



THE BUSINESS CASE FOR COMMUNITY PARTNERSHIPS

Maroondah City Council & Shire of
Yarra Ranges

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2 September 2010

ABOUT ACCSR

- Established 2003
- Consulting and training company wholly dedicated to building competitive advantage and stakeholder wealth through corporate social responsibility
- Partnership with La Trobe University Graduate School of Management since 2008
- Accredited GRI trainer
- Publishes annual State of CSR in Australia



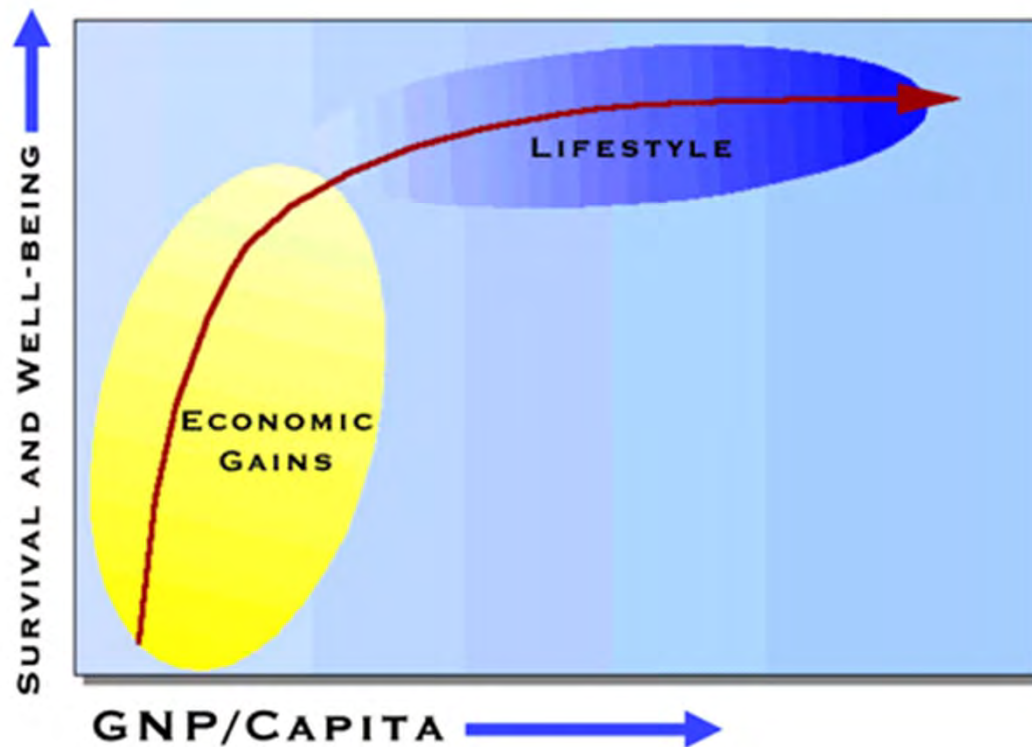
CSR IS A SERIOUS BUSINESS



"That's enough on reducing our carbon footprint, Stevens.
Wilson, any luck on finding a new planet?"

WHAT IS CSR?

CSR – fad or fixture?



Source: R. Inglehart, 1997

World values survey:

The rise of “post materialist values”

- 1960s civil rights
- 1970s consumer and women’s rights
- 1980s environment
- 1990s sustainability
- 2000s corporate responsibility

OLD DEFINITIONS

Operating a business in a manner that meets or exceeds the ethical, legal, commercial and public expectations that society has of business.

-Business for Social Responsibility

A concept whereby companies decide voluntarily to contribute to a better society and a cleaner environment.

A concept whereby companies integrate social and environmental concerns in their business operations and in their interaction with their stakeholders on a voluntary basis

- European Commission

NEW DEFINITION

Social Responsibility



Social responsibility is the responsibility of an organization for the impacts of its decisions and activities on society and the environment, through transparent and ethical behaviour that

- contributes to sustainable development, including health and the welfare of society
- takes into account the expectations of stakeholders
- is in compliance with applicable law and consistent with international norms of behaviour; and
- is integrated throughout the organization and practised in its relationships.

(extract from ISO CD26000, CD 1)



3.3.4

Philanthropy ... can have a positive impact on society. However, it should not be used by an organization as a substitute for engaging stakeholders or addressing any adverse impacts of its decisions or activities.

