



THRIVE

Birmingham Corporate Social Responsibility Survey 2008

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Sponsored by:

THE BIRMINGHAM POST

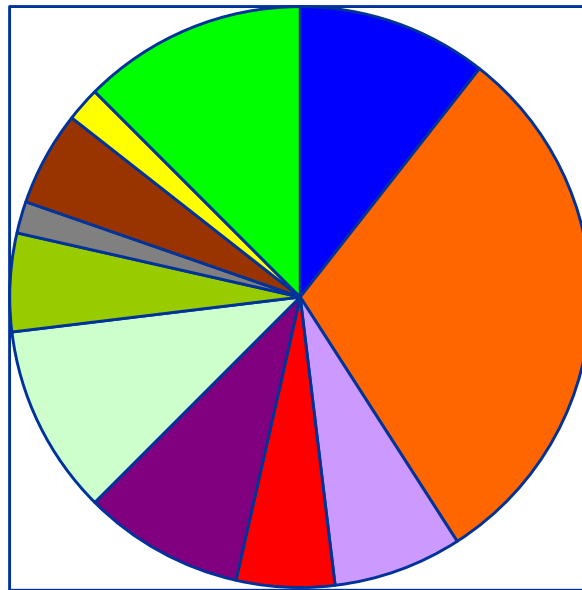


Survey & Sample

- **On-Line Survey of Birmingham Business Community conducted through Thrive community and wider business networks**
- **Survey link sent to 305 individuals**
- **66 Respondents (response rate = 22%)**
- **Research conducted June/July 2008**

