CSR as a Poverty Reduction Strategy by Strandberg Consulting www.corostrandberg.com

Discussion Draft – Feedback to: coro@corostrandberg.com
Blog Series: http://corostrandberg.com/blog/csr-as-a-poverty-reduction-strategy
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CSR Focus Area	Business Action	Public Benefit	Resource or Standard
Workplace			
Living wage	Pay employees a living wage and ask suppliers/ contractors to do the same; become certified as a Living Wage Employer	Reduce family poverty	Living Wage Canada http://livingwagecanada.ca/ Living Wage Employer Certification http://livingwagecanada.ca/index.php/living-wage-employers/emloyer-certification/ Social Value Business Guide Section on Living Wage http://corostrandberg.com/wp-content/uploads/2014/09/business-guide-to-social-value-creation-2014.pdf
Training & development	Invest in apprenticeships, training, co-op students and professional development for staff	Education and training	To come
Workplace practices and labour relations	Enhance employee benefits and improve workplace practices/conditions such as participatory workplaces, fair layoff procedures/workforce reductions, socially responsible outsourcing, whistleblower protection, internal hiring, etc.	Income security and employee health and well-being	To come
Health & safety	Have best practices in employee and contractor health and safety	Health	OHSAS 18001 http://www.ohsas-18001-occupational-health-and-safety.com/
Health literacy	Provide healthy lifestyle / workplace wellness programs for employees, e.g. fitness, healthy eating, smoking cessation, financial literacy, nutritious food, disease prevention and management, voluntary simplicity, wellness programs, alcohol responsibility, onsite clinics and fitness centres; chronic disease management, flu prevention program, nutrition seminars and health fairs, health risk assessments, BMI assessments, incentives to promote participation, after hours exercise clubs, serving healthy food in meetings and cafeterias; adopt a holistic approach to health in the workplace	Health	Healthy Workplace, Healthy Society http://www.csreurope.org/sites/default/files/Health%20Literacy%20Blueprint_0.pdf Healthy Workplaces Website http://www.projecthealth.ca/understanding-workplace-health
Mental health	Provide mental health programs for employees; be a champion of mental health, anti-bullying, etc.	Mental health	Standard for Psychological Health and Safety in the Workplace http://www.csa.ca/cm/ca/en/news/article/standard-for-psychological-health-and-safety-in-the-workplace

Family friendly	Adopt measures to enable employees to address family responsibilities	Mental health, improved child outcomes	To come
Work-life management	Provide flexible working hours and arrangements, e.g. work-life balance programs that reduce employee and family stress, e.g. flextime, job-sharing, reduced/compressed work week, teleworking, etc.	Mental health, improved child outcomes	Work-life Assessment and Recognition Program, Alliance for Work-Life Progress http://www.awlp.org/awlp/seal/faqs.html
Dependent care	Provide support for child, elder and other dependent care, including direct provision; information about child care resources, emergency/sick child or elder support	Child, elder and other dependent care	Supporting Employees with Child and Elder Care Needs http://www.sandwich.pdx.edu/Sourcebook.pdf
Diversity & inclusion	Improve workplace diversity practices	Jobs for people with employment barriers; reduce discrimination; enhance immigrant integration; reduce ageism; promote tolerance; diversity competent	Disability standard criteria https://www.disabilitystandard.com/support/glossary/disability-standard-criteria/ Business Disability Forum (UK) http://businessdisabilityforum.org.uk/
Human rights	Promote human rights in the workplace and in the supply chain; anti-discrimination programs; freedom of association, collective bargaining, etc.	Human rights	Guiding Principles on Business and Human Rights http://www.ohchr.org/Documents/Publications/GuidingPrinciplesBusinessHR_EN.pdf Guide to Human Rights Impact Assessment Tools http://www.humanrightsimpact.org/fileadmin/hria_resources/Business_centre/HRB_Booklet_2009.pdf
Communities			
Aboriginal relations	Improve Aboriginal relations (e.g. employment, business development, community investment, community engagement); respect for indigenous rights	Reduce inequities	Progressive Aboriginal Relations Certification Program http://www.ccab.com/progressive_aboriginal_relations_par Free Prior and Informed Consent in Canada http://www.borealcanada.ca/documents/FPICReport-English-web.pdf
Ethical sourcing	Adopt ethical sourcing practices, e.g. freedom of association and collective bargaining,, fair salary, no child labour, no forced labour, equal opportunities and no discrimination	Human rights and labour conditions in supply chains	SA 8000 standard http://www.sa-intl.org/index.cfm?fuseaction=Page.ViewPage&PageID=937
Buy local	Buy from local businesses	Enhance local economy	Building Local Economies http://bealocalist.org/
Social enterprises	Source from social enterprises	Create jobs for people with employment barriers; support financial stability of non-profits	Enterprising Non-profits (ENP) http://www.enterprisingnonprofits.ca/ Buying from Social Enterprises: A Guide for Buying and Procurement Professionals file:///C:/Users/Coro/Downloads/buying_from_social_enterprise_paper2_final_version%20(3).pdf