Major definitional shift from traditional views of CSR as a discretionary or voluntary

GUIDANCE ON SR CORE SUBJECTS

- Organisational governance
- Human rights
- Labour practices
- Environment
- Fair operating practices
- Consumer issues
- Community involvement and development

COMMUNITY INVOLVEMENT PRINCIPLES AND CONSIDERATIONS

- Organisations:
 - Are part of the community
 - Should recognise decision-making rights of communities
 - Respect characteristics and history of community
 - Recognise the value of partnerships

“Before deciding upon an approach to community involvement and development, an organization should research its potential impacts on the community and plan ways of mitigating negative impacts and optimizing positive impacts.” (6.8.2.2)

COMMUNITY INVOLVEMENT ISSUES

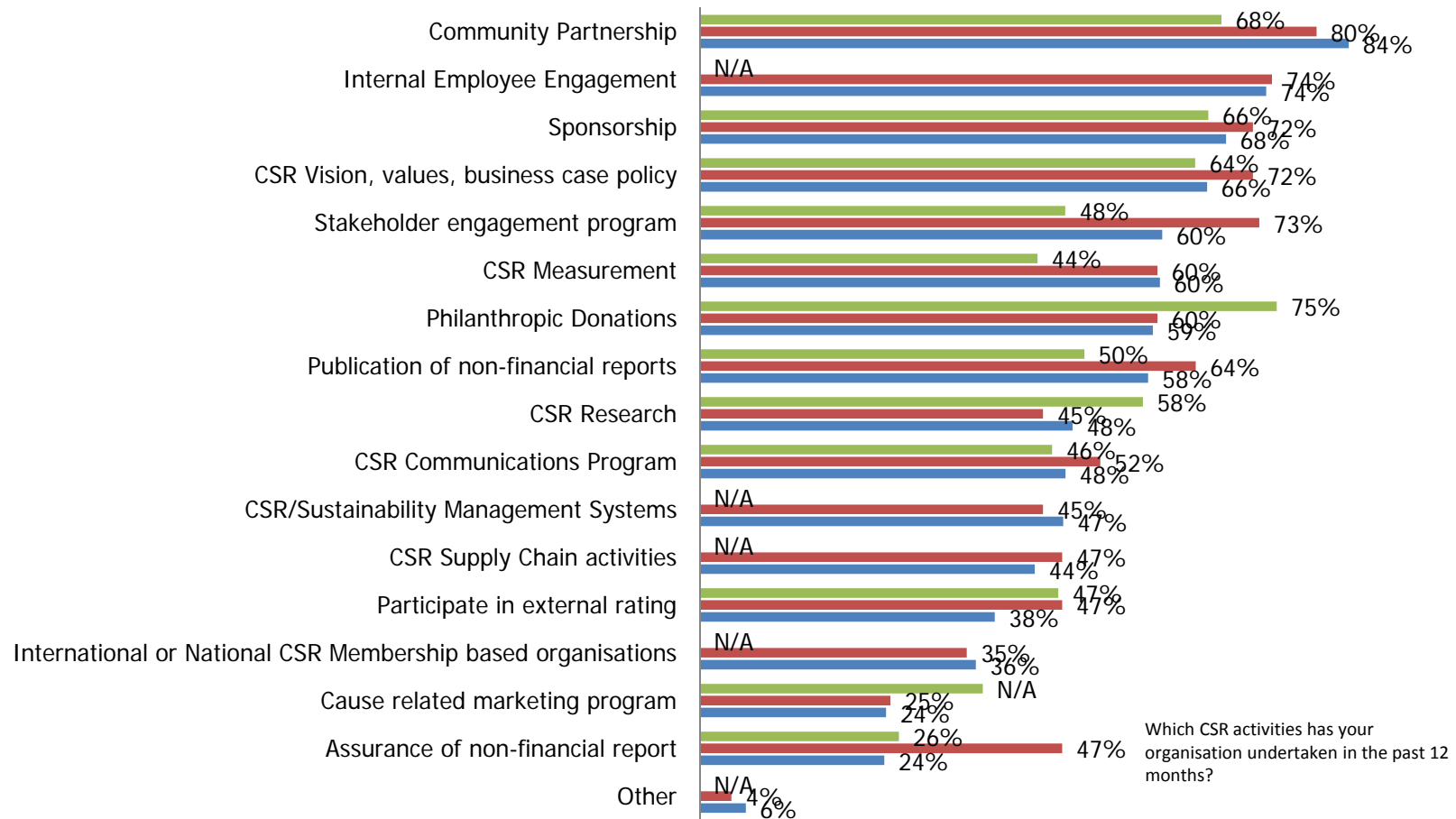
- Community involvement
- Education and culture
- Employment creation and skills development
- Technology development and access
- Wealth and income creation
- Health
- Social investment

“Social investments do not exclude philanthropy (for example, grants, volunteering, donations). These actions should, however, be aligned with local and national capacity-building aims, and the focus should be on developmental programmes or projects.”

