CSR shouldn’t be seen as just a responsibility. It’s an opportunity—to harness human creativity and discover innovative ways to protect and enhance our shared environment, respect and empower all people and build enduring wealth.

csr/sustainability reporting:

As shareholders demand corporate transparency as never before and increasing numbers of stakeholders are finding their voices, CSR reports have emerged as the standard communications medium for CSR issues. A CSR report relates a company's corporate policy, performance and goals around the triple bottom line—much like an annual report details financial performance.

Reporting can also guide a company through the strategic CSR process as an internal CSR roadmap and benchmark. Driven by higher expectations regarding transparency and accountability, CSR reporting is legally required for publicly traded companies in many countries.

The Global Reporting Index (GRI) provides a universal framework for reporting by breaking down environmental, social and economic issues into more focused subcategories.

Over half of the Fortune 500® publish CSR reports, and that percentage jumps to 70% in the Fortune 20. In 2006, there were 22 shareholder resolutions filed against companies demanding CSR reports. In 2007, that number jumped to 38 resolutions—a 73% increase.



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benchmarks

gri indicators

Economic Performance Indicators

- Economic Performance
- Market Presence
- Indirect Economic Impacts

Environmental Performance Indicators

- Materials
- Energy
- Water
- Biodiversity
- Emissions, Effluents, and Waste
- Products and Services
- Compliance
- Transport

Social Performance Indicators

- Labor Practices and Decent Work
Performance Indicators
- Employment
- Labor/Management Relations
- Occupational Health and Safety
- Training and Education
- Diversity and Equal Opportunity

Human Rights Performance Indicators

- Investment and Procurement Practices
- Non-Discrimination
- Freedom of Association and
Collective Bargaining
- Child Labor
- Forced and Compulsory Labor
- Security Practices
- Indigenous Rights

Society Performance Indicators

- Community
- Corruption
- Public Policy
- Anti-Competitive Behavior
- Compliance

Product Responsibility Indicators

- Customer Health and Safety
- Product Service and Labeling
- Marketing Communications
- Customer Privacy
- Compliance



benefits

how do companies benefit from csr?

CSR results in improved corporate reputation, higher brand equity, better risk management and increased access to capital. More importantly, sustainable business practices have a direct impact on the economic bottom line. By seeking cleaner technologies, improved labor relations and meaningful community engagement, corporations avoid costs associated with expensive pollution mitigation, work stoppages and legal conflicts.

In addition, consumers give preference to companies that adopt CSR practices. With price and quality equal, 76% would switch to a company with strong CSR practices.

A commitment to CSR is vital to attracting and retaining top talent. A 2004 survey conducted by Deloitte & Touche USA found that 72% of employed Americans would choose to work for a company that supports charitable causes when deciding between two jobs with the same location, responsibilities, pay and benefits.

