



Social responsibility accreditation

Independent validation for sustainable business



Doing good is good business

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. Businesses can reduce the negative impact they have on the environment and build a better, more cohesive society.

CSR-Accreditation provides the perfect opportunity to tell your positive story.

Driven by heightened awareness of environmental issues, tightening government regulations and reduced funds for community projects, organisations are looking for innovative ways to meet their social responsibilities. It is clear that those who understand and include CSR policy in business strategy will reap the rewards of an enhanced competitive position, benefiting shareholders, stakeholders and society at large.

In order to maximise the potential of this advantage, it is essential for organisations to communicate their social responsibility efforts to ensure that customers view them as driven by intrinsic (genuine) rather than extrinsic (profit led) motivations.

The importance of integrating social responsibility into the governance and strategy of a business is clear. This integration requires considerable organisational commitment, with senior management leading the implementation of strategic CSR efforts to ensure it is absorbed into company culture.

Why become accredited?

CSR accreditation is an independent assessment and validation of your socially responsible actions. Application is a simple process in which you audit, collate and report your social responsibility efforts. All applicants record their

activity against the CSR-A Four Pillars of environment, workplace, community and philanthropy, providing a vital standard from which to measure. Each pillar is designed to help you record and report on all areas of socially responsible activity. Successful applicants become CSR-A members and receive an accreditation pack. Accreditation is valid for 3 years.

Your application document can subsequently be used to inform a comprehensive CSR policy which you can use to demonstrate to all your audiences that you are an independently validated, socially responsible organisation.

All CSR accreditations are scrutinised by our independent assessment panel. The assessment panel consists of a diverse group of people from a wide range of professional and social backgrounds including business, industry, public sector, third sector and education. The independent nature of the assessment panel ensures integrity and provides value to the CSR accreditation mark.

CSR accreditation encourages a culture of sustainable and social purpose with profit. It has many advantages for all businesses, regardless of size or sector. Positive social responsibility improves a company's public image and relationships with stakeholders and customers.

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 responsibilities.

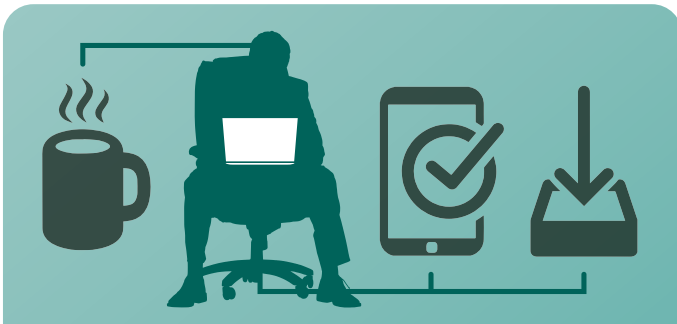
The accreditation mark & our independent assessment panel

CSR accreditation applications are scrutinised and scored by our totally independent assessment panel. Consisting of a diverse group of people from a wide range of professional and social backgrounds including business and industry, public and third sector and education, it is the experience and wisdom of the panel that give integrity and value to the accreditation mark.



Your **unique accreditation mark** is visual testimony of your dedication and commitment to being a responsible business and **should be proudly displayed on your website and other brand touchpoints.**

The accreditation process **step by step...**




Complete the simple stage 1 registration on our website for free. Download the Guidance for Accreditation and other support material. Familiarise yourself with the guidance document.




It's amazing what we are already doing we don't talk about! We want to hear what you are doing. Programs, events, initiatives and projects in which you and your colleagues have been involved.




Format your findings into the Four Pillars using our supplied form. Keep this document as it forms the basis of your CSR policy. Collate evidence into up-loadable formats.



Talk to colleagues, collect certifications, statistics and results. Collect, examine and analyse data. Calculate savings both financial and in resources. Include relevant memberships and accreditations.



Return to our website and upload your application form and supporting evidence. Retain your application document and evidence for future reference.



