

For major corporations and organisations, CSR is a no-brainer: case study book recommendation

Walking the Talk:
The Business Case for Sustainable Development

Holliday, Schmidheiny & Watts

(Berret Koehler 2002, ISBN 1- 57675-234-8)



For SMEs, CSR is a problem:

1. Social obligations can be costly;
2. Dilution of purpose;
3. Businesses are already powerful and can be perceived as paternalistic;
4. Businesses have no direct line of accountability to society;
5. Subjectivity of definition.

*Prof. Alan Stainer, Middlesex University,
MHCi Masterclass on Sport & CSR, London, 03.10.03.*



Social responsibility - Advantages:

1. Learning for staff:

new skills and competencies developed

2. Improved culture:

staff - increased motivation and commitment

3. Reputation:

enhanced local image

4. Recruitment:

links with potential recruits



Social responsibility - Advantages:

5. Productivity:

gather innovation for products and efficiencies

6. Corporate responsibility:

personal satisfaction from discharging wider responsibilities

7. Customers:

expand the customer base



Three Key Steps:

1. Enthuse the CEO
2. Engage the staff
3. Think out of the box...



Think out of the box:

Things don't change, we change

Henry Thoreau, Walden



Think out of the box:

Making money is art
and working is art
and *good business* is the best art of all

Andy Warhol

