



Lesson: Key indicators of performance

Activity: Preparation of social responsibility policy

Template: Document with guidelines for the preparation of social responsibility policy

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## Social Responsibility Policy

- **Introduction to Social Responsibility Policy**

*Social Responsibility Policy refers to the way in which businesses regulate themselves in order to ensure that all of their activities positively affect society as a whole. SRP aims to guarantee that companies work ethically, considering human rights as well as the social, economic and environmental impacts of what they do as a business.*

- **Who we are and what we do**

*In this section you should introduce the company name and what the business does. You could outline the company values and a mission statement (if you have one). As well, that may include things like: name of the company, name of the top executives, products and services offered and prices; sales data, financial data and operational data; along with other relevant business information that might be useful to the intended audience.*

- **Policy vision:**

*The vision will help you define your short and long-term goals, and guide the decisions you make along the way. This should be different from the vision you had for your business and refer specifically to the politics for social responsibility.*

*In this section you should list a short statement that is your future image, or what you want to achieve through this policy.*

- **Policy objectives:**

*A policy objective is a desired outcome that you wish to achieve. For example: Improves Brand Value, Builds Customer Loyalty, Increases Employee Engagement etc.*

- **Principles:**

*Social Responsibility usually refers to a company's commitment to practice environmental and social sustainability and to be good stewards of the environment and the social landscapes in which they operate. For example: Sustainable and holistic community development; Compliance with local regulations etc.*



- **Communication:**

*Whether you are communicating corporate social responsibility to employees, investors, media, or the public-at-large, your key messaging needs to be engaging, compelling, and memorable.*

*Not only does it bring rewards in customer loyalty, increased revenue, positive media exposure, and employee satisfaction, it positions your business alongside the changemakers who are proving that “profit with purpose” has the power to change the world.*

- **Looking after Employees:**

*To retain loyal and productive staff, it is vital to maintain a good working environment. In this section, you could refer to any of the following:*

- *Staff training, appraisals and personal development.*
- *Pay and benefits, i.e. are staff paid correctly and on time, do wages meet/ exceed the National Minimum/ Living Wage, do employees get a good pension, and are there any other benefits (e.g. healthcare or dental plans, company car or phone)?*
- *Anything else that the company does to look after their workforce e.g. team building activities, free fruit, etc.*

- **Looking after Customers:**

*It is so important to look after your customers, to make sure that they have a positive and lasting impression of your business. In this section, you could refer to any of the following:*

- *What your company does to improve customer satisfaction and retention.*
- *What your company does to ensure the safety and quality of your products and services.*

- **Protecting the Environment:**

*It is important to commit to reducing the environmental impact that your business activities may have. In this section, you could refer on focus on process Resource Efficient and Cleaner Production:*

Initiatives can refer to the following aspects:

- *Suitable norms for stopping uncontrolled leaking and reaching suitable, standardized actions and procedures/practices for maintenance*
- *Modification in the work procedures, guidelines for using machines, part of the producing process and defining procedures for keeping the information connected to production/work of any registered working for better efficiency and lower rates of creating waste and harmful emissions in air and water.*



- Modification of the equipment for producing with the goal of processes managing with larger efficiency and through less waste creating and harmful emissions in air and water.
- Reusing of the spent materials in the same process or for another application within (physical limits) of the reviewed entity.

- **Measurement:**

*In this section, it would be a good idea to outline how you aim to implement the above measures and record the achievements accomplished as a result.*