

Corporate Social Responsibility (CSR) & Vocational Service A Strategic Partnership

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“In Rotary, our business is not profit. Our business is peace. Our reward is not financial, but the happiness and satisfaction of seeing a better, more peaceful world, one that we have achieved through our own efforts.”

RI President 2012-2013 Sakuji Tanaka

Rotary & Corporate Social Responsibility (CSR)

- Since inception, Rotary has built a philosophy based upon integrity in businesses and professions. These can be summed up in the **Object of Rotary**, our **core values (Service, Fellowship, Diversity, Integrity, Leadership)**, **The Four-Way Test**, and **Rotary Code of Conduct**.
- Rotary clubs and individual Rotarians are committed to **Vocational Service** and **high ethical standards** in all of their interactions. As an organisation, Rotary International's **social responsibility philosophy** can be summed up by our **commitment to transparency in governance, stewardship of financial resources and the environment, and fair labour practices**.

Rotary Areas of Focus

- The **6 Areas of Focus** reflect critical humanitarian issues and needs that Rotarians are addressing worldwide. They align Rotary with other international development efforts (UN Global Compact and Millennium Development Goals of UN) that will strategically further The Rotary Foundation's mission.
- While the **Millennium Development Goals** are a key focus at the UN, both the goals and Rotary's areas of focus **aim to help others** and **give them hope for a better life in a better world**.

rotary.org/future vision
rotary.org/areasoffocus

Rotary Foundation Global Grants

Global grant-funded projects and activities should align with at least one of the six areas of focus:



