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The Five Most Important Steps To Follow In CSR To Make Your Company Shine !

Rajesh Tiwari
Publisher
rt@iccsr.org

Corporate social responsibility should be woven into your company's fabric. Inject philanthropyinto corporate events and training. Make it an integral part of how the company operates, learns and grows

It's common knowledge that CSR is helping companies attain not just profits but actually helps in Brand Building,Brand Positioning,Image and most importantly in sustaining its competitive advantages .

CSR Today has been a source for many to see, evaluate and understand what are the global best practices and policies which stays at the cutting edge for the shining corporate. We are happy to mention Lain Hensley's recent contribution in entrepreneur and we quote

"Corporate social responsibility used to be a bolt-on afterthought for many companies. Firms would budget some leftover funding for charity, make some end-of-year donations or schedule volunteer time for their employees and check the corporate social responsibility box.

Today, thanks to a 24/7 digital connection between customer and company, empowered consumers are demanding more from the corporate world. Companies are responding in a variety of different ways as they operate in this new landscape where they are expected to be more transparent, communicative and hands-on in trying to make the world a better place.

Here are five ways that entrepreneurs can try to develop authentic and powerful corporate social responsibility programs:

1. Crowdsource ideas. A top-down, command-and-control type of company hierarchy is a bad match for inspiring a truly vibrant corporate social responsibility program. Use digital tools to engage employees in the idea-generation process. Ask them what they want the company to take on to give back to the community. Then use those ideas to create a corporate social responsibility culture that is more inclusive, democratic and participatory.

After interviewing 216 executives at Fortune 200 companies, Weber Shandwick and KRC Research found that 44 percent had used crowdsourcing to generate ideas for the company's social responsibility programming and 95 percent who had tried it found it valuable.

2. Enlist customers. Customers expect companies to carry their weight when it comes to social responsibility. When a company aligns its mission with corporate social responsibility (think of Patagonia's 1% for the Planet or Danone Yogurt's project targeting nutritional deficiencies in Bangladesh), customers and business partners are much more likely to jump on board.

Make sure your company puts its money where its mouth is. Then don't be afraid to ask others to join your cause. Use social media, email newsletters and blog posts to generate interest and gather support.

3. Partner with other organizations. Social enterprises like my company Odyssey Teams and nonprofits are using aggressive business models to tackle a host of problems.

Corporations leery of building and staffing an entire corporate social responsibility program can seek partnerships with organizations aligned with their company's mission. The partnership may generate more on-the-ground results and goodwill than a company's corporate social responsibility program built from scratch.

4. Combine philanthropy and corporate training. Corporate social responsibility should be woven into your company's fabric. Inject philanthropyinto corporate events and training. Make it an integral part of how the company operates, learns and grows. Building empathy, collaborating on charitable projects and connecting to those in need can offer employees valuable business lessons and help create a strong corporate culture. Make philanthropy a way of life for your company. Don't miss the opportunity to give and grow at the same time.

5. Create something that lasts. Some corporate social programs have encountered skepticism and the perception that the efforts are one-offs. Customers can tell when a company is simply cutting a check and not fully invested in a program. Impress your customers by creating a self-sustaining social responsibility program that is designed to make significant social change over an extended period of time."said unquote , we at CSR today believe that these are path breaking ideas for corporate to go beyond the realm of just being good to great as it actually meets the desired objectives of triple bottom line !

