

Simply CSR toolkit

This template aims to provide a basic guide as to what companies should include in a CSR policy and report on:

Headings	Sub Headings	Initiatives/ Content (examples)	Benefits to business
Company information	General information	<ul style="list-style-type: none"> • Geographic information • Size of company • Who owns the company, shareholders 	<ul style="list-style-type: none"> ✓ Stakeholders welcome transparency, this also develops trust
	Economic impact	<ul style="list-style-type: none"> • Turnover – sales • Number of employees • Market share • Profit 	
	Mission statement	<ul style="list-style-type: none"> • Company objectives linked to CSR • MD/CEO statement 	<ul style="list-style-type: none"> ✓ Stakeholders can relate to the mission statement and company values – this may be potential employees, new customers or suppliers who share these values
	Values	<ul style="list-style-type: none"> • List company values 	
	Stakeholder consultation	<ul style="list-style-type: none"> • List who the main stakeholders are on whom you have impact • Relationships with non-governmental organisations 	<ul style="list-style-type: none"> ✓ Shows that the CSR report has truly reflected impact on stakeholders – your impact on society will be measured in relation to your stakeholders
Workplace	Employees	<ul style="list-style-type: none"> • Equal opportunities (race, gender, age, disability) – workforce profile • Health and Safety – policies and training • Training/personal development • Communication with employees (newsletters, intranet, forums) • Pay & benefits – remuneration, pensions, other benefits • Workplace climate – employee handbook • Industrial relations • HR management • Child labour/forced labour • Other (specific company issues) 	<ul style="list-style-type: none"> ✓ Staff retention ✓ Motivated staff ✓ Employer of choice ✓ Promotion of good working conditions and practices ✓ Reduced accidents

Marketplace	Customers	<ul style="list-style-type: none"> • Customer satisfaction • Customer retention • Safety and quality • After sales • Consumer education 	<ul style="list-style-type: none"> ✓ Better understanding of customer views ✓ Meet procurement criteria ✓ Processes for accepting and measuring complaints ✓ Loyalty schemes retain customers ✓ ISO standards encourage customers ✓ Helping customer after sale encourages customer to repeat purchase ✓ Become preferred supplier – link to customer values = brand loyalty ✓ Access new markets ✓ Attain new customers
	Suppliers/ supply chain	<ul style="list-style-type: none"> • Code of conduct • Selection criteria (linked to CSR) • Support local suppliers • Payment of bills on time • Bribes & corruption • Creating awareness of CSR 	<ul style="list-style-type: none"> ✓ Supports CSR through the supply chain ✓ Build relationships ✓ Seen as credible and reputable business ✓ Helping local supplier – builds community support ✓ Better value on contracts due to honouring payment terms ✓ Helping to train partners on CSR practice and transparency
Community		<ul style="list-style-type: none"> • Charities, sponsorship, donations • In-kind support – time, resources, assets 	<ul style="list-style-type: none"> ✓ Measure value of support – cash and in-kind ✓ Focus on key partners and form long-term relationship (2-way benefit)
		<ul style="list-style-type: none"> • Regeneration – economic impact, number of jobs 	<ul style="list-style-type: none"> ✓ Support with planning applications and developments ✓ Local government recognition
		<ul style="list-style-type: none"> • Employee involvement • Impact on society 	<ul style="list-style-type: none"> ✓ Good PR ✓ New skills for employees ✓ Recruitment (awareness) ✓ Reputation as good employer

Environment	Waste	<ul style="list-style-type: none"> • Recycling • Waste generated (tonnes or kilos) • Hazardous waste • Policies 	<ul style="list-style-type: none"> ✓ Reduced landfill costs ✓ Compliance for suppliers/customers
	Water	<ul style="list-style-type: none"> • Water used (joules) • Control Programmes 	<ul style="list-style-type: none"> ✓ Reduce costs ✓ Reduce impact on environment and natural resources ✓
	Energy	<ul style="list-style-type: none"> • Energy used (Kw) • Control programmes 	<ul style="list-style-type: none"> ✓ Reduce costs ✓ Reduce impact on environment and natural resources
	Materials	<ul style="list-style-type: none"> • Types used • Activities • Recycled materials consumed • Materials recycled 	<ul style="list-style-type: none"> ✓ Confirm usage ✓ Information for customers & suppliers
	Health & Safety	<ul style="list-style-type: none"> • ISO • EMAS • Training • Communication to staff 	<ul style="list-style-type: none"> ✓ Compliance ✓ Reduce accidents in the workplace
	Transport	<ul style="list-style-type: none"> • Green transport plans • Fuel reduction policy • Car fleet 	<ul style="list-style-type: none"> ✓ Monitor carbon footprint ✓ Produce statistics for suppliers/customers ✓ Pre-empt legislation