Peace and conflict prevention/resolution



Disease prevention and treatment



Water and sanitation



Maternal and child health

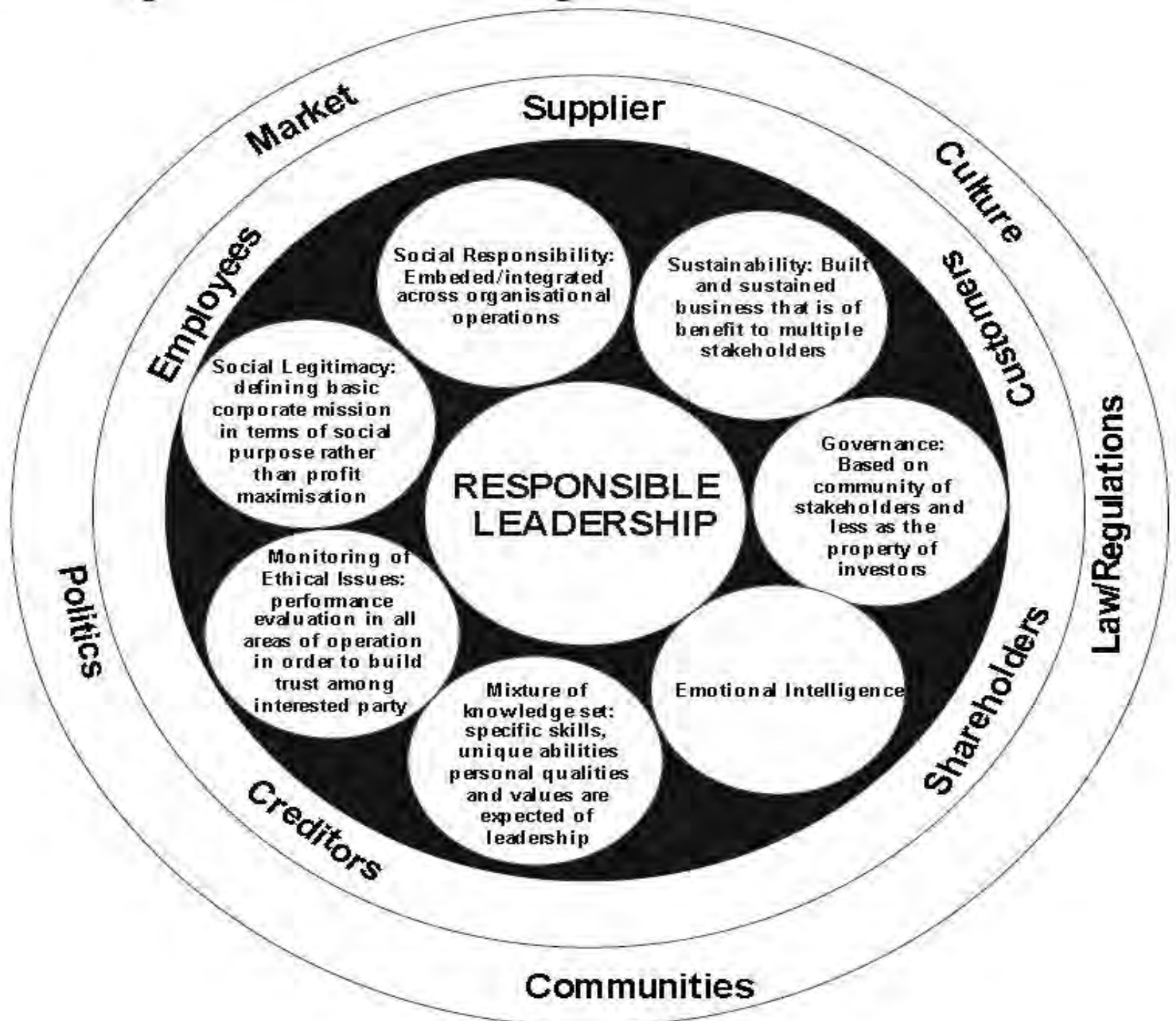


Basic education and literacy



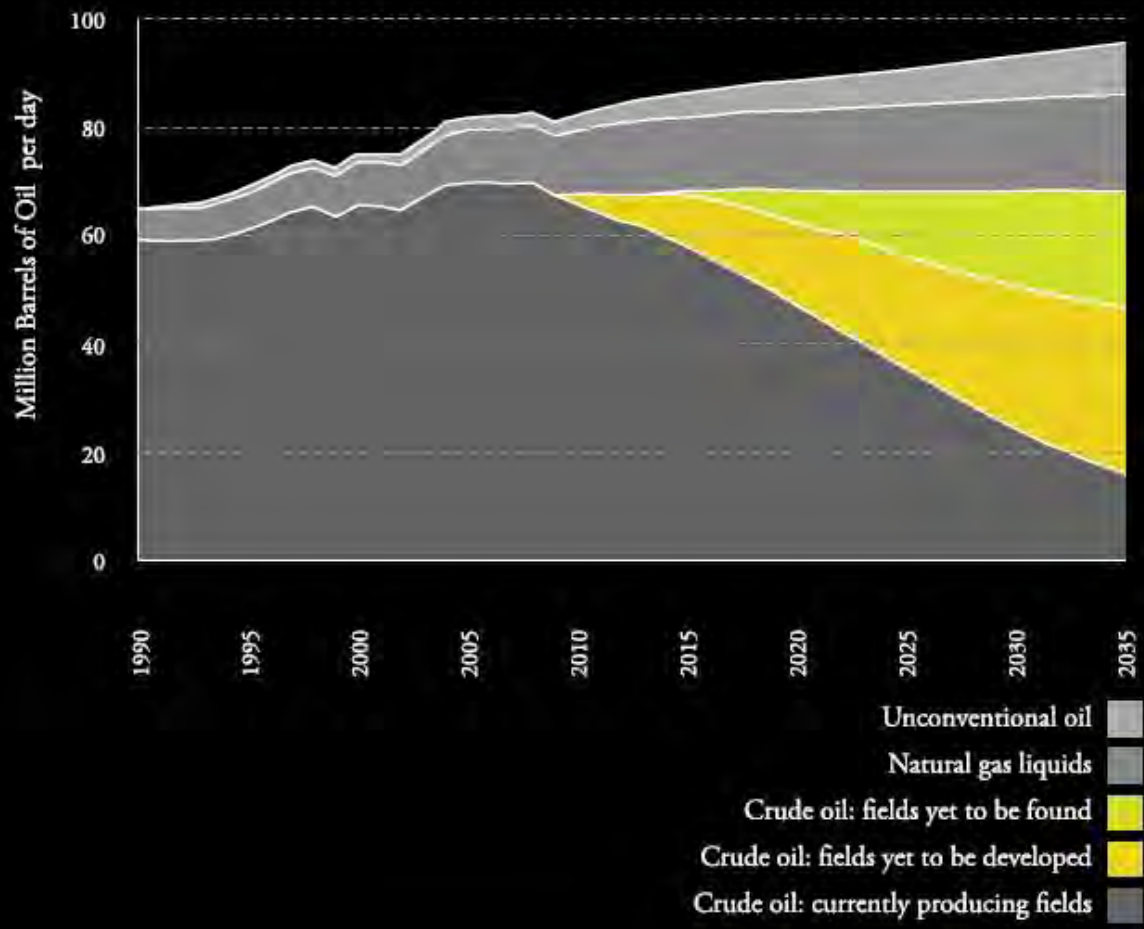
Economic and community development





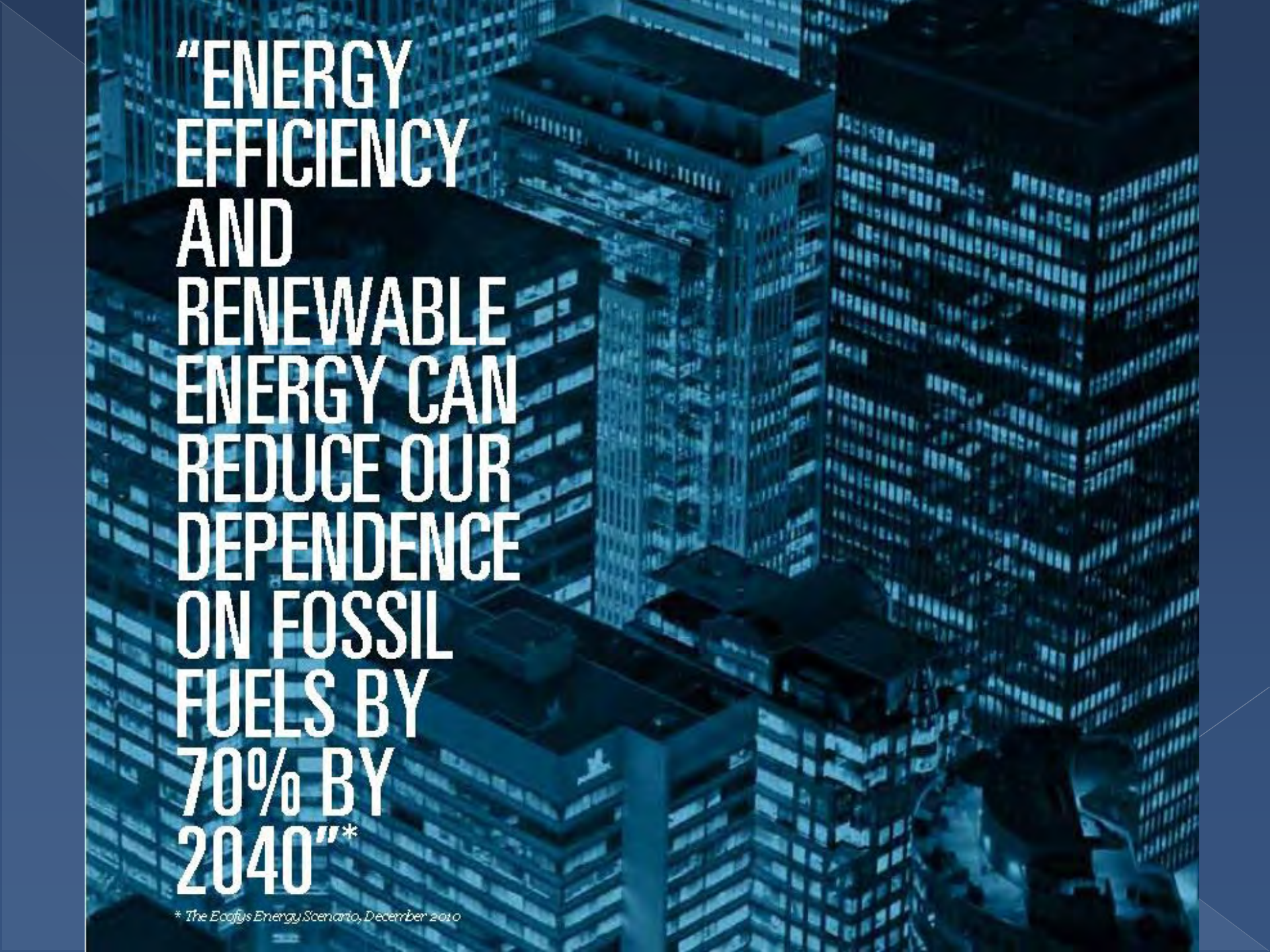
Ethical Decisions – Some Common Dilemmas

- Honest accounting practices
- Responsibility for mistakes such as accidents, spills, and faulty product
- Advertising that is honest and not misleading
- Collusion with competitors
- Labour issues
- Bribes and corporate espionage



"IF EVERYONE CONSUMED AS MUCH ENERGY AS THE AVERAGE SINGAPOREAN AND U.S. RESIDENT, THE WORLD'S OIL RESERVES WOULD BE DEPLETED IN 9 YEARS"**

Figure 2: World oil production by type
http://www.worldenergyoutlook.org/docs/weo2010/key_graphs.pdf

The background of the slide is a blue-tinted aerial photograph of a city skyline, showing numerous skyscrapers. In the bottom right corner, a small globe is visible, partially obscured by the buildings. The overall aesthetic is clean and modern, with a strong emphasis on the blue color scheme.

