

# SUSTAINABILITY & CSR: DRIVING PROFITABLE BUSINESS GROWTH

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# PROGRAMME

**09:00 – Welcome** from Anwar Harland-Khan, CEO Sustain Worldwide

**09:05 – Introduction**, Andy Caldwell, CoCreate Consultancy

**09:15 – Sustainability & CSR** – “What’s inside the Sustainability tent?”, followed by CSR in practice

**09:45 – Case Study:** Rob Lambe, MD of Willmott Dixon’s award-winning, specialist sustainability Re-Thinking team. Followed by Q&A

**10:15 – Workshop: CSR in practice**, specifically looking at understanding the value, developing an NGO partnership, engaging your people

**11:15 – Coffee Break**

**11:35 – CSR Action Plan**, Working on a framework plan to develop a CSR strategy in one of the key areas covered in the CSR in Practice input before the break

**12:05 – Headline Sponsor, Climaveneta**

**12:20 – Sustain Worldwide, Business and Sustainability Events**

**12:45 – Thanks and close**

# WORKSHOP – CREATING INNOVATIVE CSR INITIATIVES AND PARTNERSHIPS



Figure One:

## Sustain Worldwide Integration Model

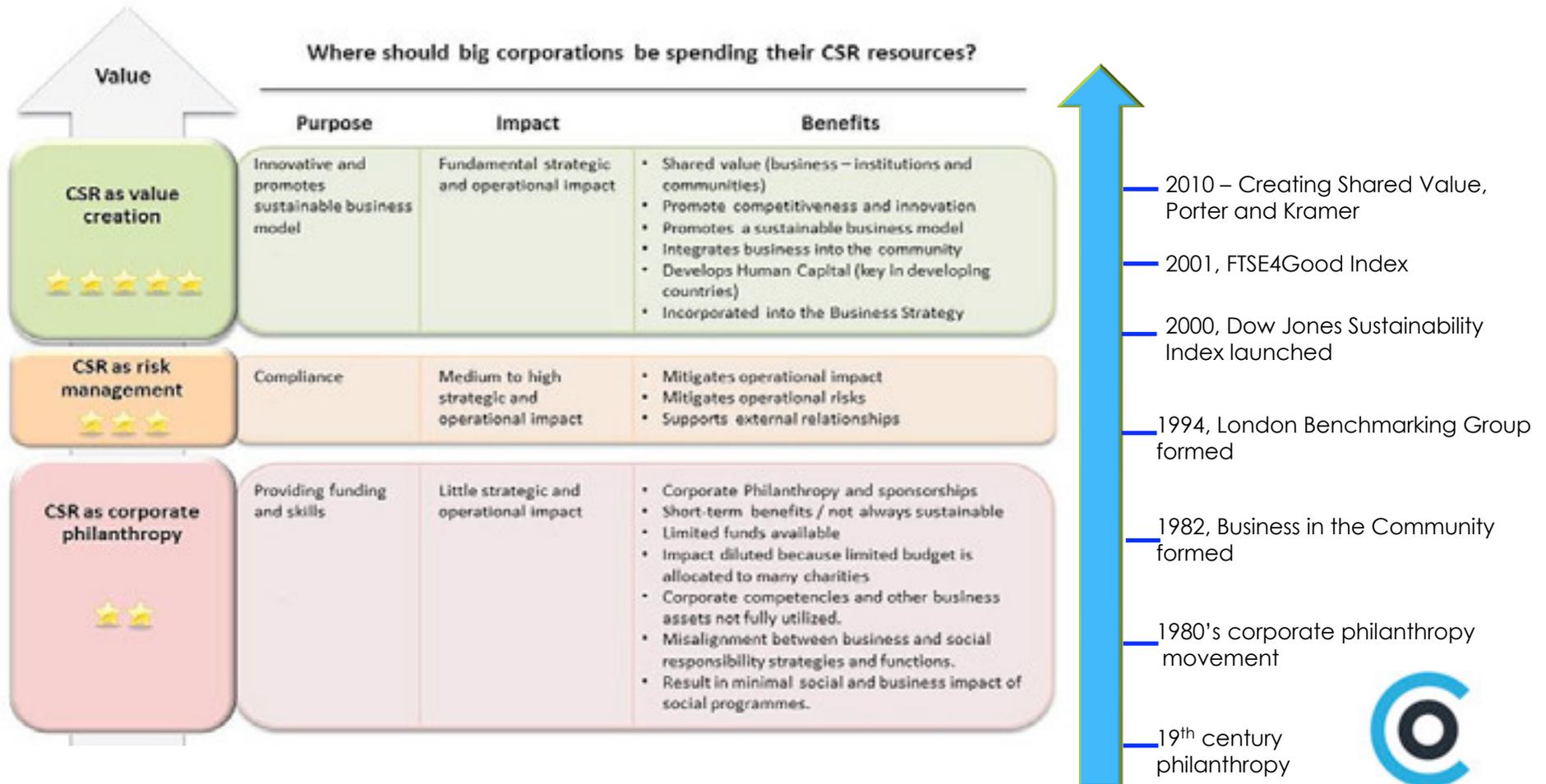
## WHAT IS CSR?

