



# The Energy of Conversation

Dedicated to Learning & Improvement

## THE WORLD CONVERSATION

This document aims to answer any questions you may have on CSR (Corporate Social Responsibility). If you have any further questions, you can contact [davidfinney@theenergyofconversation.co.uk](mailto:davidfinney@theenergyofconversation.co.uk) .

**Q1** What is CSR?

**A1** Corporate Social Responsibility is the integration of social, ethical, health and environmental concerns into the strategy and operations of an organisation.

**Q2** The word 'Corporate' makes it sound like it is mainly for large companies, is that true?

**A2** No, it is fully inclusive and relevant to organisations of all types and sizes; in fact it is sometimes referred to as SR (Social Responsibility).

**Q3** Aside from the obvious social and environmental benefits are there any perceived commercial advantages to a business actively engaging in SR/CSR?

**A3** Yes, some clients prefer to work with suppliers who have developed a strong CSR Profile.

**Q4** How can an organisation demonstrate good practice in CSR?

**A4** Primarily by conducting their business practices in a transparent and ethical way; also by encouraging their employees to volunteer for local/community projects; by promoting fair, ethical and environmental practices across their supply chain; by giving money to charity organisations; by sponsoring local/community events etc.

**Q5** Are there any published guidelines to CSR?

**A5** Yes, ISO 26000: [www.iso.org/iso/home/standards/iso26000.htm](http://www.iso.org/iso/home/standards/iso26000.htm)

**Q6** Where else can I read about CSR?

**A6** Lars Moratis and Timo Cochious have written a very helpful guide:

[www.amazon.co.uk/ISO-26000-Business-Standard-Responsibility/dp/1906093407](http://www.amazon.co.uk/ISO-26000-Business-Standard-Responsibility/dp/1906093407)

**If you would like to take part in a 3-minute survey on CSR visit [The World Conversation](#)**