

EMBEDDING CSR AND SOCIAL ENGAGEMENT



Key Takeaways

- › One of the most important changes in the way businesses operate these days as opposed to a generation ago, is that corporate social responsibility and social engagement have come to the forefront
- › There are two different sets of activities (internal and external)
- › There are four areas on the internal side that people focus on to ensure their businesses are operating as responsibly as they should- workplace, business system, reporting, and governance
- › Externally, providing good products and services to customers, protecting the environment, understanding the business' role in the social community and business community may be able to help you in your CSR activities

INTRODUCTION

Guidance

Within family businesses, one of the most important changes in how they operate is understanding Corporate Social Responsibility (CSR) and social engagement. Simply put, businesses need to be more conscious now of how they deal with social, community, and environmental issues in a positive manner.

CSR often falls into either internal or external issues. Internal issues relate to the family business itself and affect whether or not the business is operating as smoothly as possible.

Internal issues consist of workplace (making sure employees have a healthy work environment), business system (being sure that all aspects of the business and its suppliers are ethical and of high standard), reporting (accounting for financial and environmental aspects), and governance issues (being sure that the board has proper representation, maintains checks and balances, and acts effectively on its duties).

External issues consist of customer (having a good standing with people making the purchases), environmental (pollution and degradation reduction), social community (using part of the wealth for philanthropic goals), and business community (managing the business system and defining the procedures of the industry).

CSR, when done properly, is good for the environment, communities, the company, and your Family.