Our independent assessment panel will do the rest. You will be informed of results via email. You will also receive your accreditation pack containing your unique mark, certification and more.



Use the accreditation to spread the word and encourage others. Influence your supply chain. Tell them of the benefits. Tell your customers and clients you are accredited. Engage employees, celebrate your achievements. Identify areas where you are under-performing. Use your application as a template for an ongoing CSR policy if your organisation does not already have one.

Sustainable and social purpose with profit - the future for successful business

A social responsibility accreditation will help you, the managing director, business owner or senior executive, set better goals, make better decisions and improve your relationships. It will deliver a CSR policy and procedures that will improve many business functions, such as attracting new talent, improve staff engagement and

retention, increase profits and sales and build a better reputation. It will give meaning to people's lives, reduce uncertainty and create stability. Social responsibility is an investment in the future sustainability and profitability for organisation. Ultimately it can be the determinant of the success or failure of an organisation.

CSR accreditation will enable you to:

- Become ESG compliant – delivering the information required for ESG (Environmental Social Governance) reporting.
- Identify any of the United Nations Sustainable Development Goals (UN SDG's) which you may wish to support.
- Write a social value policy.
- Reduce negative impact on climate change – Race to Zero.
- Produce content for a social impact report.
- Enrich, enable and engage employees, shareholders and stakeholders.
- Establish a strong organisational culture and facilitate an ethos of continuous improvement.

What are the benefits of being a more responsible business?

- Improved brand reputation
- Improved business/industry reputation
- Improved customer/client engagement
- Increased engagement and retention
- Improved mental health and well-being
- Attract talent - be an employer of choice
- Operational cost savings – save energy, reduce travel and utilities costs
- Win tenders and attract Investment
- Positive marketing and PR opportunities
- Pride and a positive culture
- Deliver enhanced value and purpose for all

The future shape of business...

We believe that business should be measured by both financial and social value. A social responsibility policy will enable you to show return on social investment (ROSI) in terms of staff engagement, productivity, retention, recruitment, tendering, investment and reputation.

It will also deliver important emotional investment showing a social return of investment (SROI). Social responsibility is a profit centre motivated by the positive impact you have for all stakeholders including yourself, your employees and their dependants and the community in which you exist.

Return On Social Investment (ROSI)

Ask yourself the following questions;

- What is the cost of absenteeism?
- What is the cost of losing tenders?
- What is the costing of re-training?
- What is the cost of losing social capital?
- What is the cost of poor engagement?
- What is the cost of poor recruitment?

You may be considering whether or not you can afford the time and resource to become an accredited socially responsible organisation...

The real question should be, can you afford **not** to?

CSR accreditation is an invaluable marketing tool for spreading the word about what a great organisation you are, to work with and for. It provides powerful content to promote through traditional and social media channels. People want to read stories with positive outcomes.

Benefits of membership (valid for 3 years)

Members are encouraged to take full advantage of our benefits package which includes:

- Three years CSR accreditation
- A unique gold, silver or bronze CSR accreditation mark and supporting pack
- Accreditation certificate
- A tree planted in your name
- Automatic entry to the International CSR Excellence Awards
- Inclusion in our members directory
- Annual CSR health check – a free one hour telephone consultation call
- Renewal consultation call 6 months before your accreditation expires
- Regular members newsletters and offers
- Dedicated members area on the CSR-A website providing exclusive content
- Exclusive discounts for training, webinars and other events

Supporting your organisation – **we provide:**

Consultation

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. We provide general, pre and post accreditation services

CSR Training Courses

CSR-A provides a comprehensive, 6 module training course to explore CSR, CR, ESG and learn how your organisation will benefit. The course enables organisations to understand how to create a CSR policy using the CSR Four Pillars and suggests ways of working that deliver positive outcomes for all.

Social Impact Reporting

A Social 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.

It's **amazing** what we are already doing **that we don't talk about...**

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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Environmental,
Social, and
Governance

