

Responsible ways to boost business

CORPORATE Social Responsibility (CSR) is still sometimes seen as a 'fluffy' but financially fruitless, undertaking.

In today's world, driven by high consumer expectations, being responsible in the everyday workings of your business from local product/service sourcing to supply chain through to social engagement is a given.

The major topics that we should as Plymouth businesses be focusing on are finding the most sustainable ways to do this.

Many companies feel that when it comes to CSR they could be seen by their consumers as being in a bit of a lose-lose situation. Even though this environment is starting to feel like it is on the up it can still be financially challenging to many who feel financially ill-equipped to undertake and invest fully in CSR.

I feel that Corporate Social Responsibility these days is about finding solutions that benefit both the local community and society as well as the company itself. It is also about not trying to re-invent the wheel!

Collaboration among different organisations in the quest to learn from each other is key and learning from the wealth of best practice that we have available in our city will undoubtedly make it sustainable for businesses.

By companies talking and working together, making sure that the tangible benefits of CSR activity are reported as well as the impact on profitability, the image of CSR is going to shift towards a more closed loop strategy which delivers added value and underpins this shift from "fluffy "and simply doing-good to an actual sustainable business practice.

Plymouth Better Together, the corporate responsibility programme for Plymouth is based within the Plymouth Chamber of Commerce.

The project encourages businesses to look at their CSR activities and promote the good work that is being done within the local area.

Through a series of breakfast events and a yearly evaluation carried out in conjunction with students from Plymouth University Business School, the project is able to provide data and show the in kind and monetary value contributions that businesses across Plymouth are making in the many and varied areas of CSR.

So if it's reading with primary school children, mentoring pupils applying for jobs, helping schools to set up and run businesses, being a school governor, implementing a domestic abuse policy in your workplace, making your company dementia friendly or providing a work experience opportunity for a former homeless person there are partners across this great city who you can work with to impact on your triple bottom line.

For more information on how to get involved with Plymouth Better Together please contact bettertogether@plymouth-chamber.co.uk

Read more: <http://www.plymouthherald.co.uk/Responsible-ways-boost-business/story-20554332-detail/story.html#ixzz2sYJ6oSt4>

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