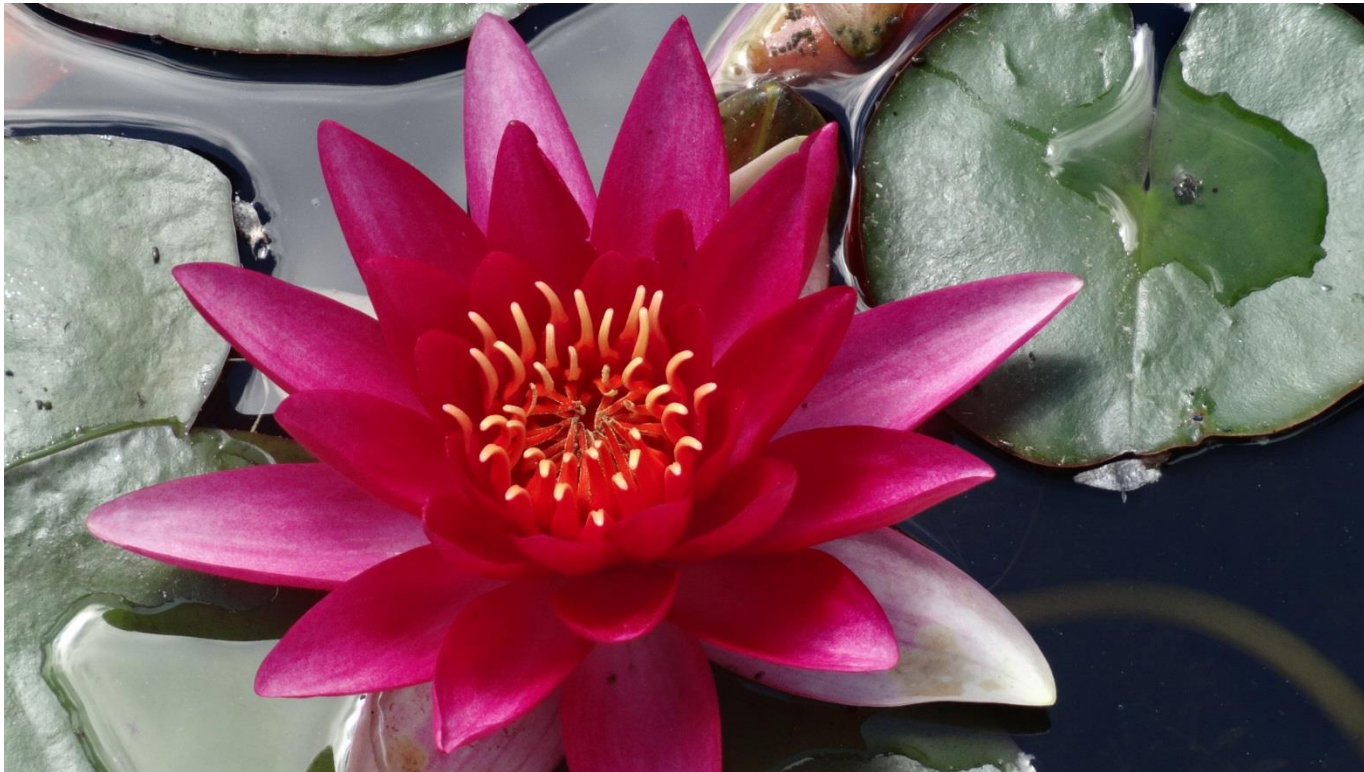


Corporate Social Responsibility Checklists

BBBA Demonstration copy



John M Ayerst. Sept 2015

Sofia



For fifteen years John Ayerst was the program leader in an Environmental Studies degree course of the University of Keele, in the UK.

He commenced working in Bulgaria in 1989 co-starting the Bulgarian consulting company NEW-I, specialising in Human Resource Management and Health and Safety training. In 1994, he became the Managing Partner of Ernst & Young Bulgaria leading a team working on finance and management in Bulgarian companies as well as being project manager on a number of EU funded projects. In 1998, he returned to New-I, working for three years, with the U.K. Government as an advisor to the Bulgarian Ministry of Finance. Using his broad experience, he started advising companies on Corporate Social Responsibility (CSR) strategy, as well as lecturing in Corporate Social Responsibility at the New Bulgarian University (NBU) in Sofia.

