

SpeechlyBircham

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Midtown Business Club - CSR workshop

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Keeping the momentum going with your CSR programme

- Involving staff in the decision making process
- Maintaining support of senior management
- Innovative communication methods – internally and externally
- Monitor and evaluate progress
- Reward and celebrate
- Continue communication at all stages



Involving staff in the decision making process

How do I start this process?

1. Raise awareness of CSR from the beginning – hold staff inductions to explain why the firm has a CSR programme, its policies and procedures, how they can get involved and whom they need to communicate with
2. CSR champions or a CSR committee made up of employees from across the organisation at different levels.
3. Staff CSR survey/questionnaire
4. Hold quarterly/annual CSR related workshops
5. Hold awareness weeks through the year, eg Healthy Living or Environmental
6. Communicate results to your employees



Maintaining support of senior management

- Monthly reporting
- Yearly strategy paper/business planning meeting with the board
- Provide examples of return on investment
- Demonstrate your PR achievements
- Publicise your successes and the impact your programme has achieved
- Illustrate the soft skill development your staff have received through their involvement in CSR activities

Innovative communication methods

- Using short videos to demonstrate the impact of your CSR activities/projects – good for both external and internal recognition
- Social media can help to communicate to your target audience





Monitor and evaluate progress

- Monitor the percentage of staff and hours of involvement in CSR activities
- Environmental reporting – gain support from facilities team for this
- Staff retention rates – gain support from HR team for this
- Record your training in relation to CSR and monitor individuals progress through feedback mechanisms
- Redo your staff survey and evaluate your progress
- Gain feedback after staff have participated in volunteering/fundraising activities – annually for long-term projects and a short feedback email for one day projects
- Make it part of your appraisal process
- Apply for external awards

Examples of external monitoring



Business in the

Community

The CR Index

The CR Index is a management tool assisting organisations to integrate responsible business practices into the core of their business. Public benchmark for responsible business, comparing and communication business achievements and performance.



London Benchmarking Group

LBG is the internationally recognised standard for measuring corporate community investment. More than 300 companies around the world use the LBG framework to measure, manage and report the value, and the achievements, of the contributions they make to charitable and community causes.



Reward and celebrate

- An opportunity to shout about your successes - externally and internally. You could work with your partner charity to get the message to a wider audience
- Have an annual celebration/thank you event, either formal or informal
- Internal awards/trophies, Volunteer of the Year
- For environmental progress you could have a collective firm reward
- Applying for external awards

Case study 1



The i in online predominately educates primary school children aged 9-11 and secondary school children aged 14-19, (their parents and teachers) about using and providing their personal information online and also highlights the potential pitfalls of sharing too much personal information on the internet when using blogs or social networking sites such as Facebook, MySpace, Twitter and not managing privacy settings effectively.

Through interactive sessions, using PowerPoint and videos, legal experts highlight the regulatory and legal aspects of this topic, whilst also demonstrating technical issues and illustrating mechanisms to help protect personal data whilst using the internet.

www.theiinonline.org



Support from Business

The i in online has brought together a large consortium of legal professionals from across various different fields who raise awareness of online issues by delivering the presentations and promoting active learning through the media project. The campaign was originally spearheaded by Speechly Bircham's CSR team and supported by the firm's Information Law team, but quickly developed to include other organisations.

These include:

Ashfords
Barclays
Bar Pro Bono Unit
BBC
BPP Law School
Bristows
Channel 4
Dechert
Facebook
Field Fisher Waterhouse
Harbottle & Lewis

Information Commissioner's Office
Irish Data Protection Commissioner's Office
Nickelodeon
Office of the Privacy Commissioner of Canada
Pinsent Masons
Professor Andy Phippen
Sky
The Walt Disney Company, UK
Turner Broadcasting
Vodafone
Warner Brothers



Data Protection Day – 28 January 2011

The i in online had 135 presenters delivering 112 sessions at 82 primary and secondary schools in 16 different locations in the UK and Ireland. Presentations and workshops were given to over 6,260 school children and teachers.

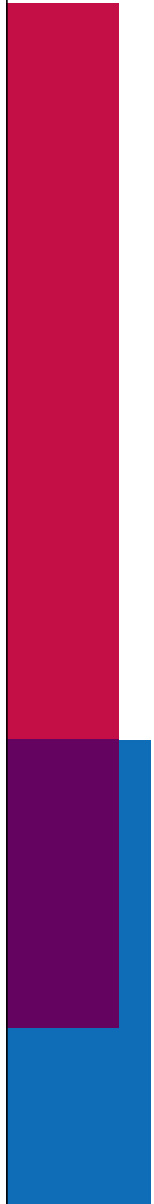
The Child Online Privacy Code

During the workshop the children were shown a typical privacy policy from a children's media company, with certain points explained. They were asked to design 'Privacy Signs' – which can be similar to road signs/icons and simple cartoon sketch. The signs and cartoons will illustrate the points in the privacy policy to make them more fun and visually appealing to young people and easier to understand.

Privacy Survey

Results from the questionnaires completed by the young people will contribute to a study on young people's attitudes towards privacy. The largest UK Child Privacy survey of its kind.

The i in online Video



SpeechlyBircham



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Further Information

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