- What is the goal of CSR?
- What does it mean to your organisation?



- *“The goal of CSR is to embrace responsibility for the company's actions to create a positive impact through its activities on the environment, consumers, employees, communities, stakeholders and all other members of the public sphere who may also be considered as stakeholders.”*

# A SHORT HISTORY OF CSR



## CSR QUIZ

1. What % of graduates would consider leaving a firm if corporate responsibility behaviours no longer met their expectations?

 42%

 64%

 86%

**c) 86%**

PwC Report, 2009

## CSR QUIZ

2. What percentage of staff working for BT say they feel proud to work for their organisation as a result of CSR activities?

a) 44%

b) 66%

c) 55%

c) 66%

*'Corporate social responsibility: what's it worth?' Kate Hilpern May 2009*

## CSR QUIZ

3. What percentage of employees asked wished their organisation

“Took measures to save energy, cut greenhouse gases, find technological solutions and / or collaborated with NGOs?”

a) 60%

b) 70%

c) 80%

c) 80%

## CSR QUIZ

4. What percentage of respondents said they would choose a product with social benefit when choosing between two similar products?

a) 45%

b) 55%

c) 65%

c) 65%

'Cone Cause Related Marketing Survey' 2010

## CSR QUIZ

5. How important is it for your business to develop a strong CSR strategy over the next five years?

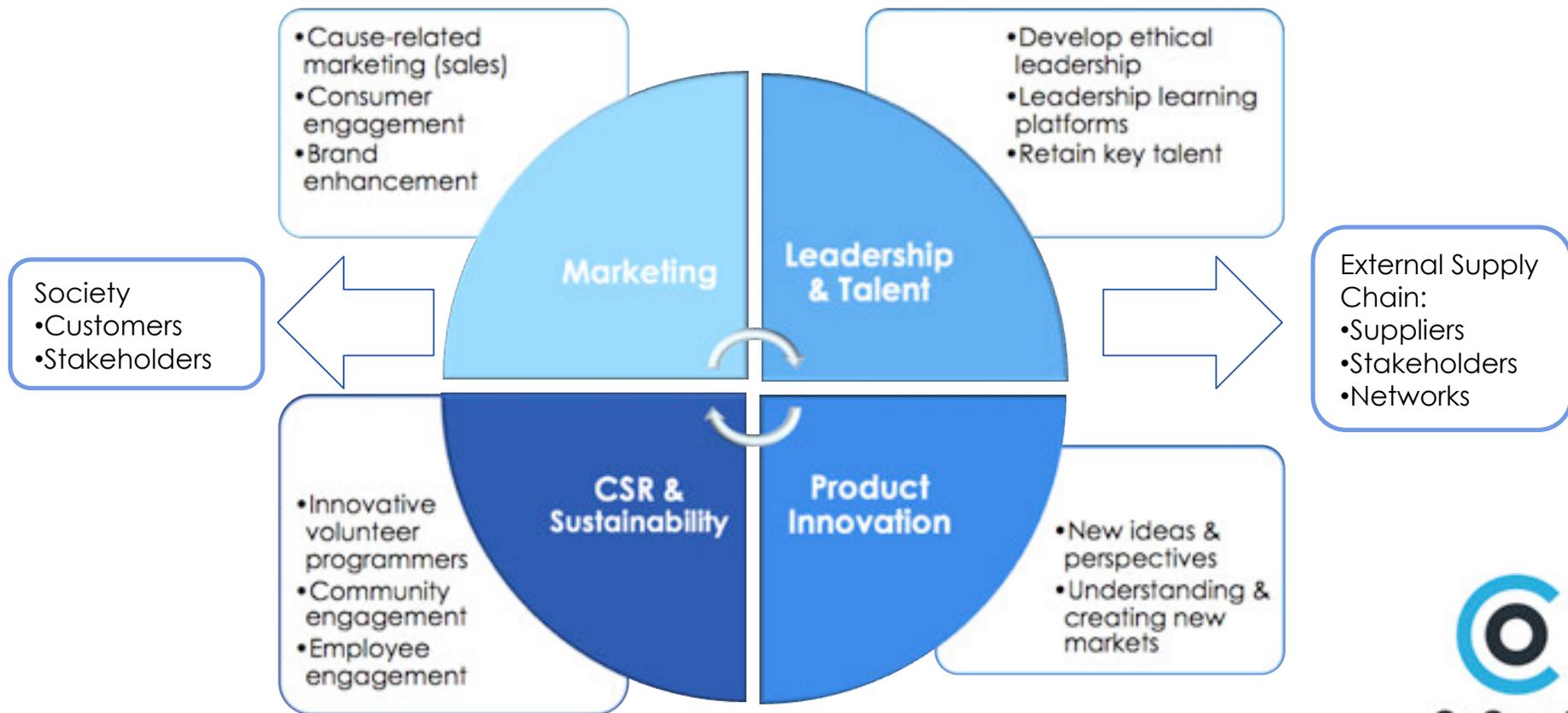
a) Yes

b) No

(Stand up for yes, stay sitting for no)

# CSR TODAY – CROSS FUNCTIONAL BUSINESS VALUE

Figure Two: Key business functions where ‘CSR’ can create value



# CSR IN PRACTICE – CASE STUDIES

## Land Rover & Red Cross

Three year-strategic partnership

- Product donations – vehicles, defibrilators and bikes
- £2.5m in fundraising and £4.5m in value since 2007
- Employee engagement - volunteering
- Marketing and joint PR



# CSR IN PRACTICE – CASE STUDIES

## **Sony & streetfootballworld**

### **Up to 5 year strategic partnership**

- Strategic CSR partner to support World Cup sponsorship
- Product donations via World Cup programmes
