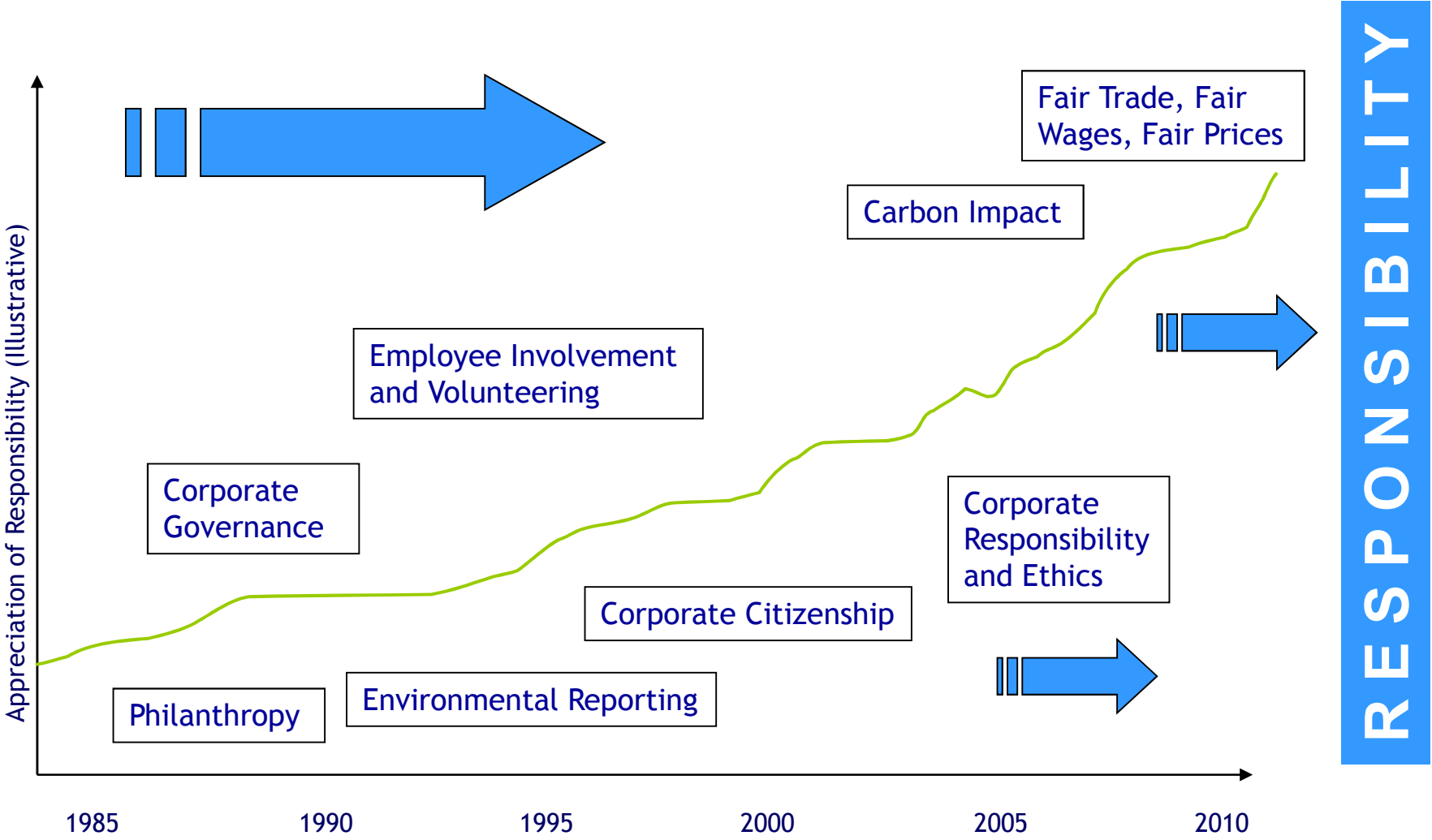

Unlocking the value of CSR

Evolving Landscape



Latest CSR Trends

- Sustainability is central to future value (FT)
- CSR is not a policy it's behaviour
- Stakeholders increasingly expect companies to set measurable annual targets on CSR activity, which are independently audited
- Bring stakeholder into process
- Best campaigns are those where CSR is integral to business model and business strategy
- High levels of staff involvement
- Companies look to differentiate and show their “corporate character” to gain competitive advantage
- Caring capitalism - graduates and candidates have CSR in their DNA creating high expectations of employers
- Recession - on or off the agenda