This document is the copyright of John M Ayerst and may not be copied in part or in full without the express permission of the copyright holder.

This is a demonstration copy of a guide to the application of Corporate Social Responsibility in an organisation. The full version of the guide consists of a spreadsheet with eleven checklists and a summary page which is also included in this document. The checklists demonstrate the areas internationally considered to comprise Corporate Social Responsibility, which are, **Economic issues, Environmental issues and Social issues**, sometimes referred to as the triple bottom line. Supporting charities and raising funds for social activities is only one part of the social aspect of Corporate Social Responsibility. Philanthropy is not Corporate Social Responsibility, only a small part of it.

Here, in this demonstration version, I have included as static pages the following checklists.

- Policies and planning
- Management systems
- The supply chain
- Energy management
- The Summary

The full version of this guide, which includes a live spreadsheet, has these and also contains checklists concerning:

- Employees and HR.
- Health and Safety.
- Water Management.
- Waste management.
- Pollution control.
- Community engagement.
- Contribution to local development.

For each checklist, all questions should be answered on a scale of 0 to 5. Zero is used when the question is not relevant to your company. One indicates little or no activity, and a five is indicating that the company is fully active in this area with little or no improvement possible. For questions like, "Do you have a no-smoking policy", the response "1" would mean no policy exists, the response "4" might mean a policy exists but is only partially enforced and "5", it exists and is fully operating. Your own interpretation of the scoring is important, as it is essential that it is used consistently from year to year. An example response is given in the last column of each checklist. There are no standard correct answers and results should not be compared from one company to another. Having completed all the questions the totals in each section will indicate how well your CSR

policy is working and perhaps indicate where extra attention needs to be applied. Completing the checklists on a yearly basis will also indicate overall improvement in each of the areas over time. It is also possible to carry out the checks on a more frequent basis if circumstances indicate this would be helpful.

With the fully active spreadsheet version(.XLS format), covering eleven areas of C.S.R., the totals are calculated automatically and progressively a graphic summary will be displayed. Copies of the active excel file, together with a word file for a passive booklet of the full checklist set, **can be bought for a modest fee (20 lev) from the BBBA office.**

These checklists are not fully comprehensive and other sections might be required in particular industries or countries. They should be seen as reminders of things that the people responsible for Corporate Social Responsibility should be looking for. The author accepts no responsibility for any accidents or damage arising from any interpretation of these checklists or sections that might be missing and the responsibility for all CSR related actions, taken in a workplace, remains entirely with the management and staff of that organisation.

There are many benefits derived from applying a CSR policy in a company. The CSR policy gives a method of influencing attitudes and perceptions with customers and the local community. There is a growing pressure on organisations to manage risks (the BP oil spill catastrophe is an example) and the investigations undertaken when assessing CSR, help to identify areas of risk. It is found that most people want to work in a company that has the same values as their own, improving the CSR can lead to a better quality of applicants for jobs.

Research has also shown that for every dollar invested in American companies that have had a strong CSR policy since 1926, the investment is now worth six thousand and fifty six dollars but for every dollar invested in a non CSR company over the same period of time, the investment is now only worth nine hundred and fifty five dollars.

Also it should be noted that a far greater percentage of CSR applying companies still exist from this period, than of those that did not apply a CSR strategy.

Further help can be obtained from John Ayerst at JAyerst@NEW-i.com

Other checklists in this series include “**Health and Safety Checklists**” and “**Human resource Management checklists**”