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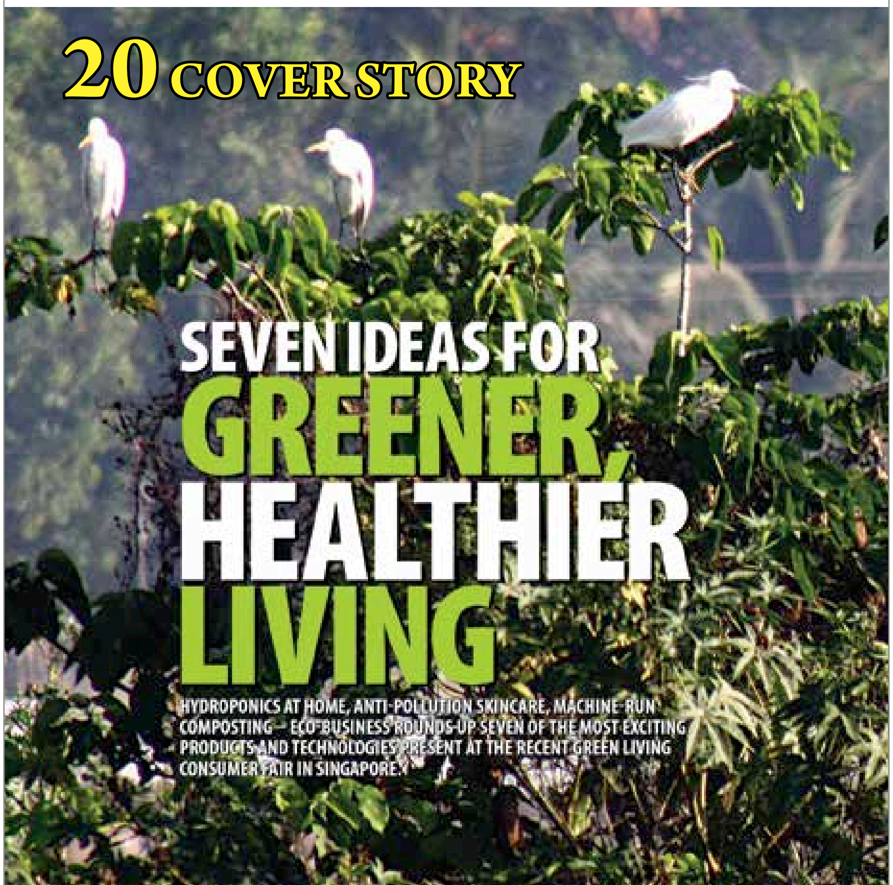

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CSR NEWS

Ericsson Launches Handloom Cluster Digital Development Project- Baank-e-Loom- In Barabanki

Ericsson India, a leading global ICT company, announced the launch of its new CSR initiative, "Baank-e-Loom" in partnership with Digital Empowerment Foundation (DEF). The initiative envisages digital development of the handloom weavers' community in Saidanpur, Barabanki, Uttar Pradesh. Through digital Integration of traditional skills and communities, Ericsson India aims to empower traditional artisans in embracing new technologies, designs, and scaling up traditional weaving methods by employing ICT tools in marketing and sales.

The project primarily involves the use of Information Communication Technology (ICT) and other digital tools in critical aspects of cluster development, thereby ensuring sustainable livelihood creation for the youth in the clusters.

Barabanki handloom community is beset with ground level concerns such as lack of information, lack of awareness, inability to market products profitably, and direct access to the market. As part of the Baank-e-Loom initiative, the local weaver population will be offered ICT training to help better market their products. Simultaneously, an e-commerce portal would be set-up under the project to channelize the sales of the products. A community information resource center, established as part of the initiative, will offer digital literacy, English speaking courses and digital information services to the local population. Additionally, Ericsson India is supporting development of Cluster Wireless Network for providing access to wireless connectivity for schools, health centers and anganwadi centers in the cluster, as part of its vision of creating a 'Networked Society'

Manoj Dawane, VP & Head - Technology, Government & Industry Relations, Sustainability & Corp Responsibility, Ericsson India, states "Ericsson is a leading advocate of Technology for Good. It is a concept we work with every day to address various issues that we believe impact the society or environment. Our, Baank-e-Loom, initiative aims to promote inclusive growth and development of the Barabanki handloom community. We are confident that this initiative will help make a positive impact on the weaver community at Barabanki."

"Our partnership with DEF will enable us to transform the lives of the weaver community and help build tertiary skills to encourage entrepreneurship and self-sustainability of the cluster members." He further added.

Ericsson is a leading advocate of Technology for Good, with Sustainability and Corporate Responsibility (S&CR) central to its core business. The company leverages its technological edge to empower the people and society towards a more sustainable world.

Osama Manzar, Founder & Director, DEF, said, "For the entire Barabanki weaver' community, Baank-e-Loom is an intervention that will uplift the handloom weavers' socio-economic status from depravity to self-reliance through the use of the Internet, digital design and broadband. Baank-e-Loom is just the tip of an iceberg which shows how digital interventions can empower a traditional weaving skill-based cluster. Starting in Saidanpur, Baank-e-Loom could be a replicable lesson for all the 470 handloom clusters of India."

New Guide Helps Startups Explore Social Responsibility Strategies

How can startups best engage with social responsibility?

Through our work supporting companies and foundations to drive social impact locally and globally, we at Silicon Valley Community Foundation are often approached by startups asking an important question: How can we harness our energy and vision and turn it into social good?

