

CSR Principles

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*7th Member Meeting of the Regional Council of Agricultural Machinery
Associations in Asia and the Pacific*

Wednesday, 27 October 2021

Overview

- Move beyond traditional Corporate Social Responsibility (CSR) to purpose-driven social impact
- Purpose can be profitable & “doing good is good business”
- Well designed CSR initiatives build Trust Capital
- Should be embedded in corporate strategy rather than one-off or sporadic

A. CSR Program Principles

1. Scalability

- Scope
- Regional

2. Sustainability

- Extend beyond project lifetime

3. Directly and/or indirectly aligned to company's business model

4. Mitigate operational, reputational, and liability risks

B. CSR Execution Principles

5. Leverage the company's infrastructure and human capital

- Utilize the “sunk capital” of the company
- Opportunity for staff volunteer skills

6. Remain within the capacity of the company

- Invest in relevant additional resources as needed

C. Partnership Principles

7. Innovative funding models

- Seeding model – build up to developing economically sustainable ventures
- From funding/grants to financing

8. Co-creation to drive ownership

- Engage, involve, and inform customers, staff and external stakeholders in CSR activities