

## CSR: “CORPORATE SOCIAL RESPONSIBILITY”

What is really behind these three words? Just what does 'Corporate Social Responsibility' mean anyway? What can be done and needs to be done?

CSR is about how companies manage the business processes to produce an overall positive impact on society

Why is corporate social responsibility important? And how to act on this responsibility? We would like to help you and your business to develop and incorporate a set of CSR policies that are achievable and practical for your business. Even if we're talking about small initiatives – the positive effects will be just as valuable and will grow with time. The most important thing is that all stakeholders are comfortable: company, employees and partners.

There are plenty of CSR activities:

### **Monetary donation**

- *'Donate to celebrate'*: If you're celebrating a special occasion, why not ask for donations instead of gifts? Whether it's a company's anniversary, summer party, christmas or any other occasion, celebrate your event with the slogan 'Donations instead of gifts' and make this day extra special
- *'Spare pennies'*: The spare pennies from your pay can make a big difference! Employees payslip is rounded down to the nearest pound with the pennies donated to charity.
- Collection campaign: We provide you with collection boxes and any material needed
- Tombola for a good cause

### **Donations in kind**

Whether for a new parents room in a childrens clinic or a buggy for families, the *Bunte Kreis Rheinland* is happy to inform you about the individual needs of the organisation.

### **Service**

#### **Get involved and fulfil manpower need!**

Whether for cleanups, painting new rooms or setup and dismantling of our tents, every helping hand is welcome and the staff members appreciate all volunteers who support them

in their important work! Organise a 'Volunteer Day': Social and societal commitment is crucial to your employees. They take on certain responsibilities that will help them to strengthen their team spirit and will benefit the work environment.

### **Social-Events**

Are you planning a company anniversary, birthday party, opening or a summer party? Want to do some good while celebrating your company? Or would you like to organise an afternoon event where seriously ill children and their families can forget their suffering and look on the bright side in life? Or perhaps plan a trip and take out all volunteers? Encourage your employees to help! We're happy to share ideas and support you in a thriving implementation.

### **Cause-Related Marketing: 'Sell and help'**

Your product for a good cause. This campaign is a mutually beneficial partnership between your company and the *Bunte Kreis Rheinland*. Your company publicly supports the *Bunte Kreis Rheinland* through the sale of specific products that you offer on behalf of us. The clear demonstration of your commitment to a good cause will be supported by our press and public relations. Photo material and media coverage will catch the public's eye and can help you to reach new audiences.

### **Company health management – 'Walk together'**

As part of your company health management you can really do some good for your employees and the *Bunte Kreis Rheinland*. Take on a challenge and ask your employees to participate in a 'walking competition'. Each step will be rewarded by a donation! Or simply organise a running event!

### **Team building: 'Doing good together'**

Playing football tournaments, taking part in a business run or just sharing cultural or musical events – it's rewarding get together for a good cause! Team bonding activities may help people see each other in a different light and allow them to connect in a different setting.

### **What effect can they have?**

- With your donation and your commitment, you are helping seriously ill children and their families in the region
- A company that is considered socially responsible can benefit -both by its enhanced reputation with the public, as well as its reputation within the business community in the region
- Your own employees can feel proud to belong to, and work for, a company that is acknowledged for its positive contribution to society
- Your donation will arrive 100% at our end. You do good and make a major contribution to a social purpose

For companies that see CSR as an opportunity to do something good, the big hurdle lies mainly in the execution with limited resources. The big challenge is how to develop an approach that can truly deliver on these lofty ambitions. Particularly small companies face difficulties to put CSR into practice. Please get in touch with us and learn how to put your organisation's best CSR practices in the spotlight.