Survey & Sample

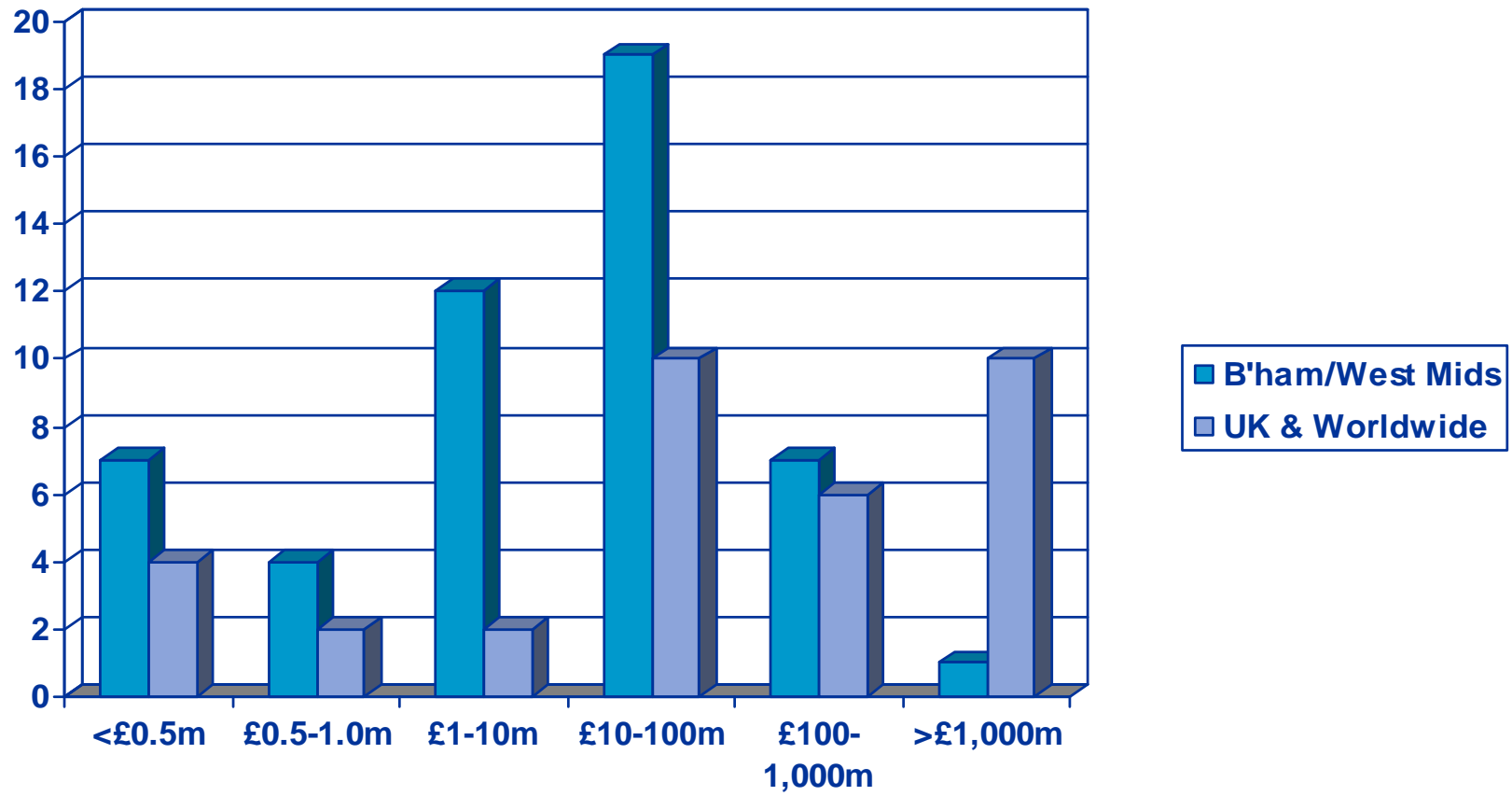
Sample by Sector



- Accountancy
- Legal
- Banking, Insurance & Fin Services
- Property & Real Estate
- Management Consultancy
- Marketing Services
- HR/Recruitment
- Leisure Services
- Government/Public Services
- Manufacturing
- Other

Survey & Sample

Sample by Turnover



Thrive CSR Survey 2008



Key Findings

- **Birmingham business takes CSR seriously - Over half of the companies which responded are fully engaged in formal programmes with dedicated resources.**
- **CSR programmes are driven by people - Employees & customers are the dominant reasons why businesses engage in CSR.**
- **Social issues are the predominant focus - Education and Employment/ Employability are top concerns.**
- **Environmental issues are the strongest growing concern.**



Key Findings

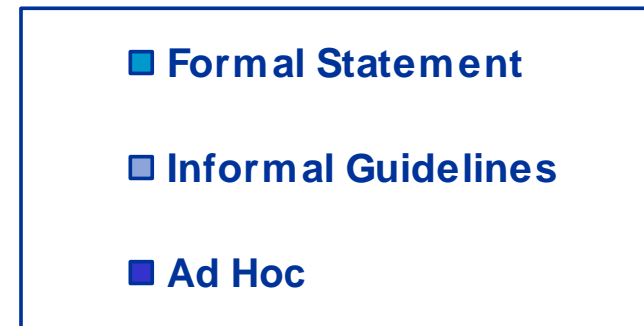
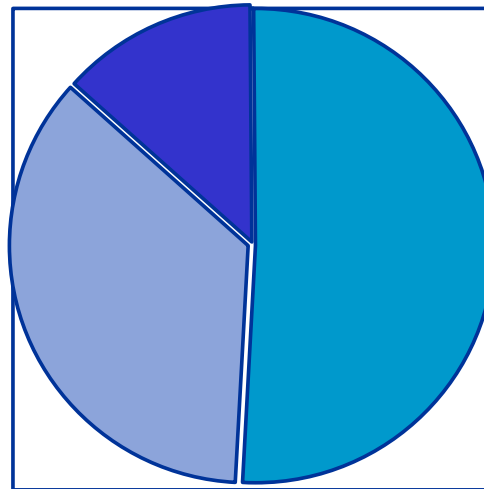
- **Arts, animals and sport lose out. Faith/religious causes rarely considered.**
- **Business benefits - It's about enhancing brands and recruiting, retaining & developing staff. Direct cost reduction is not reported as being important.**
- **Birmingham business cares - All companies recognise the moral dimension and 80% rate it as "Equally Important" or "More Important" than business/ commercial drivers.**

CSR Policy, Governance & Management

THRIVE CSR Survey asked respondents to provide details of their CSR policy, leadership and management. They were also invited to define what CSR meant to their organisation.

- **80% of respondent organisations have a CSR Policy, with over half being a “Formal Statement”.**

CSR Statements





CSR Policy, Governance & Management

- **Almost all of the policies (90%) cover full spectrum of Environmental, Ethical and Social issues.**
- **Just over half (52%) of respondent businesses, typically those over £10m turnover, have a CSR committee or working group.**
- **Over 60% of respondent businesses have appointed a F/T or P/T executive responsible, about two-thirds of which are at a senior level.**

How do you define CSR?