CHECKLIST 1 POLICIES AND PLANNING



	not relevant	score 1 to 5							
	0	2015	2016	2017	2018	2019	2020	example	
Do you have a sustainability management system in place?		0	0	0	0	0	0	4	
Do you comply with all national and international legislation and regulations?		0	0	0	0	0	0	4	
Are your marketing materials accurate and not giving a false impression to your customers?		0	0	0	0	0	0	5	
Do all your buildings comply with all local planning regulations?		0	0	0	0	0	0	5	
Was an environmental impact analysis carried out each time before development took place?		0	0	0	0	0	0	3	
Do buildings use locally appropriate principles of construction such as earthquake proofing?		0	0	0	0	0	0	3	
Do all buildings provide access to persons with special needs?		0	0	0	0	0	0	4	
Is information about the local environment and local culture available to all clients?		0	0	0	0	0	0	3	
Is information available concerning appropriate behaviour when visiting local organisations?		0	0	0	0	0	0	4	
Have you developed a set of sustainable goals?		0	0	0	0	0	0	5	
Are there objectives for each goal?		0	0	0	0	0	0	4	
Are the objectives monitored at least twice a year?		0	0	0	0	0	0	5	
Are your stakeholders clearly identified and analysed?		0	0	0	0	0	0	4	
Are your stakeholders involved in sustainable business?		0	0	0	0	0	0	3	
Is there an increased percentage of women employed if below 50%?		0	0	0	0	0	0	2	
Are your activities transparent and published to stakeholders in an annual CSR report?		0	0	0	0	0	0	2	
Do you organise community meetings to explain your activities?		0	0	0	0	0	0	3	
Do you include members of the local community in your training activities?		0	0	0	0	0	0	4	
Do you in a practical way, such as visits or donations, support local schools and colleges?		0	0	0	0	0	0	4	
Do you actively raise awareness of your business sector with local stakeholders?		0	0	0	0	0	0	4	
Do you carry out customer satisfaction surveys?		0	0	0	0	0	0	4	
Do you actively promote your community?		0	0	0	0	0	0	5	
Is your local community involved in your business planning?		0	0	0	0	0	0	5	
Do your contracts support your business ethics in your suppliers?		0	0	0	0	0	0	4	
Do you, where possible, purchase local products?		0	0	0	0	0	0	3	
Have you identified SMART indicators of the effectiveness of your business?		0	0	0	0	0	0	3	
Have you verifiable sources for data used to measure the indicators?		0	0	0	0	0	0	2	
Is your CSR policy actively supported by a senior member of management?		0	0	0	0	0	0	5	
Score for Policies and Planning		0	0	0	0	0	0	106	140
MAX								140	
Percent		0	0	0	0	0	0	75.71429	100

CHECKLIST 2 Management Systems



	not relevant	score 1 to 5	2015	2016	2017	2018	2019	2020	example	
Do you have a published Mission Statement?	0		0	0	0	0	0	0	5	
Do you operate a Code of Conduct for all managers and staff?	0		0	0	0	0	0	0	4	
Is there a set of "standards " for the sector in which you operate?	0		0	0	0	0	0	0	4	
Is there a decision making body concerning Health and Safety issues?	0		0	0	0	0	0	0	4	
Are you operating a quality Standard system such as ISO 9000 series?	0		0	0	0	0	0	0	4	
Do you publish a company annual report other than required financial reports?	0		0	0	0	0	0	0	3	
Have you carried out a stakeholder analysis in your organization?	0		0	0	0	0	0	0	3	
Does your senior management team hold regular meetings that discuss CSR issues?	0		0	0	0	0	0	0	4	
Do you have a business strategy for integrating corporate responsibility into everyday operations?	0		0	0	0	0	0	0	3	
Do you produce an annual Corporate Social Responsibility report?	0		0	0	0	0	0	0	4	
Does your organization's Annual Report contain a chapter on CSR?	0		0	0	0	0	0	0	3	
Does your organization follow a recognized sustainability certification program?	0		0	0	0	0	0	0	2	
Has your CSR (sustainability) report been published for three years or more?	0		0	0	0	0	0	0	2	
Do you follow the ISO 26000 scheme?	0		0	0	0	0	0	0	0	
Do you fully follow the GRI quality scheme?	0		0	0	0	0	0	0	3	
Do you fully follow the Investors in People standard?	0		0	0	0	0	0	0	3	
Do you fully follow the SA 8000 CSR standard?	0		0	0	0	0	0	0	4	
Is there one senior manager with the responsibility of CSR reporting?	0		0	0	0	0	0	0	4	
Is there an independent budget heading for CSR activities?	0		0	0	0	0	0	0	5	
Are further developments of CSR planned?	0		0	0	0	0	0	0	5	
Are CSR activities publicized to all staff and to the local community?	0		0	0	0	0	0	0	1	
Score for Management Systems			0	0	0	0	0	0	70	105
MAX									105	
percent			0	0	0	0	0	0	66.66667	100