Our answer is simple: Start with purpose.

To translate a company's purpose into social responsibility practices, we compiled six strategies startups can consider. These strategies are outlined in a new guide, Starting with Purpose, and are based on experiences and insights of startups and industry leaders.

Social responsibility strategies

Cultivate a Culture Committed to Social Change

As startups have multiplied and flourished, so have stories of "startup culture," in which people have flexible hours, unlimited free snacks and catered lunches, permission to bring their dogs to work, and open-office seating side-by-side with their CEO. This vision has become something of a stereotype, but the effort many startups put into cultivating a strong culture is substantial – and when a culture includes empathy and awareness of social impacts, it can be an extremely powerful tool for building a commitment to social responsibility.

Connect with Local Communities

An initial step in creating a social responsibility strategy can be as simple as being a good neighbor. Social responsibility does not have to mean attempting to solve national challenges or donating millions of dollars. It can mean rallying employees to support local businesses or opening a company's doors to the community.

Donate or Discount Products or Services to Drive Social Change

Many businesses have products and services that can help support nonprofit organizations just as effectively as cash donations can – and the products and services may even help nonprofit partners to do their work better.

Lay the Groundwork for a Sustainable Supply Chain

Increasingly, interested consumers are asking purchasing questions like these: Where does this product come from? What environmental burden results from the manufacture of this product? Under what working conditions was this product developed? Knowing the business practices of partners and suppliers – and deciding how to influence them – is an important consideration for any startup's social responsibility strategy.

Translate Diversity Values into Practice

While diversity is part of social responsibility, some people may imply that a commitment to diversity is optional. In fact, many startups believe diversity is a business imperative and necessary core value. We include it here for two reasons: The startup struggle for diverse talent has been widely publicized and scrutinized; and many of the startups SVCF spoke to are working to balance competition for talent and diversity. As startups work to develop or implement a diversity strategy, they should consider how to ensure diversity in their leadership, how to make diversity a priority and how to work with their communities to build a pipeline of talent.

Make a Public and Formal Commitment to Social Responsibility

While some companies bake a social commitment directly into their mission (think of TOMS' one-for-one model), others layer on more formal public commitments or adhere to business structures to build momentum behind their social impact strategies. Companies can consider a formal commitment such as Pledge 1% or certification as a B Corp to direct their social responsibility program.

Startups looking for guidance in creating a social responsibility plan – to give back to the community, engage employees in meaningful causes, instill responsible business practices in operations, and more – are encouraged to work with SVCF's team of social responsibility experts. For more information on how SVCF can assist startups, please contact-donate@siliconvalleycf.org

(Source: http://www.csrwire.com/press_releases/39330-New-Guide-Helps-Startups-Explore-Social-Responsibility-Strategies)

The Circular Economy As A $1 Trillion Opportunity

The hyped but often misunderstood circular economy is beginning to take shape alongside the traditional linear economy, as companies put into practice circular operations in parts of their enterprises.

BY **BARBARA GRADY**

Growth without rapacious consumption of resources. Finding and realizing new value in existing, already used materials. Keeping materials and their molecules in play. A trillion-dollar shot in the arm to the global economy. These are all ways the circular economy has been described.

The hyped but often misunderstood circular economy is beginning to take shape alongside the traditional linear economy, as companies put into practice circular operations in parts of their enterprises. The audience at VERGE 16 in Santa Clara last week heard from the pioneers.

From Nike, which is remanufacturing material from 30 million pairs of used sneakers that have been returned to the company, to Google, which repurposes the hardware in its vast data centers in new data centers, to Philips Lighting, which increasingly markets "lighting services" to customers over lighting products so it can continually upgrade lights in the field and keep materials in use, these corporate practitioners of the circular economy are giving it early shape.

At Google, "we are saving hundreds of millions of dollars a year" by continually repurposing hardware in data center operations, said Kate Brandt, who leads sustainability across Google's worldwide operations and products, speaking at VERGE 16.

Data centers are vast, multiple-football-fields-in-length centers housing thousands of servers that crunch the data to deliver billions of search queries. Google has data centers all over the world. But these days, it

Nike's sorting station for recycled shoes.

does not often build them from scratch with all new materials.

"What we are doing is keeping all of our hardware at its highest value and reusing older parts. We do remanufacturing, and what we can't use, we resell in the secondary markets," Brandt said.

