



HER
Business
Revolution
Because we are all
superwomen

The Importance of Corporate
Social Responsibility (CSR)
in Business Factsheet

It's true to say that many, many businesses now realise the importance of Corporate Social Responsibility (CSR) in how they operate.

What is CSR?

CSR is a mechanism for businesses to assess the impact they have on society and for them to consider putting responsible, ethical policies in place to support individuals, the local community and the environment.

It's all about connecting with our social responsibilities whether that be through charity involvement or supporting other initiatives within the community.

Why is it Important?

If you Google the importance of CSR you'll be amazed at the large number of hits you get – everybody has a view!

The 'hard-nosed' view as to why social responsibility is important to a business is because it demonstrates to both consumers and the media that the company takes an interest in wider **social** issues that have no direct impact on profit margins. This, in turn, can lead to greater profits for a business!

Whilst the distinction between **profit and ethics** might not be clear for larger organisations, for smaller businesses it's usually completely transparent. It's about giving back to the society in which you live and using **the focus and network that being in business can bring to make a difference.**

Why not make a positive impact on the world today and put CSR in practice for your business?

An example of a CSR initiative can be found at www.for-her.co.uk