



The Importance of CSR

Corporate social responsibility (CSR) has become one of the standard business practices of our time.

For companies, the overall aim is to achieve a positive impact on society as a whole while maximising the creation of shared value for the owners of the business, its employees, shareholders and stakeholders.

For companies committed to CSR it means kudos and an enhanced overall reputation – a powerful statement of what they stand for in an often cynical business world.

- ✓ Positive impact in the community
- ✓ Better brand recognition
- ✓ Supports public value outcomes
- ✓ Improves financial performance
- ✓ Builds trust & confidence
- ✓ Organisational growth