**"ENERGY
EFFICIENCY
AND
RENEWABLE
ENERGY CAN
REDUCE OUR
DEPENDENCE
ON FOSSIL
FUELS BY
70% BY
2040"***

** The Ecotys Energy Scenario, December 2010*



THIS REPORT
HAS BEEN
PRODUCED IN
COLLABORATION
WITH:

ECOFYS

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2011



THE ENERGY REPORT

100% RENEWABLE ENERGY BY 2050

The Energy Report – 100% Renewable Energy by 2050

10 Recommendations
For A 100% Renewal
Energy Future

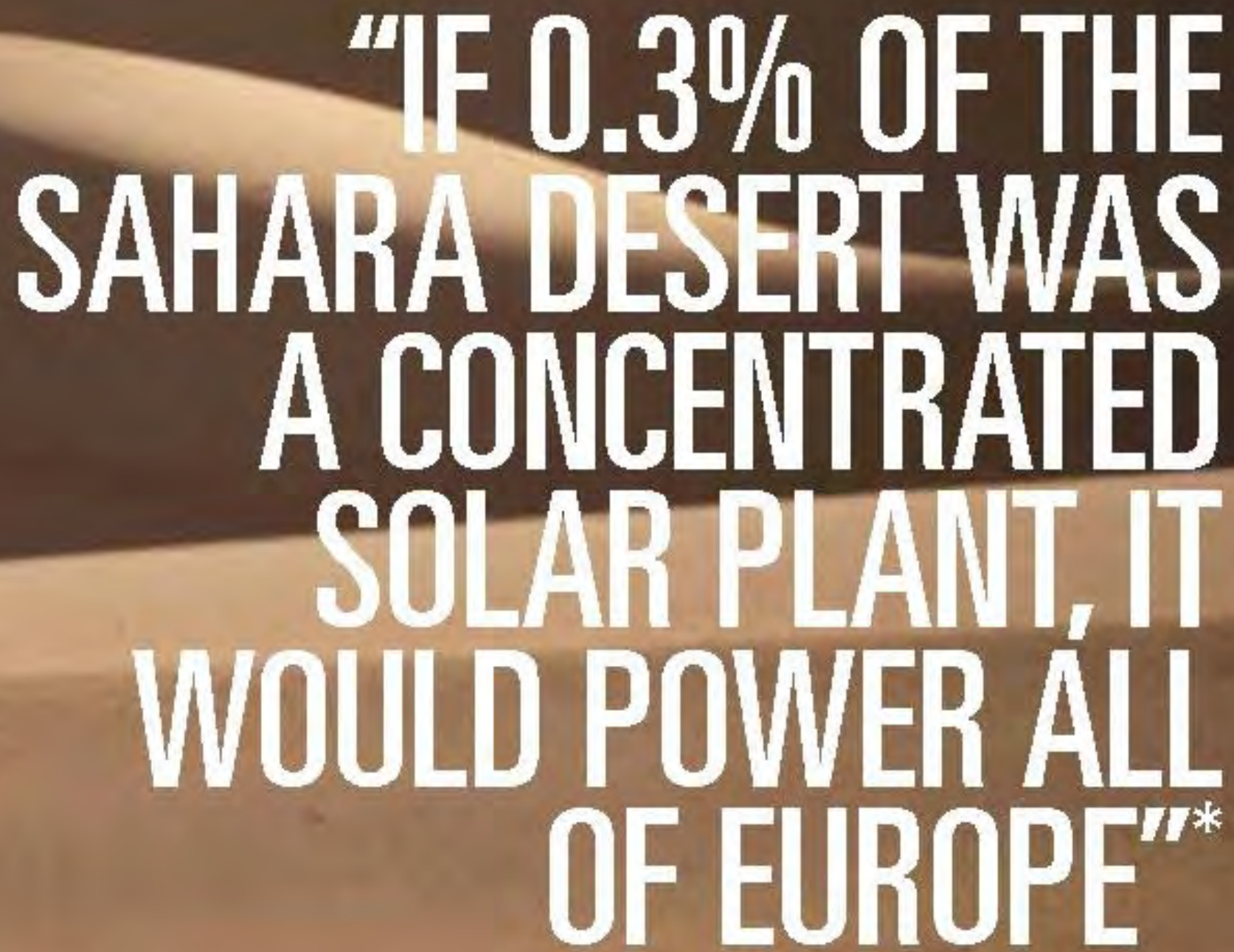
The Energy Report – 100% Renewable Energy by 2050