- Talent Development and employee engagement through HR
- Development of cause related marketing campaign in future



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# WORKSHOP – CREATING INNOVATIVE CSR INITIATIVES AND PARTNERSHIPS



We will be looking at:

1. Understanding the value of CSR for your business and how this differs to sustainability
2. Developing a partnership with a charity/NGO – what to look for and how to build the partnership
3. Creating volunteer and employee engagement programmes – how to develop, implement and assess the impact of these
4. Marketing and how CSR can support your brand

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# WORKSHOP – CREATING INNOVATIVE CSR INITIATIVES AND PARTNERSHIPS

## **Your Brief:**

- You are the UK leadership team of major construction and property developer Xenith Group. The business is a global organisation, with construction and development projects in India, UK & Europe and Southern African countries.

- Major construction projects in the UK centre on public sector contracts for new schools, health and community re-development projects.

Recent employee feedback has demonstrated some issues in the UK:

- The company is not seen as being ethical enough in how it engages with the local communities in which it operates

- Employees are dissatisfied with leadership, with the values of the business and this has caused some issues with retention recently

In addition to this there has been criticism from the local community about Xenith's lack of interest in creating employment for local people and in their general lack of engagement.

# WORKSHOP – CREATING INNOVATIVE CSR INITIATIVES AND PARTNERSHIPS

The Xenith board are concerned about the reputation of the business, the lack of employee engagement and the damage negative publicity could do to the business. An increasing number of tenders demand a more robust CSR policy than is in place currently. The priority is to develop a strategy that improves the Xenith business and makes a positive impact in society.

