

The next wave of business leadership, innovation and performance

Transformational CSR

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In challenging times, companies are looking for creative ideas to transform their businesses and propel them into the post-recession economy.

While Corporate Social Responsibility isn't new, the question is – how do companies advance to the next level of financial, social and environmental performance by taking a closer look at their long-term risks and opportunities?

This special report – produced in co-operation with Canadian Business for Social Responsibility – will discuss innovative ways that companies can use CSR to affect positive change and growth. By paying greater attention to the needs of customers, communities, employees and environment, companies can find the inspiration for new products and markets; safeguard reputation, and lead the advancement to a low carbon, more sustainable economy.

Among its topics, this report will discuss:

Charismatic and visionary leadership. Vision in the C-suite and at the Board table drives company sustainability performance. We are already witnessing growth in Board involve-

ment in CSR, sophistication and accountability.

Smart investments. How are companies making investments in people and communities that go far beyond cheque writing, to better recognize their social impacts? How are all employees, including executives, engaging in new ways to create long-term value and earn a license to operate?

Strategic partnerships. Innovative partnerships involving NGOs, companies, communities and governments can be challenging, but have the potential to spur innovation capacity, knowledge and leadership.

Lifecycle approach. Many levels of the supply chain are under growing pressure to address environmental and ethical concerns. How are leading companies taking a lifecycle approach – from raw materials sourcing to manufacturing, customer purchase and 'end of life' – to create new business opportunities while reducing the overall negative impact of their products?

Showing your performance. Trans-

parent communication and reporting is an important part of a company's CSR commitment. Engaging with communities, employees and customers in an honest way builds trust—and permits CSR reports to shift from a communication tool to a management tool that can influence and transform a business strategy.

Employees: the most valuable resource. Learn how CSR serves as a key driver to keep staff actively engaged and involved in creating new business approaches – to gain market share and recognition as a socially responsible company.

All this and more in this special report.

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Sources: PMB 2007 – Age 12+ & Business Pulse 2004 (CEO stats)

THE GLOBE AND MAIL



Canadian Business for Social Responsibility



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