In one of the most interesting manifestations of a circular economy data center, Google has negotiated with the Tennessee Valley Authority to repurpose an old, shuttered coal plant in Alabama to be a data center. The plant, which has a vast network of transmission lines that once carried electricity throughout the region and huge, sturdy buildings, negates the need for Google to build huge buildings in the area or to string vast networks of transmission lines from its data center.

But Google's aspirations in circular economy thinking and value creation merely start with data centers.

"We are looking across our systems, starting with data centers," for opportunities, Brandt said.

Dame Ellen MacArthur

The circular economy movement was launched by Dame Ellen MacArthur, who on a sail-around-the-globe trip was confronted by the huge amount of garbage the world generates. MacArthur said systemic change is exactly how a circular economy will come about, be it in one organization or globally.

"It is about fundamental systems change. We are not talking about taking what we have and making it more efficient," MacArthur said, speaking the the VERGE 16 audience where the circular economy was a major topic. Within a company or any orga-

SEVEN IDEAS FOR GREENER, HEALTHIER LIVING

HYDROPONICS AT HOME, ANTI-POLLUTION SKINCARE, MACHINE-RUN COMPOSTING – ECO-BUSINESS ROUNDS UP SEVEN OF THE MOST EXCITING PRODUCTS AND TECHNOLOGIES PRESENT AT THE RECENT GREEN LIVING CONSUMER FAIR IN SINGAPORE.

Love took centre stage at this year's Green Living fair, with more than 100 products on display that would make home living healthier and more sustainable for families in Singapore.

Held at the Marina Bay Sands Expo and Convention Centre from September 9 to 11, the theme of this year's annual eco lifestyle event drew inspiration from "Cities of Love" - a new book by Tai Lee Siang, president of the Design Business Chamber Singapore, and Valerie Ang - that was also launched at the event.

The book investigates what makes for a more sustainable and liveable city, and identifies 12 core ingredients including: Family Oriented City; Edible City; Smart Device City, among others.

Tai said in a statement: "The future of our human existence lies in our cities, by 2050 it is expected that two-thirds of the world's population will live in them. So how can we shape the future for a better and brighter tomorrow?"

"Green living and loving our cities is something that everyone can achieve."

The exhibits at the three-day Green Living fair were split into different zones based on the themes in the book, and saw participation from partners such as Ikea, Bosch and Lutron. There was also a variety of workshops and seminars covering topics such as organic gardening in the home, chemical-free skincare, and yoga.

The event was part of Singapore Green Building Week, which featured a roster of industry-related events such as the International Green Building Conference and BEX Asia.

Eco-Business hit the ground at Green Living to round up seven of the most interesting brands and products for more sustainable living.

1 Smart Cara

Already a hit in its native South Korea, the Smart Cara is a household appliance that aims to reduce food waste while generating useful by-product. Users put their day or week's worth of food waste into the bucket of the machine, hit the go

button and watch their leftovers turn into compost in a few hours.

Launched in Singapore in June this year, the home model holds up to one kilogramme of food waste but also comes in 10kg to 100kg versions for industrial use. A number of educational institutions in Singapore have also purchased the Smart Cara to teach students about more sustainable ways of living.

With some 785,000 tonnes of food waste generated in Singapore in 2015 alone, Smart Cara is a smarter and faster alternative to composting.

2 Nanoleaf lightbulbs

Lightbulbs have been reinvented by Nanoleaf, whose Canadian inventors noticed that traditional lightbulb designs were wasting energy as heat rather than as light.

To Build The Future, Change These 'Stone Wheels On A Tesla'

Over the course of a century, we have done the seemingly impossible: We have changed the physics (not to mention chemistry and biology) of the planet, says ***Emma Stewart***

Pick any physicist out of a lineup and they likely will tell you they are running out of adjectives to describe the magnitude of the planetary roasting experiment we humans have instigated. Recently, physicists at NASA even declared that warming the atmosphere and oceans appears to be tipping the planet on its axis.

Over the course of a century, we have done the seemingly impossible: We have changed the physics (not to mention chemistry and biology) of the planet. Unfortunately, the trillion dollar costs of these changes – over $50 billion per year in the U.S. alone (PDF) – mean we don't have the luxury of another century to reverse what has been set in motion. Instead, we need to turn our attention to what can be changed effective tomorrow: How we prioritize and fund infrastructure projects.

Pick any civil engineer out of a lineup and they likely will tell you that each infrastructure proposal is already heavily vetted using an age-old technique called "cost-benefit analysis." What they won't tell you is just how expensive, opaque and myopic those exercises are, nor admit their miserable track record in attracting picky private or patient government investors.