Business Case for CSR

People

Attracting and Retaining talent
Growing leadership

Deepens employees' relationship & loyalty to the firm

Engages employees in non-commercial way

Promotes our values

Builds cross company relationships

Creates non commercial achievements for staff to be proud of

Clients

Deepening our customer relationships

Clients want responsible partners

Creates new ways of engaging with clients

Allows new conversations

Delivers partnership opportunities

Delivers stronger and deeper relationships

Reputation

Strengthening your Reputation

Leading place to work

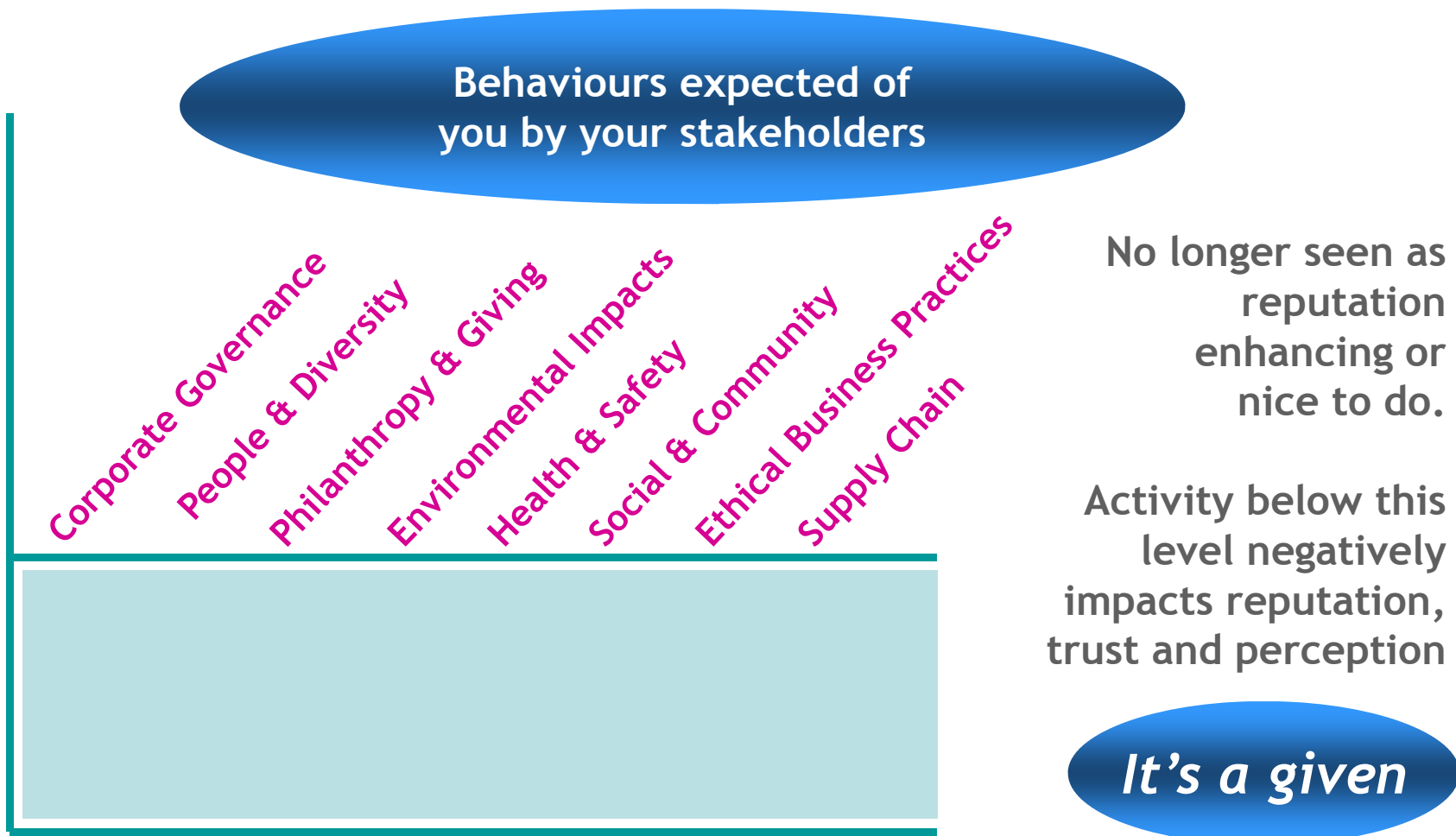
Demonstrates values and responsible behaviours