We see CSR as the voluntary action a company takes to contribute to the wider societal goal of sustainable development

The firm's responsibility to the wider community of which it is part on a local, regional and global level, with its objectives focussed on pro bono, charities, community and the environment

Recognising its responsibilities to its employees, communities, marketplace (including supply-chain) and environment

How we use our role within the community to the benefit of the community and our business.

Being authentic in our approach to sustainable business within our communities



Resources for CSR

The Survey asked respondents about budgets, time-off and other resources dedicated to CSR.

- **Three-quarters of businesses allow their staff time off in working hours to work with voluntary organisations. Half support their staff with cash donations to the causes concerned.**
- **Typically, CSR cash budgets are in the range £0-50k, with half of the companies budgeting less than £10k. Only 20% of respondents indicated budgets above £50k. Pro bono value of time tends to be higher, typically £10-50k.**
- **It is estimated that together these equate to approximately 0.15% of turnover.**
- **37% of businesses sampled have an in-house charitable trust.**
- **Over half (52%) identify a “Charity of the Year” but very few indicate that this excludes them making donations to other causes.**



Top CSR Issues

We investigated key issues under three headings:

- Environmental (Carbon Footprint, Waste Recycling, Transport, etc),
- Ethical (Human Rights, Equal Opportunities, Diversity, Fair Trade, etc.) and
- Social (Charity, Community Projects etc.).

Environmental Policy:

- **Over half (51%) of respondents cited Carbon Footprint as No.1 priority programme; rises to 69% as No.1 or No.2 priority.**
- **Reduced Consumption and Recycling also feature prominently.**
- **Green Sourcing / Local Procurement are significantly lesser concerns.**



Top CSR Issues

Ethical Policy:

- **Equal Opportunities / Diversity clearly top concern; 87% citing as No.1 or No.2 priority.**
- **Health & Safety (68%) comes in second place.**

Social Policy:

- **Top concerns (No.1 or No.2 priority) are Education (42%), Employment/Employability (33%), Children (25%), Community Facilities (23%) and Youth/Young People (23%).**
- **On the same measure, Arts (13%), Medical (17%), Disability (12%) and Sport (2%) feature poorly.**

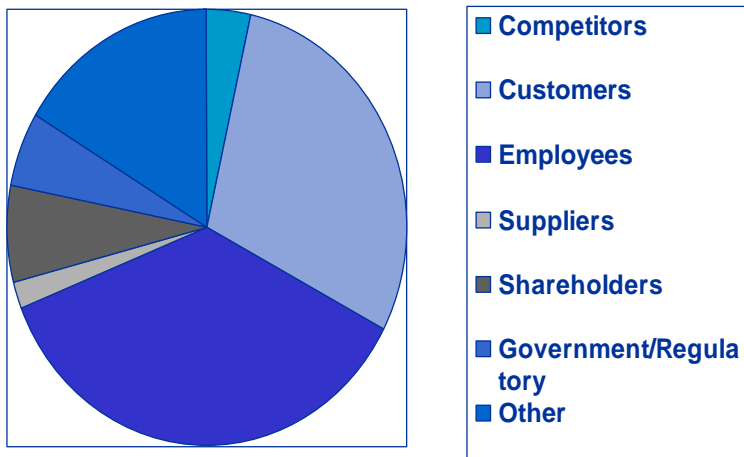
Drivers & Benefits

The Survey asked respondents what they saw as the main reasons for undertaking CSR programmes and how they benefitted.

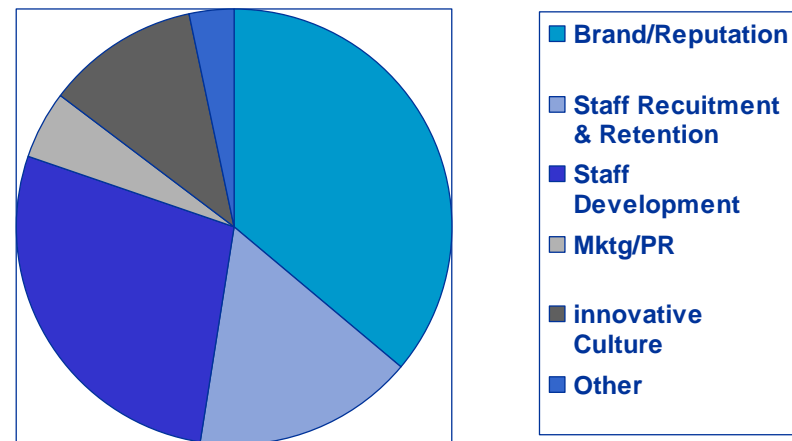
▪ **68% of respondents cite Employee (38%) or Customer (30%) influence as their main driver for CSR.**