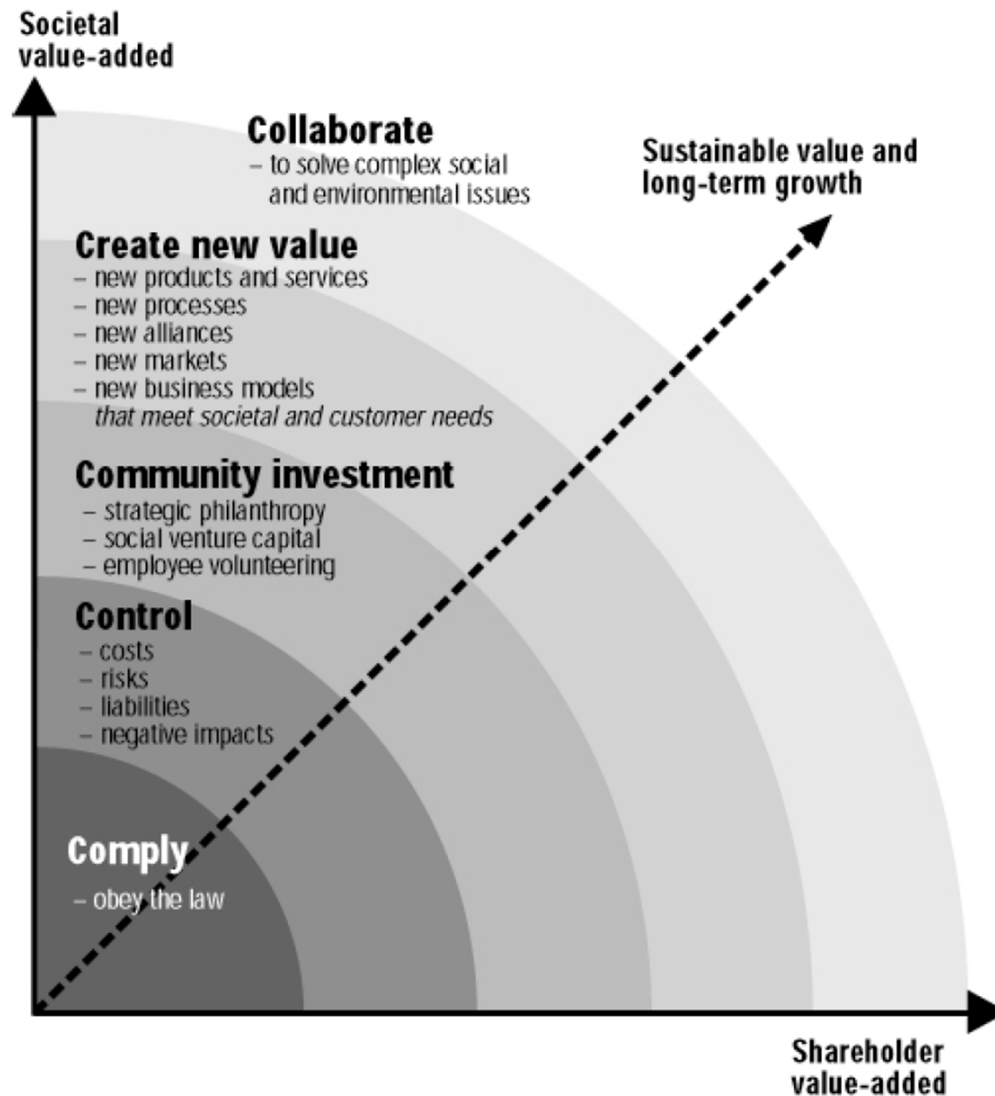
KEY CSR ACTIVITIES: STATE OF CSR SERIES

CSR Activities

■ 2005 ■ 2007 ■ 2008



BUSINESS CASE



Corporate strategies for delivering value to society and shareholders.

From: "Leadership, Accountability and Partnership: Critical Trends and Issues in Corporate Social Responsibility", 2005. The Kennedy School of Government Corporate Social Responsibility Initiative

CONCLUSION

- CSR is a response to changing societal values that helps business adapt to societal expectations
- It has evolved into a multi-faceted hybrid of governance and accountability mechanisms and wide ranging programs
- Community investment and partnerships continue to be a key activity where business and societal needs and impacts are aligned
- Trending towards programs that create new value for business and societies and addressing more complex social and environmental issues



Thank you and good luck!!!

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www.accsr.com.au