## **Your Challenge:**

- 1.To listen to the presentation from local NGO Oasis whom you have identified as a potential partner for Xenith
- 2.To understand their needs, challenges and opportunities for partnership
- 3.To develop proposed partnership activities that may create 'shared value' for both organisations

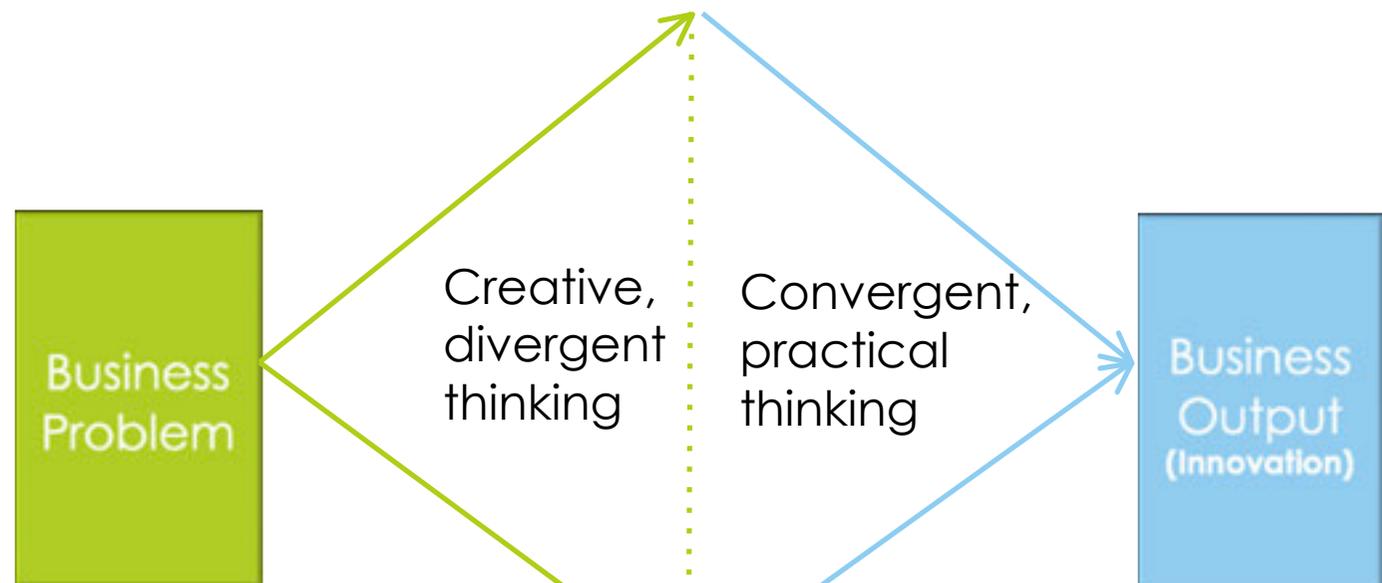
After hearing from Oasis you will present back a range of suggestions, covering the activity and intended outcomes for both organisations.

# INNOVATION

"Creativity is thinking up new things.

Innovation is doing new things."

Theodore Levitt.



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## **Action Planning:**

1. Where are the areas that CSR can add further value to your business?
2. What activities, partnerships or processes can you develop that will support you to create value in these areas? What outcomes would you want to see from this?
3. What challenges or obstacles will you need to overcome?
4. Which key stakeholders will you need to engage to support you in this?
5. What are the actions or next steps you will take when you leave here?

10 mins personal planning time

15 minutes in small groups of 2 or 3 to discuss with peers

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# SUSTAIN WORLDWIDE, BUSINESS AND SUSTAINABILITY EVENTS

## Input Areas (for Flip Charts):

### **1. What key topics should future networking events cover?**

Health & wellbeing through sustainability; building obsolescence as a consequence of incremental improvements to EPCs; developing environmental management systems; sustainability – current and future regulation; product development and innovation; other (please suggest)

### **2. What formats should we include in future events?**

Site visits, case studies, expert speakers, webinars, international visits, practical workshops, structured networking, other (please suggest)

### **3. What is the ideal length for future events?**

1-2 hour webinar, 4 hours, one day, two days, other (please comment)

# SUSTAIN WORLDWIDE, BUSINESS AND SUSTAINABILITY EVENTS

## Input Areas (for Flip Charts):

### 4. How frequently should the Sustain Worldwide Events take place?

Annually, bi-annually, every quarter, every other month, other (please suggest)

### 5. What are you current main business challenges that you feel Sustain Worldwide can support you in tackling?

(post-it note responses)

### 6. What kind of tailored support would you want to see from Sustain Worldwide and partners?

1:1 coaching, bespoke workshops for your business, tailored networking, other (please suggest)

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