That's because the use of traditional cost-benefit analysis techniques to appraise today's infrastructure projects is like putting stone wheels on a Tesla. If tomorrow's highways can generate solar power and its bridges can give a shout when they need maintenance, why are we using yesterday's techniques to decide if and where to build them?

Thankfully, we are on the cusp of three – let's call them "upgrades" – to the methods of the past.

1. Expensive vs. affordable

Conventional cost-benefit analyses typically cost hundreds of thousands of dollars because they required teams of overtapped and highly specialized economists, professionals uniquely unlikely to discount their services.

Now, we can take advantage of ridiculously cheap cloud computing power to scour the literature for new valuation studies or run hundreds of parallel statistical simulations in a matter of seconds.

Effectively, we turn instead to an "economist-in-a-box." As in the early days of computer-aided design, some specialists may fear for their jobs, but a more likely outcome is that the software will democratize cost-benefit analyses, creating a larger overall market.

2. Opaque vs. transparent

Because infrastructure projects tend to be among the most expensive on Earth, they are magnets for corruption. Seoul's high-speed rail project was estimated to cost $5 billion but rang up to a sweet $18 billion in part because ministries were massaging the

What Does The Green Bank Landscape Look Like?

According to the Coalition for Green Capital, "Green banks are public finance authorities that use limited public dollars to leverage greater private investment in clean energy." BY **KEITH LARSEN**

Part of the path toward mitigating climate change and preventing the earth's temperature from rising above 2 degrees Celsius involves increasing investment in both renewable energy and energy efficiency projects.

But as green banks work toward providing these services to customers, a recent report by the Advanced Council for an Energy-Efficient Economy (ACEEE) shows that green banks can do a better job of combining these services.

The report found that some green banks aren't combining these services at all, and for others, the combined services represent a much smaller percentage of its total projects.

"The real opportunity is going to be if green banks can find a way to combine those projects," said Annie Gilleo, a state policy manager and coauthor of the report. "So that a customer is able to do, say, a large project on their home, make sure they've done all the efficiency that they can do and then look at renewables."

In addition, the report found that green banks can expand their opportunities in energy savings to improve their services to customers.

What is a green bank?

According to the Coalition for Green Capital, "Green banks are public finance authorities that use limited public dollars to leverage greater private investment in clean energy."

Connecticut was the first state to adopt the term "Green Bank" in 2011, and in a short time New York, Hawaii and Rhode Island established their own green banks.

So far, Connecticut Green Bank has deployed $281.5 million in funding for 598 projects. Those projects were funded through $232.6 million in private funding and $48.5 million in public capital.Green banks are designed to encourage investment in clean energy and help customers with financing, because the initial startup costs of renewable energy and energy efficiency projects can be expensive.

As opposed to commercial banks such as Bank of America or Wells Fargo, which are publicly held companies, most green banks are either nonprofits or quasi-public institutions. They are funded by both public and private money and are designed, in part, to bridge gaps in the marketplace.

"It's not that traditional lenders can't operate in the energy efficiency market," Gilleo said. "It's just that it's new, it's emerging, it's often more complicated with small customized projects as compared to the housing market where you can easily bundle loans."

Green banks use private money to leverage energy efficiency investments and make it cheaper for customers through buying down interest rates, loan loss reserves, loan guarantees and other forms of credit enhancements.

Credit enhancements are defined in the report as "any method that offsets some or all of the risk for the financier," often through loan loss reserves where funds are set aside by green banks to cover all or a portion of

Are Citizens Being Left Behind By India's Approach To The SDGs?

India has taken important steps to implement the SDGs, but there is still not enough participation in developing plans and not enough information reaching citizens, say researchers from Development Alternatives. BY **ANSHUL BHAMRA** AND **SYED A A FARHAN**

Passengers wait at a railway station in Jaipur. Ground-up participation in planning how to implement the SDGs in India is crucial to delivering truly sustainable development

One year on, what progress has been made in India to implement the 17 Sustainable Development Goals (SDGs)? We have been talking to key stakeholders to get an understanding of what the government has done in the first year, what it has not done, and where there is room for improvement. India's growing economy gives it the potential to show real leadership on poverty reduction and environmental targets – but will it deliver?The Government of India has entrusted a government think tank, NITI Aayog, with coordinating the 2030 Agenda in India, with the Ministry of Statistics and Programme Implementation (MoSPI) designated the role of defining indicators and locating them in the national context. NITI Aayog has carried out a draft mapping of goals and targets against existing schemes, and MoSPI is working with ministries to develop indicators.

