

UN Global Compact

1. The benefits of sustainable business

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What sustainable business is not

It is not about:

1. Giving away money
2. Planting a few trees
3. PR photo opportunities
4. Feeling good and being a “caring company”



Social responsibility

Organizations around the world, as well as their stakeholders, are becoming increasingly aware of the need for socially responsible behaviour. The aim of social responsibility is to contribute to ***sustainable development*** including health and the welfare of society.

An organization's performance in relation to the society in which it operates and its impacts on the environment has become a critical part of measuring its overall performance and its ability to continue operating effectively. This is, in part, a reflection of the growing recognition of the need for ensuring eco-systems, social equity and good organizational governance.

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Sustainable Development

Development that meets the needs of the present without compromising the ability of future generations to meet their own needs.

It contains within it two key concepts: the concept of ***needs***, in particular the essential needs of the world's poor, to which overriding priority should be given; and the idea of ***limitations*** imposed by the state of technology and social organization on the environment's ability to meet present and the future needs.

(Brundtland Commission, 1987)



Why should businesses engage?

- Responsibility
 - “Although primarily the responsibility of national governments, businesses nevertheless have a responsibility to play a part in ensuring the protection and promotion of human rights within their own operations and within their sphere of influence” (Global Compact)
- Competitive advantage
- Risk reduction



The rationale for social responsibility

1. Brand and reputation
2. Attract and maintain employees, customers, clients
3. Employee commitment, morale productivity
4. Interest from investors and the financial community
5. Relationships with companies, government, the media, suppliers, peers, customers, communities



CSR essentials

1. Resources
2. Buy in from top
3. Commitment to sustainable business (not PR)
4. Management systems
5. Stakeholder engagement
6. Leadership, listening and learning
7. Understanding and knowledge



CSR and brands



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