

# Index in the Area of Corporate Responsibility

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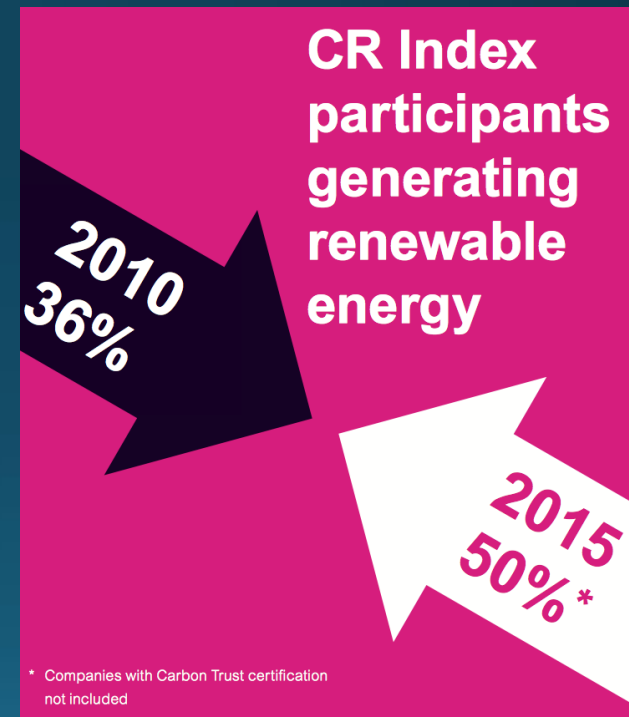
# I. What is the Index of Corporate Responsibility ?

- Launched in 2002
- Regroup companies
- Use **online questionnaires** and **study the result** to measures companies' :
  - Social impact
  - Environmental impact
  - Extent to which responsible business is integrated into their strategy
- **Give them advices.**
- Companies thought : “We want to work out how we can use the index as a tool in helping business think about long-term transformation,” says Mr Knight

## II. What is the index about?

### 1. Megatrends: converting assessment into action

- Understanding **global pressures** or 'megatrends'
- Leading businesses **assess megatrend risks**
- Companies **benefits** from developing longer-term **objectives** and **targets** to address risks to future business stability.



# II. What is the index about?

## 2. Building a culture based on vision & values

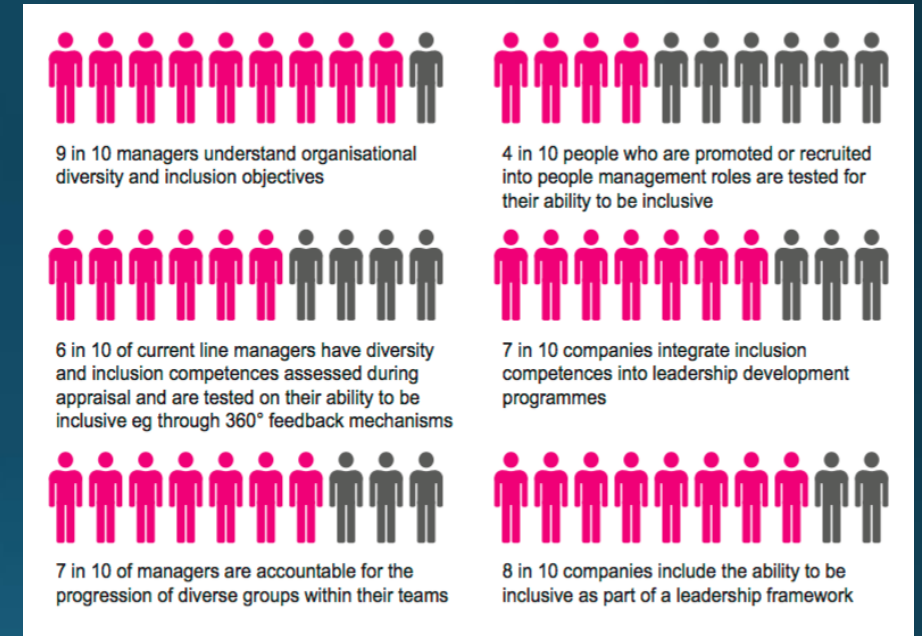
- Promote your values to your stakeholders and engage your staff
- Ensure compliance with the values of the company



