

CSR

Corporate Social Responsibility

Co-CrEaNdO

**Corporate
Social
Responsibility**

This presentation is based on the
European Commission

Corporate Social Responsibility
Toolkit

<http://ec.europa.eu/enterprise/csr/>

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Understanding

Corporate Social Responsibility

What is **CSR**?

A concept whereby companies **integrate social and environmental concerns** in their business operations and in their interactions with their stakeholders on a voluntary basis.

Why **CSR**?

As an entrepreneur, how do you ensure the long-term competitive advantage and continuity of your business?

- . **By** servicing customers and nurturing new ones;
- . **By** developing new products and services; and above all
- . **By** being profitable.

Corporate Social Responsibility (CSR) can help you to achieve all of these goals.

What does **CSR**
mean in practice?

Corporate Social Responsibility or responsible entrepreneurship is essentially about maintaining economic success and achieving commercial advantage by **building reputation and gaining the trust of people** that work with or live around your company.

What does **CSR**
mean in practice?

- . **Your customers** want a reliable supplier with a good reputation for quality products and services;
- . **Your suppliers** want to sell to a customer that will return for repeat purchases and will make payments in a timely manner;
- . **The community** around you wants to be confident that your business operates in a socially and environmentally responsible way;
- . **Your employees** want to work for a company of which they are proud, and that they know values their contribution.

for example
your company
could

- . **Support** a good cause;
- . **Invest** in your employees by offering training that will benefit workers as well as the business. Or you could make better provisions for employee welfare;
- . **Sponsor and partner** community projects in your local area to build better relationships with neighbours, local community groups, and public authorities;
- . **Take action** to help preserve the environment.
- . **Work together** with other organisations or companies on specific socially responsible projects.

CSR initiatives
will

positively differentiate your company,
and ensure significant return on your
investment in terms of strengthening :

- . **Y**our business;
- . **I**ts performance; and
- . **I**ts reputation.

...but **HOW?**

Through **communicating** your social entrepreneurship initiatives...

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Communicating

Corporate Social Responsibility

Who should you
talk to?

Generally speaking, most companies' responsible entrepreneurship initiatives fall into four major categories:

- **M**arketplace audience;
- **W**orkplace audience;
- **C**ommunity audience; and
- **E**nvironment audience.

Audience

- . **C**ustomers;
- . **C**onsumers;
- . **C**onsumer associations;
- . **S**uppliers;
- . **E**mployees;
- . **T**rade unions;
- . **L**ocal communities;
- . **L**ocal organisations or institutions (e.g. associations, schools, hospitals);
- . **P**ublic authorities;
- . **B**usiness partners;
- . **N**ot-for-profit organisations.

Conclusion

Corporate Social Responsibility can have a direct and positive impact on your company bottom-line, particularly by **opening up new business opportunities.**

Other beneficial results can include:

- . **H**igher levels of customer satisfaction and loyalty;
- . **I**mproved company, brand, product and service reputation;
- . **B**etter relations with the local community and public authorities;
- . **M**ore motivated and productive employees; and
- . **I**ncreased cost savings.

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Co-Creando & Corporate Social Responsibility

Co-CrEaNdO

Co-Creando is **strongly committed** to orienting companies towards Corporate Social Responsibility.

We can support you in:

- **P**lanning,
 - **D**eveloping and
 - **C**ommunicating
- social entrepreneurship initiatives.

**Past
Performance**

2007 | Art Up

Tendensia / BigSize Advertising Group

www.bigsizedv.com

2008 | System Reload Milan

O2 Global Network - www.o2.org

Comune di Milano - www.comune.milano.it

Legambiente - www.legambiente.eu

2009 | Beer Bottles *nei luoghi pubblici*

Comune di Milano - www.comune.milano.it

Legambiente - www.legambiente.eu

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