There is also action at the state level, with states asked to put forward their plans for implementing the SDGs to NITI Aayog. The state government of Assam has been the first to do this, producing a Vision Document 2030, looking at the SDGs in relation to its long-term development strategy. This includes a proposal to introduce an SDG charter for each government ministry.

In parallel to the design for SDGs implementation in India, NITI Aayog is also leading the formation of a 15-year development plan for India. The timeline of the 15-year plan is aligned with the SDGs timeline but

The Elkington Report
It's Time To Run The Red Lights

Pessimists will not be surprised to hear the conclusion that none of the Sustainable Development Goals will be met in all regions of the world by 2030. Nor that "not even half of the 17 SDGs will be met in any of the regions" BY **JOHN ELKINGTON**

Maybe it's galloping old age, but few things enrage me more than people running stop signals – whether bus or truck drivers, motorists or cyclists. Partly it's having been hit so many times by all of the above, whether as a cyclist or pedestrian. Six major accidents, four times unconscious, twice with three broken ribs. The idea of encouraging business leaders to run red lights takes me well outside my comfort zone – but that's what we must do.

The red lights in question pop up early on in a new report by DNV GL,Future of Spaceship Earth. (They dropped the "The," not me.) I went to the launch event in New York, just ahead of September's U.N. Private Sector Forum, and was forcefully struck by the blaze of red and amber lights in its visual mapping of our prospects of achieving the Sustainable Development Goals by 2030 (see diagram below).

Pessimists will not be surprised to hear the conclusion that none of the Sustainable Development Goals will be met in all regions of the world by 2030. Nor that "not even half of the 17 SDGs will be met in any of the regions."

Optimists will reply, of course. If you take yesterday's thinking and apply it to tomorrow's problems, the outcome will be a socioeconomic road wreck. Significantly, while insisting that its scorecard approach is "useful and provides focus," DNV GL accepts that it "falls short of illuminating the strong interdependencies between the Goals. SDG 13 on Climate Action, for example, is a game changer for virtually all the other goals."

Think systemically and a different picture emerges. But, first, run your eye down the scorecard. The green lights tend to appear in relation to regions where the relevant goal has already largely been met (OECD, USA), or where the pace of development is fast and furious (China). Not a single green light shows in relation to the BRISE nations – including Brazil, Russia, India, South Africa and 10 other emerging economies.

Pessimists will brandish the report's conclusion that "the transition from fossil fuels to clean energy will not be fast enough. The replacement of fossil fuel with renewable energy sources is underway. However, this shift is too slow. In order to keep global warming below 2 degrees Celsius, accumulated carbon emissions cannot pass 2900 gigatonnes CO2: our 'carbon budget'. On the current trajectory, we will exceed this carbon budget by the year 2037, entering increasingly dangerous climate change territory."

Optimists will note that the world is making at least some progress towards most of the goals. Those for health (3), education (4), water and sanitation (6), energy (7) and industry (9) show the most positive outlooks. DNV GL also concludes that we are moving in the right direction on several other goals, particularly those around poverty (1), hunger (2) and gender equality (5).

Unfortunately, progress is far from fair – particularly worrying given that inequalities, actual and perceived, are fuelling nastier politics in the developed world. Worse still, Goal 10 is the one where the least progress is expected: inequality. The forecast shows

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Drive the execution of plans, policies and processes with in a team; drive operational activities in the respective area of corporate service; lead and drive execution of projects such as infrastructure projects etc. Support the team to optimize / reduce operating costs across facilities, travel etc. through efficient processes make it 'A Great Place to Work' Support the Travel, Hospitality & Telecommunication requirements of employees in the Country and international employees to that country. Focus is on implementation and control as well as policy development. Operational role, responsible for delivering results that have direct impact on the achievement of results within the job area and may also impact a wider operational area. Self-sufficient, capable of identifying key issues and priorities and focusing on these to deliver required results with minimal direction and supervision.

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- The person will liaise closely with senior management in the region, as well as the global Corporate Responsibility teams, Business Resource Groups (BRG) and Diversity Council.
- Set strategic objectives for global CSR aligned with the business goals for the India Region.
- Manage the design of Corporate Responsibility strategy and initiatives across the India and Operations Center and ensuring alignment to global Thomson Reuters CR policies and guidelines, whilst catering for local