# II. What is the index about?

## 3. Trusting our leaders

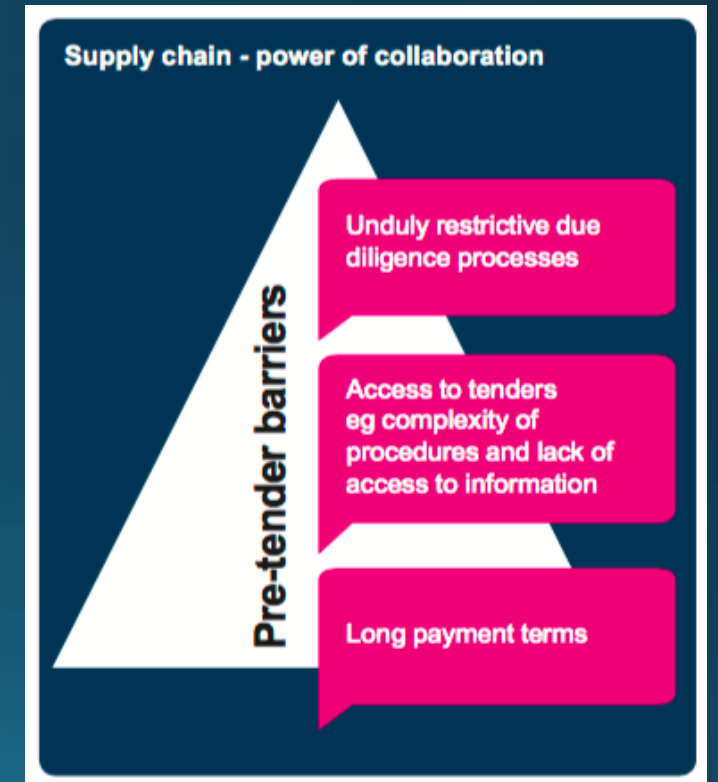
- Organisations benefit from identifying the skills and experiences.
- Companies should consider communicating their position on organisational diversity and inclusion to all managers.
- Businesses would benefit from being more transparent about their promotion and pay practices.



## II. What is the index about?

### 4. Strengthening the supply chain

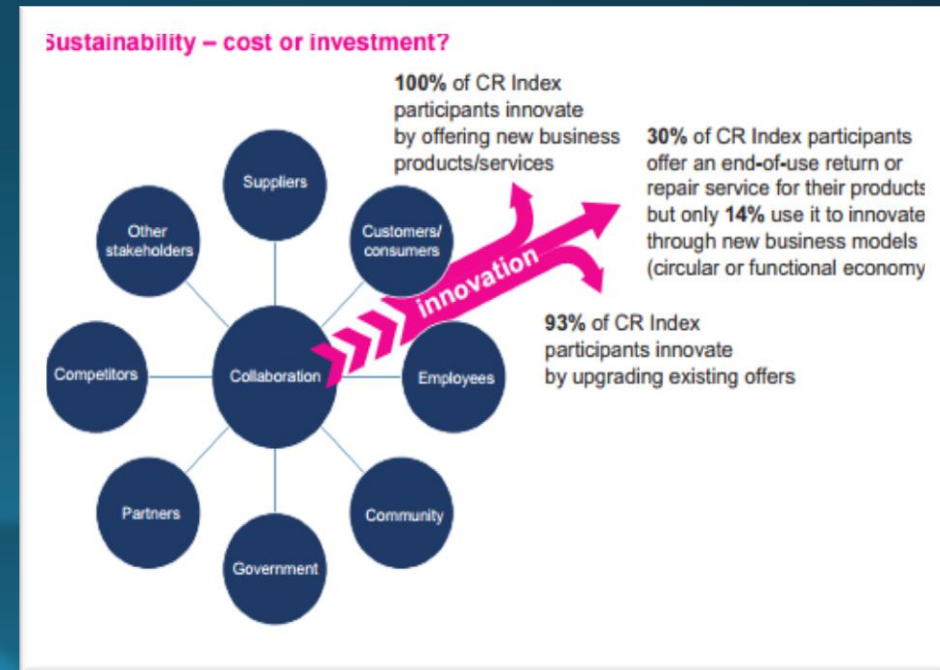
- Sustainable supply chain management with the focus on collaboration.
- Allocating responsibility for managing the supply chain.
- Building relationships with SMEs.



# II. What is the index about?

## 5. Sustainability

- Differentiate from their competitors
- View as long-term investment ~~cost~~
- Invest to:
  - make their existing products and services more sustainable
  - introduce new, more sustainable options
- Main drivers of innovation :
  - Corporate vision and values
  - People and culture
  - Opportunities presented by sustainability





# Key recommendations

- Businesses should undertake whole life cycle assessment or similar methodologies to identify areas for sustainable innovation. Looking beyond the boundaries of their own respective areas of expertise and engaging other partners in this process can enable them to discover and implement innovative solutions.
- Businesses are encouraged to forget about disposability and to focus on restoration. Raising awareness is fundamental to a new way of thinking about waste: moving away from viewing waste reduction as a means of saving money towards treating waste as a resource and an opportunity to innovate and develop new business models.
- Organisations should emphasise collaboration with internal and external stakeholders as a means of finding solutions to their key challenges.
- Effective internal communication to secure staff buy-in and support the work of specialists in different departments will help businesses overcome the challenges posed by resource scarcity.

# III. What are it issues ?

## How and why businesses measure the value of CR ?

- More companies focusing on capturing opportunities for income or value generation ~~just on avoiding costs.~~
- Almost all participants calculate return on investment (ROI) and energy savings from the installation of new equipment.
- Half of them calculate both savings and profits derived from sustainable solutions.
- New contracts gained as a result of adopting a responsible business approach.

### Key recommendations

- Businesses would benefit from measuring the value that CR brings to them as well as to other stakeholders. Focusing on both will ensure that their programmes are well targeted and can be adapted as needed, and that they secure the long-term support within the business that is needed in order for programmes to succeed.
- It is important to measure the impacts of engaging with the supply chain, and especially the social and environmental impacts of procuring from SMEs. Measuring progress achieved with suppliers can have a significant impact on a company's own performance and drive further improvements.

*Thank you for  
your attention*

# Conclusion



*We hope you  
liked our  
presentation*