Creates advocates amongst workforce

Allows brand to score better on community outreach

Facilitates recruitment

Responsibility - Minimum Standards



Standing out to achieve leading responsibility

**Not enough to
box tick or
comply**

Engage your people & stakeholders

Lead, don't follow

Innovate

Align to your business

Long term commitment

No one Size Fits all



DIAGEO

- License to Operate/ risk management



Waitrose

- Differentiation to consumer



- Reputation and recruitment

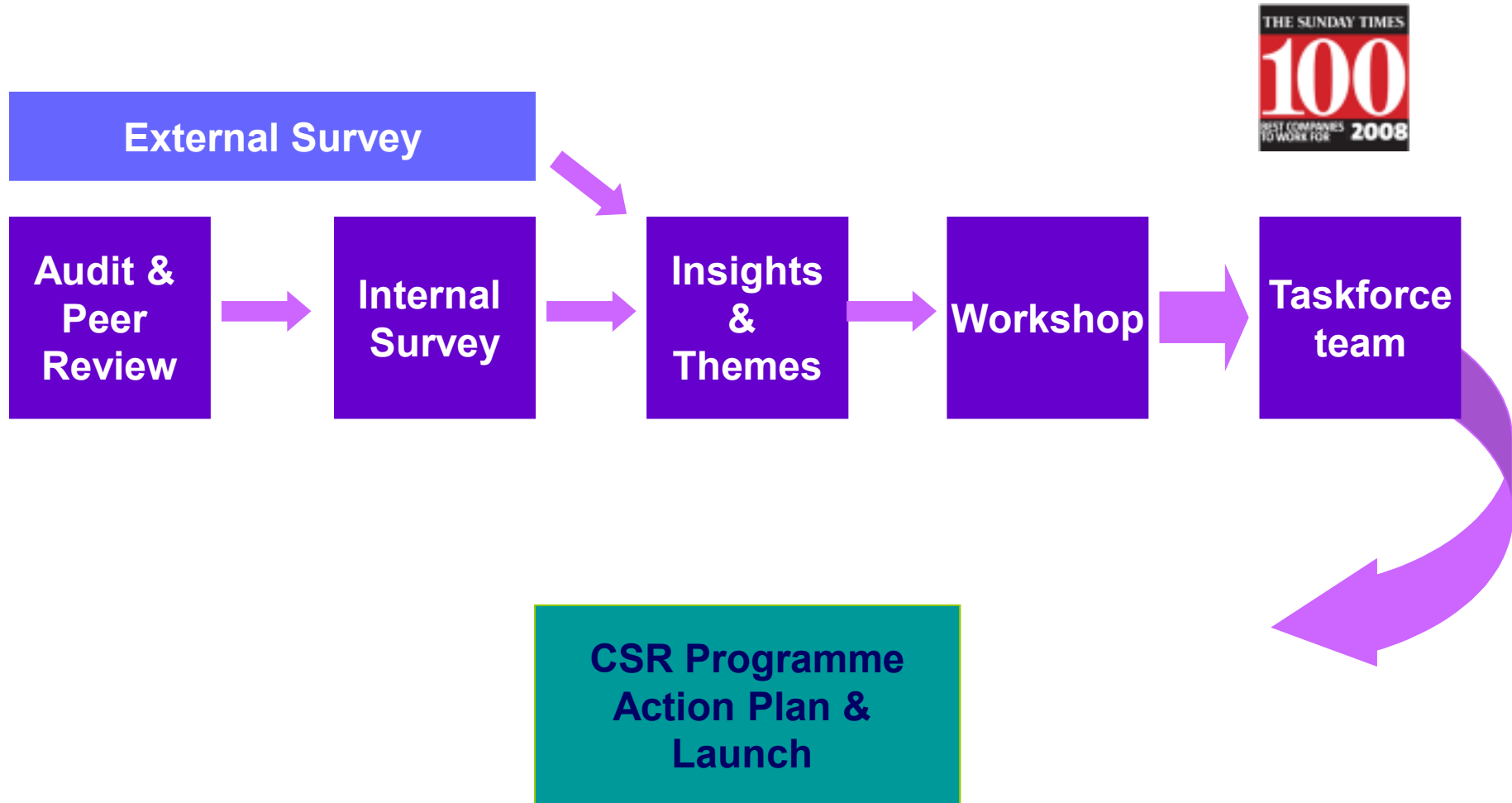


- Volunteering and rewards



- Resource management

CSR Strategy Development

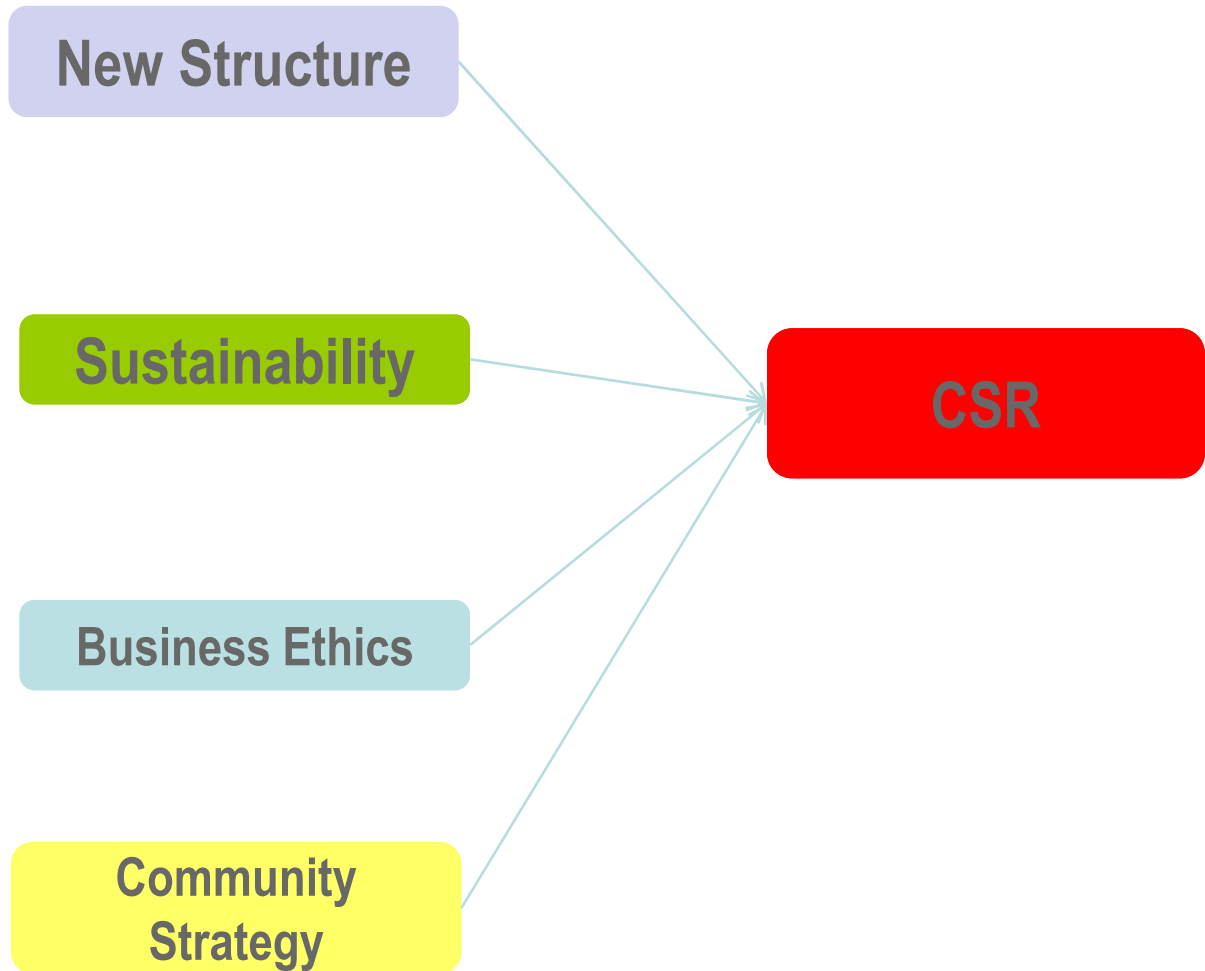


- Full time CSR Manager
- Changed Committee structure
- CEO backed relaunch

- 10 point plan
- Staff Training
- Full energy audit