			Social Value Business Guide Section on Social Buying http://corostrandberg.com/wp-content/uploads/2014/09/business-guide-to-social-value-creation-2014.pdf
Social sourcing	Source from suppliers with strong social performance practices; buy from inclusive suppliers	Improve social welfare	BuySmart Network www.buysmart.bc
Fair trade	Buy fair trade	International development	Fair trade standards http://fairtrade.ca/
Community investment	Donate and support employee volunteering, provide in-kind support for non-profits and enable employee, customer and supplier donations	Community well-being	Imagine Canada standard http://www.imaginecanada.ca/node/172
Accessibility	Improve accessibility of products, marketing, communications and premises	Inclusion of people with disabilities	Being a disability confident organization (AU) http://jobaccess.gov.au/content/being-disability-confident-organisation
Positive community impact & benefit sharing	Programs that generate net positive benefits for communities as result of operations; benefit sharing with impacted communities	Community well-being	Shared Value Initiative https://www.sharedvalue.org/
Community training and hiring	Train and hire workers with employment barriers	Jobs for people with employment barriers	Social Capital Partners http://www.socialcapitalpartners.ca/ World Business Council for Sustainable Development Responsible Employment Strategies http://action2020.org/business-solutions/responsible-employment-strategies Hiring and Retaining Skilled Immigrants http://www.bchrma.org/wp-content/uploads/2012/08/itiguide.pdf Social Value Business Guide Section on Community Hiring http://corostrandberg.com/wp-content/uploads/2014/09/business-guide-to-social-value-creation-2014.pdf
Marketplace			
Toxins	Reduce toxic content of products, services and production	Public health	To come
Product health and safety	Provide products and services which are safe, including intended use and foreseeable misuse.	Public health	Consumer Product Safety Guidelines for Suppliers http://www.iso.org/iso/home/news_index/news_archive/news.htm?refid=Ref1726 International Consumer Product Health and Safety Organization https://www.icphso.org/ ISO 10377 Consumer Product Safety http://www.iso.org/iso/catalogue_detail?csnumber=45967
Product affordability and accessibility	Be an inclusive experience for customers; ensure products and services are accessible for those on low incomes or who are otherwise vulnerable and	Social inclusion	To come

	disadvantaged; access to essential products and services; universal design		
Customer engagement on healthy lifestyles	Consumer education on sustainable consumption and healthy lifestyles	Public health and sustainable consumption	Driving Social Change http://nbs.net/wp-content/uploads/NBS-Executive-Report-Social-Change.pdf Value Gap: The Business Value of Changing Consumer Behaviours http://www.futerra.co.uk/wp-content/uploads/2013/09/Value_Gap-html.pdf
Ethical/responsible marketing; consumer education	Ethical, responsible marketing and advertising practices; fair treatment of customers; consumer protection and education		Canadian Marketing Association Code of Ethics and Standard of Practice http://www.the-cma.org/regulatory/code-of-ethics
Society			
Social investment	Take social risks and opportunities into account in investment decisions; conduct social due diligence; proactively invest in social sectors and infrastructure (e.g. water, sanitation, healthcare, agriculture)	Improve social impact of corporations and infrastructure	Social Investment Organization http://www.socialinvestment.ca/
Population health	Corporate engagement on health and wellness across the value chain	Public health	Business and Population Health http://www.bsr.org/reports/BSR_A_New_CSR_Frontier_Business_and_Population_Health.pdf
Social products / social life cycle/ social impact assessment	Produce products and services that meet community needs and benefit society; generate net positive benefits from products and services; reduce the negative and enhance the positive benefits of corporate activity and operations	Improve social welfare; meet real needs	Guidelines for Social Life Cycle Assessment of Products http://www.unep.fr/shared/publications/pdf/DTIx1164xPA-guidelines_sLCA.pdf Handbook for Product Social Impact Assessment http://product-social-impact-assessment.com/wp-content/uploads/2014/08/Handbook-for-Product-Social-Impact-Assessment.pdf
Social innovation	Partner with community organizations to contribute to addressing systemic societal issues and problems	Address root causes of social problems and improve social conditions	Social Innovation Generation http://www.sigeneration.ca/ The Reconceptualization of Business http://www.siemens.com/sustainability/pool/nachhaltigkeitsverstaendnis/psi_reconceptualization_of_business.pdf Increasing Impact, Enhancing Value: A Practitioner's Guide to Leading Corporate Philanthropy http://www.cof.org/sites/default/files/documents/files/CorporateGuide.pdf Social Value Business Guide Section on Social Innovation http://corostrandberg.com/wp-content/uploads/2014/09/business-guide-to-social-value-creation-2014.pdf

Stakeholder relationships	Adopt best practices in building effective relationships with stakeholders	Improve social capital	Build Effective Relationships http://tomorrowscompany.com/tomorrows-relationships
Pay equity & excessive executive compensation	Adopt pay equity and fair executive compensation; implement fair pay / fair wage ratios	Reduce discrimination, reduce family poverty, reduce social inequities; promote gender equality; promote social cohesion	Wagemark https://www.wagemark.org/
Tax fairness	Pay fair share of taxes; revenue transparency & accountability – corporate tax avoidance is a reputation issue	Contribute to public revenue	Revenue transparency standard http://eiti.org/eiti Tax Justice Network http://www.taxjustice.net/cms/front_content.php?idcatart=2&lang=1
Business ethics	Adopt measures to prevent bribery and corruption, protect privacy	Improves social capital	UN Global Compact Business Against Corruption Framework http://www.unglobalcompact.org/docs/news_events/8.1/bac_fin.pdf Privacy Commissioner of Canada Privacy Toolkit: A Guide for Businesses and Organizations http://www.priv.gc.ca/information/pub/guide_org_e.asp
Progressive public policy & responsible lobbying	Advocate for public policy that addresses root causes, and focuses on prevention and core supports (e.g. housing, health care, public transit); responsible political involvement and lobbying	Public support for public policy measures	Council for Clean Capitalism http://www.corporateknights.com/article/corporate-knights-launches-council-clean-capitalism Towards Responsible Lobbying http://www.accountability.org/about-us/publications/towards.html