“By 2050, we could get all the energy we need from renewable sources. This report shows that such a transition is not only possible but also cost-effective, providing energy that is affordable for all and producing it in ways that can be sustained by the global economy and the planet. **The transition will present significant challenges**, but I hope this report will inspire governments and business to come to grips with those challenges and, at the same time, to move boldly to bring the renewable economy into reality. **There is nothing more important to our ability to create a sustainable future.**”

James P. Leape
Director General
WWF International

The Energy Report – WWF

- ◎ **100% POSSIBLE** – Switching to a fully renewable energy supply by 2050 is achievable... **but there are challenges to overcome.**
- ◎ **Energy derived** from the **sun**, the **wind**, the **Earth's heat**, **water** and the **sea** has the potential to meet the world's electricity needs many times over, even allowing for fluctuations in supply and demand. We can greatly **reduce** the amount of energy we use through simple measures like insulating buildings, recycling materials and installing efficient biomass stoves. **Biomass** from waste, crops and forest resources has potential to provide a renewable source of energy.



**"IF 0.3% OF THE
SAHARA DESERT WAS
A CONCENTRATED
SOLAR PLANT, IT
WOULD POWER ALL
OF EUROPE"***

** Bridgette Meinhold, Desertec Foundation, 2009*

**“AN ADDITIONAL 1,000,000
ONSHORE AND 100,000 OFFSHORE
WIND TURBINES WOULD MEET
A QUARTER OF THE WORLD’S
ELECTRICITY NEEDS BY 2050”***

** Source: The Ecofys Energy Scenario, December 2010*



**"BY 2050, MORE
THAN A THIRD
OF BUILDING
HEAT COULD
COME FROM
GEOHERMAL
SOURCES"***

**Ecofys Energy Scenario, 2010*





Fotoğraf: George Steinmetz

© 2005 National Geographic Society. Her hakkı saklıdır.

Dev Develer

National Geographic Türkiye, Şubat 2005

Corporate Social Responsibility (CSR)

- CSR is about **sustainability** and the triple bottom line – **People** (Community), **Planet** (Environment), **Profits** (Financials).
- On **7 November 2009**, **RI United Nations Day**, an announcement was made with **United Nations Global Compact** to encourage joint collaboration to advance and share “***the ideals of high ethical business practices, sustainable humanitarian action, and world peace and understanding.***”

Social responsibility

Responsibility of an organisation for the impacts of its decisions and activities on society and the environment, through transparent and ethical behaviour that:

- Contributes to sustainable development, including health and the welfare of society;
- Takes into account the expectations of stakeholders;
- Is in compliance with applicable law and consistent with international norms of behaviour; and
- Is integrated throughout the organization and practised in its relationships

Principles of social responsibility

- ① **Accountability**
- ① **Transparency**
- ① **Ethical behaviour**
- ① **Respect for stakeholder interests**
- ① **Respect for the rule of law**
- ① **Respect for international norms of behaviour**
- ① **Respect for human rights**

Social Responsibility

- ISO 26000 (7 core subjects)

- ◉ Organisational governance
- ◉ Human rights
- ◉ Labour practices
- ◉ Environment
- ◉ Fair operating practices
- ◉ Consumer issues
- ◉ Community involvement and development

ISO 26000 offers a general framework and is a guideline, not a legally binding standard; it does not provide certification.

Social responsibility: 7 core subjects



Social responsibility: **7** core subjects

ISO 26000

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certification.

By adopting ISO 26000, companies seek not only to achieve financial targets but also to take their governance, environmental and social issues into account.



