

CORPORATE AND SOCIAL RESPONSIBILITY

Corporate and Social Responsibility (CSR) is a form of corporate self regulation integrated into a business model, whereby businesses monitor and ensure their support to law, ethical standards, and international norms. Consequently, businesses embrace responsibility for the impact of their activities on the environment, consumers, employees, communities, customers, suppliers, shareholders and other members of the public.

CSR focused businesses should, ideally, proactively promote the public interest by encouraging community growth and development and voluntarily eliminating practices that harm the environment and people no matter where they may be in the world. Unfortunately, some countries laws and regulations may make this difficult in some parts of our planet!

Essentially, CSR is the deliberate inclusion of public interest into corporate decision making, in the interests of people, the planet and profit.

Ideally companies should have CSR totally woven into the way they operate and believe in everyone winning.

EVERYONE WINS

- Employee wellbeing, pride, loyalty and engagement
- Loyalty of customers who want to deal with a company that is a responsible provider of goods and services and gives back to the community
- Suppliers paid in line with payment terms agreed
- Attract people to want to buy from, work with and work for the company
- Long term strength of the business and shareholder value
- Contribute to better communities and charitable causes
- Involvement in Eco programmes and initiatives
- Employees involved in volunteer initiatives
- Donations to charitable causes and any made by employees being matched by the company

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