CSR Principles
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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