- Toolkit

- Promote business story
- Diversity programme
- Explore welfare policies

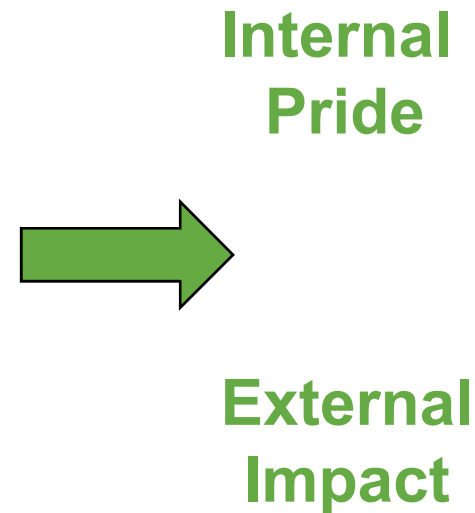
- Re-launch volunteering scheme
- Major new pilot initiative
- Awards



Best Practice Case Study - Accenture Ireland

Accenture CSR Statement:

“We actively participate and contribute to society and the communities in which we operate in, to create a strong local footprint and relevance for our people, our customers and our stakeholders.”



What do we mean by “employee engagement”?

To be engaged, employees must have:

- **Emotional attachment** to the organisation, their job and their work
- **Rational understanding** of the organisation's goals, values and how they contribute
- **Motivation and willingness** to invest discretionary effort
– to perform better

