



**Corporate Social
Responsibility (CSR)
Committee**

CSR Committee Team

- Bill Foley – WMSBF Board Member;
Innovation Works **TITLES**
- Deb Steketee – Aquinas College
- Brock Rodgers – Rehau
- Al Lyons – Grand Valley State University
- Tracy.....

Defining Social Responsibility

- **Social Responsibility:** An approach to doing business that incorporates a sense of responsibility to society and is reflected in policy, practice and culture. It includes transparent and uniformly ethical business practices, employee enrichment opportunities, community investment, and stakeholder engagement (of all groups impacting or impacted by corporate activities).

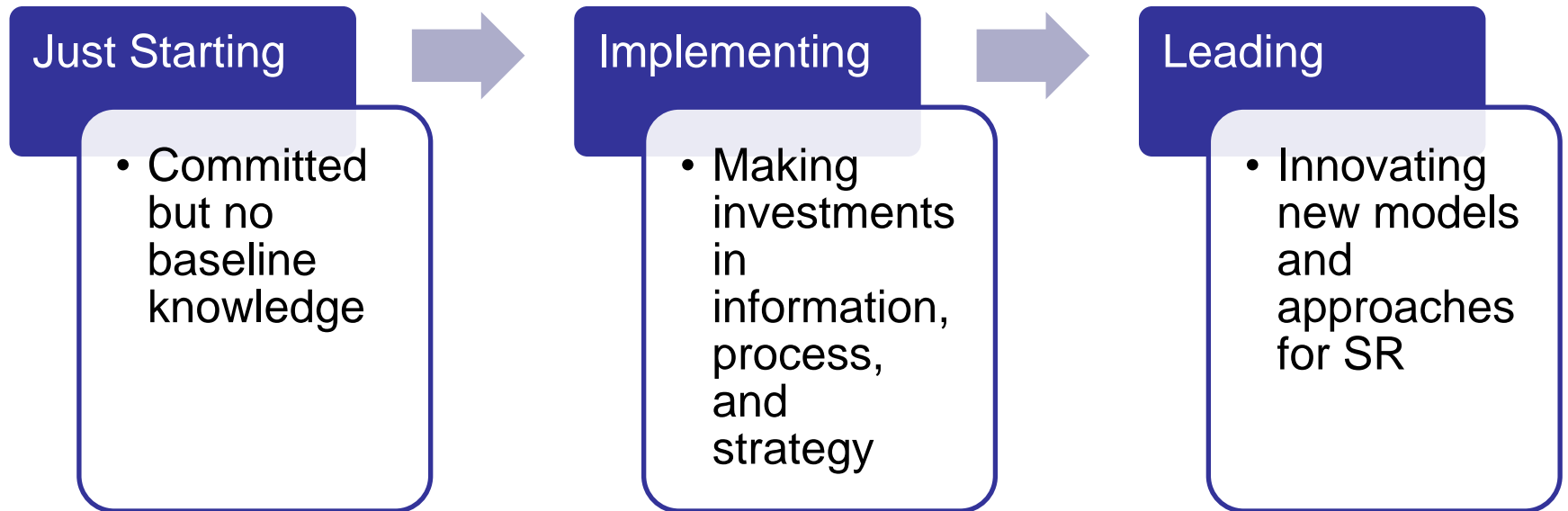
Why SR matters?

- For businesses
 - Profits, reputation, longevity
- For the community
 - Economic development, community well-being
- For the world
 - New ways of organizing to solve problems and achieve goals

Committee Objectives

- Identify areas of competency for WMSBF Members
- Educate members and the community
- Share best practices related to CSR
- Highlight emerging trends related to Social Responsibility practice

The SR Learning Continuum



Where are you?

Just starting

- What do you think?
- What acts?

Leading

CSR COMPETENCIES 101

“Just Starting”

- **Understanding of what to do; organizational strategy**
- **What is social responsibility? (within Triple Bottom Line framework)**
- **How to define CSR principles for your organization?**
- **What is the new thinking about business/society relationships?**
- **Understanding the various approaches to fulfilling social responsibility? (Understanding levels of engagement)**
- **Understanding community (as a system)**

101 - Examples

- Scenario basics
- Group problem-solving
- Reveal what was done with W. Michigan example

CSR Competencies 201

“Implementing”

- Building Social Responsibility into your Business Model
- Measuring CSR
- Communicating CSR Activities and Outcomes
- Integrating CSR within your Organization’s Culture
- Services and Products as Social Change

201 - Examples

- Scenario basics
- Group problem-solving
- Reveal what was done with W. Michigan example

CSR Competencies 301

“Leading”

- Leveraging CSR through the supply chain
- Expanding Your CSR Sphere of Influence/Living the Change
- Strategies for Innovation

301 – Examples

- Scenario basics
- Group problem-solving
- Reveal what was done with W. Michigan example

Using SR to solve problems

- What is the top problem or opportunity for your business? Using SR, what new partnerships can you develop to solve this problem?

Considerations

- Keeping things in mind....

Committee Next Activities

- Survey membership for resources re: SR