Benefits of Social Responsibility

The perception and reality of an organization's performance on social responsibility can influence, among other things:

- Competitive advantage
- Reputation
- Ability to attract and retain workers or members, customers, clients or users
- Maintenance of employees' morale, commitment and productivity
- View of investors, owners, donors, sponsors and the financial community
- Relationship with companies, governments, the media, suppliers, peers, customers and the community in which it operates



Opportunity and Responsibility

How to help more small businesses to integrate social and environmental issues into what they do

Opportunity & Responsibility

- Some key messages

- CSR is not a new concept to SMEs
- CSR can bring advantages to SMEs
- Partnerships between stakeholders are crucial
- Language and terminology must be appropriate
- Need to better integrate CSR into education
- Not all SMEs are the same
- Governments must act responsibly too
- CSR may look different in different countries

Responsible entrepreneurship is about running a business in a way that enhances its **positive contribution to society** whilst minimising the negative impacts on people and the environment. It shows the way in which entrepreneurs interact with their **stakeholders** on a daily basis, namely, customers and business partners in the **marketplace**, employees in the **workplace**, the local **community** and the **environment**.



Responsible entrepreneurship

A collection of good practice cases among small and medium-sized enterprises across Europe



Challenges for SMEs

The success of CSR management systems for SMEs will be influenced in particular by:

- **Cost.** Management systems that are expensive to buy or to implement are likely to see a lower uptake.
- **Simplicity.** The best CSR management systems for SMEs will be those that are simple and not excessively time-consuming to operate.
- **Degree of integration into other existing systems.** Ideally a CSR management system for SMEs should be linked to or even integrated into other existing management systems.

Business Cases for Investing in Employee Volunteering

Employee volunteering

- Creates employee engagement
- Attracts better talent
- Is employee development
- Offers a competitive advantage
- Increased corporate intelligence
- Reduces health care costs

(Source: <http://realizedworth.blogspot.com/2011/06/business-case-for-employee-volunteering.html>)

Awareness-raising questionnaire



An initiative of the European Commission
Directorate-General for Enterprise

This questionnaire helps you think about your company's efforts towards responsible entrepreneurship by raising questions on the possible ways you could improve your business in a profitable and sensible manner. It will also help you identify further actions you can take to strengthen your business, its reputation and performance. The questionnaire explores workplace policies, environmental policies, marketplace policies, community policies, and company values.

Responsible Leadership



Chartered on
15 June 2004

PROMOTING RESPONSIBLE ROTARIANS
THROUGH VOCATION & SERVICE

Service Above Self

ROTARY E-CLUB OF 3310

www.rotaryclub3310.org

Contact CP BS CHEW @ +65 9186 9763



Social Responsibility to SMEs

Responsible entrepreneurs (Rotarians):

- Treat customers, business partners and competitors with fairness and honesty;
- Care about the health, safety and general well-being of employees and consumers;
- Motivate their workforce by offering training and development opportunities;
- Act as 'good citizens' in the local community;
- Are respectful of natural resources and the environment.

BEST PRACTICES

As a Rotarian, I recognise my role in the community. I shall

- Act against all forms of corruption, bribery and extortion.
- Promote ethical and responsible decision making and safeguard the integrity of financial reporting.
- Preserve and progress the legitimate interests and rights of stakeholders.
- Adopt a precautionary approach to environmental challenges and support initiatives that promote greater environmental responsibility.
- Respect and uphold the internationally proclaimed human rights for the workforce.

*(Responsible Rotarians, Responsible Businesses –
drafted by PDG Gerald Minjoot & CP B S Chew)*

Rotary's Identity

Use **Rotary emblem** as a mark of distinction to promote “**Responsible Businesses**” through the triple bottom-line

- **People** (*Community*)
- **Planet** (*Environment*)
- **Profit** (*Financials*)



Resources (with special reference to SMEs)

[Areas of Focus handouts - Rotary International](#)

[The Energy Report – WWF Global](#)

[Social Responsibility and the Quality Professional: The Implications of ISO 26000](#)

[Discovering ISO 26000](#)

[Building Linkages For Competitive and Responsible Entrepreneurship](#)

[Engaging Small Business in Corporate Social Responsibility](#)

[Social and Environmental Responsibility and the Small Business Owner](#)

[Opportunity and Responsibility - European Commission](#)

[Introduction to Corporate Social Responsibility for Small & Medium-Sized Enterprises](#)

[Case Studies - European Commission](#)

[A guide to communicating about CSR](#)

[Awareness-raising questionnaire](#)

[Responsible Entrepreneurship](#)

How do you eat an elephant