CHECKLIST 4 The Supply Chain



	not relevant	Score 1 to 5						example		
	0	2015	2016	2017	2018	2019	2020			
Is there an understanding of other parties goals and strategies?		0	0	0	0	0	0	0	3	
Is there an understanding of other parties business processes?		0	0	0	0	0	0	0	3	
Is there a sharing of long term plans and data with suppliers?		0	0	0	0	0	0	0	3	
Is there a regular dialogue on operational matters?		0	0	0	0	0	0	0	4	
Is there a regular dialogue on strategic issues?		0	0	0	0	0	0	0	3	
Is there an efficient line and method of communication?		0	0	0	0	0	0	0	3	
Are suppliers involved at an early stage to allow full planning?		0	0	0	0	0	0	0	3	
Are there multifunctional and cross company teams formed where needed?		0	0	0	0	0	0	0	4	
Do you encourage innovation in your suppliers.?		0	0	0	0	0	0	0	4	
Do you jointly develop terms of contracts with suppliers?		0	0	0	0	0	0	0	5	
Does your supply chain management lead to increased customer satisfaction?		0	0	0	0	0	0	0	4	
Do you train your staff and suppliers in supply chain management?		0	0	0	0	0	0	0	3	
Do you encourage and reward the behaviours minimizing waste in the supply chain?		0	0	0	0	0	0	0	2	
Do you encourage long term relationships as a method of improving performance?		0	0	0	0	0	0	0	2	
Do you document best practice and share this with suppliers/		0	0	0	0	0	0	0	2	
Encourage transparency to provide a fair result for both parties?		0	0	0	0	0	0	0	2	
Do your contracts support your desired behaviours in the suppliers?		0	0	0	0	0	0	0	2	
Do you jointly agree with suppliers to mitigate risks?		0	0	0	0	0	0	0	3	
Do you always deliver on your commitments?		0	0	0	0	0	0	0	3	
Do you honour all agreements?		0	0	0	0	0	0	0	2	
Is information received treated as confidential?		0	0	0	0	0	0	0	0	
Do you always honour partners intellectual property rights?		0	0	0	0	0	0	0	3	
Do you declare personal interests that might affect impartiality?		0	0	0	0	0	0	0	3	
Do you use clear and transparent supplier selection processes?		0	0	0	0	0	0	0	4	
Are you personally accountable for the conduct and actions of your staff?		0	0	0	0	0	0	0	3	
Score for Supply Chain Management		0	0	0	0	0	0	0	73	125
MAX									125	
prcent		0	0	0	0	0	0	0	58.4	100

Add your yearly totals for each checklist here. This is automated on the interactive version together with the charts.

Summary								example No
		2015	2016	2017	2018	2019	2020	
Checklist 1	Policy and Planning	0	0	0	0	0	0	106
Checklist 2	Management Systems	0	0	0	0	0	0	70
Checklist 3	Employees and HR	0	0	0	0	0	0	63
Checklist 4	Supply Chain	0	0	0	0	0	0	73
Checklist 5	Health and Safety	0	0	0	0	0	0	89
	Economic total	0	0	0	0	0	0	401
Checklist 6	Water	0	0	0	0	0	0	43
Checklist 7	Energy	0	0	0	0	0	0	62
Checklist 8	Waste Management	0	0	0	0	0	0	63
Checklist 9	Pollution Control	0	0	0	0	0	0	43
	Environment total	0	0	0	0	0	0	211
Checklist 10	Community Engagement	0	0	0	0	0	0	70
Checklist 11	Contribution to Local Development	0	0	0	0	0	0	42
	Social total	0	0	0	0	0	0	112
	Annual total	0	0	0	0	0	0	724
	Annual Max	1080	1080	1080	1080	1080	1080	1080
	Percent	0.0	0.0	0.0	0.0	0.0	0.0	67.0