▪ **Brand Reputation (39%) and Staff Recruitment/Retention/Development (47%) are seen as the dominant benefits.**

Drivers



Benefits





Drivers & Benefits

- **98% of respondents recognised a moral imperative for CSR**
- **80% rated this as Equally or More Important than business drivers!**



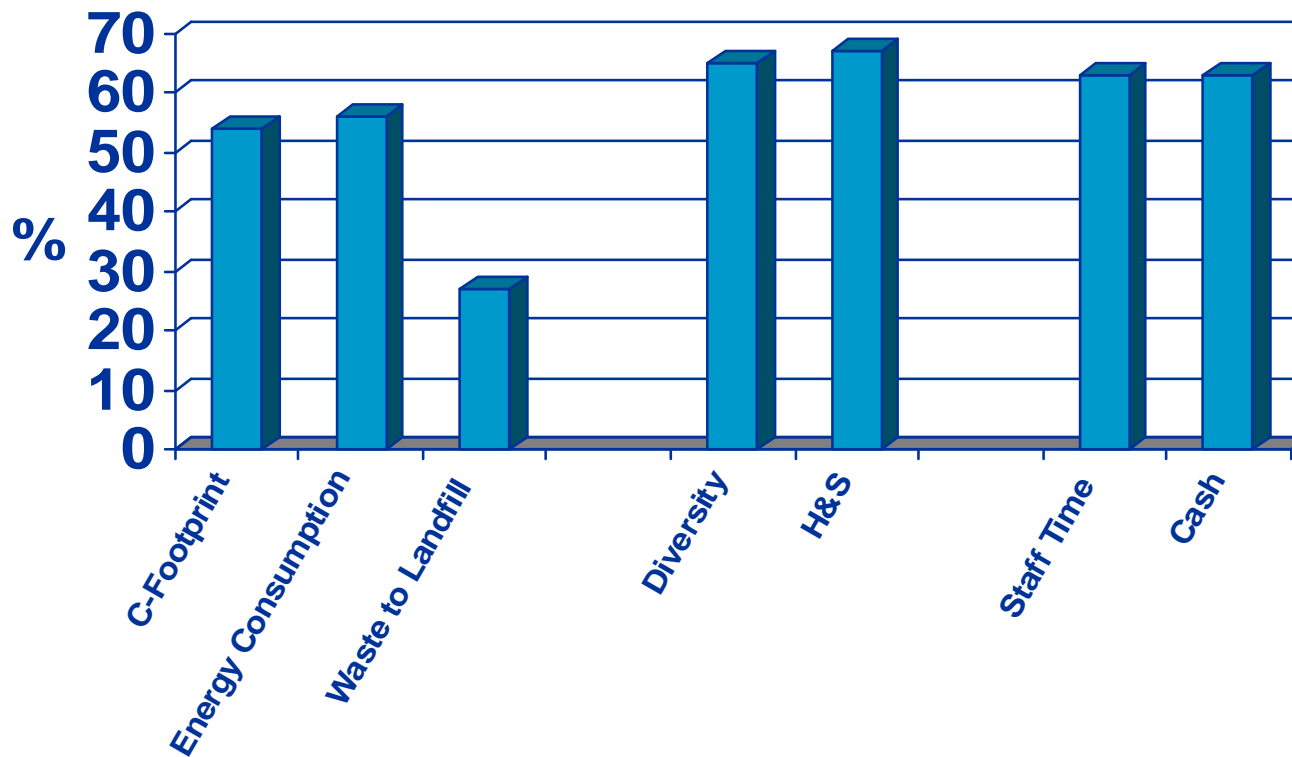
Measurement & Reporting

We asked respondents to tell us whether/how they measured the effectiveness of their programmes and whether they reported this outside their organisations

- **Respondents do not report a consistent methodology for measuring CSR activity and impact.**
- **Over half measure Carbon Footprint and Energy Consumption; but only a quarter monitor the amount of Waste to Landfill.**
- **Diversity and Health & Safety are monitored by 65% and 67% respectively.**
- **63% of respondents measure staff time and CSR cash expenditure**

Measurement & Reporting

CSR Measurement



Thrive CSR Survey 2008



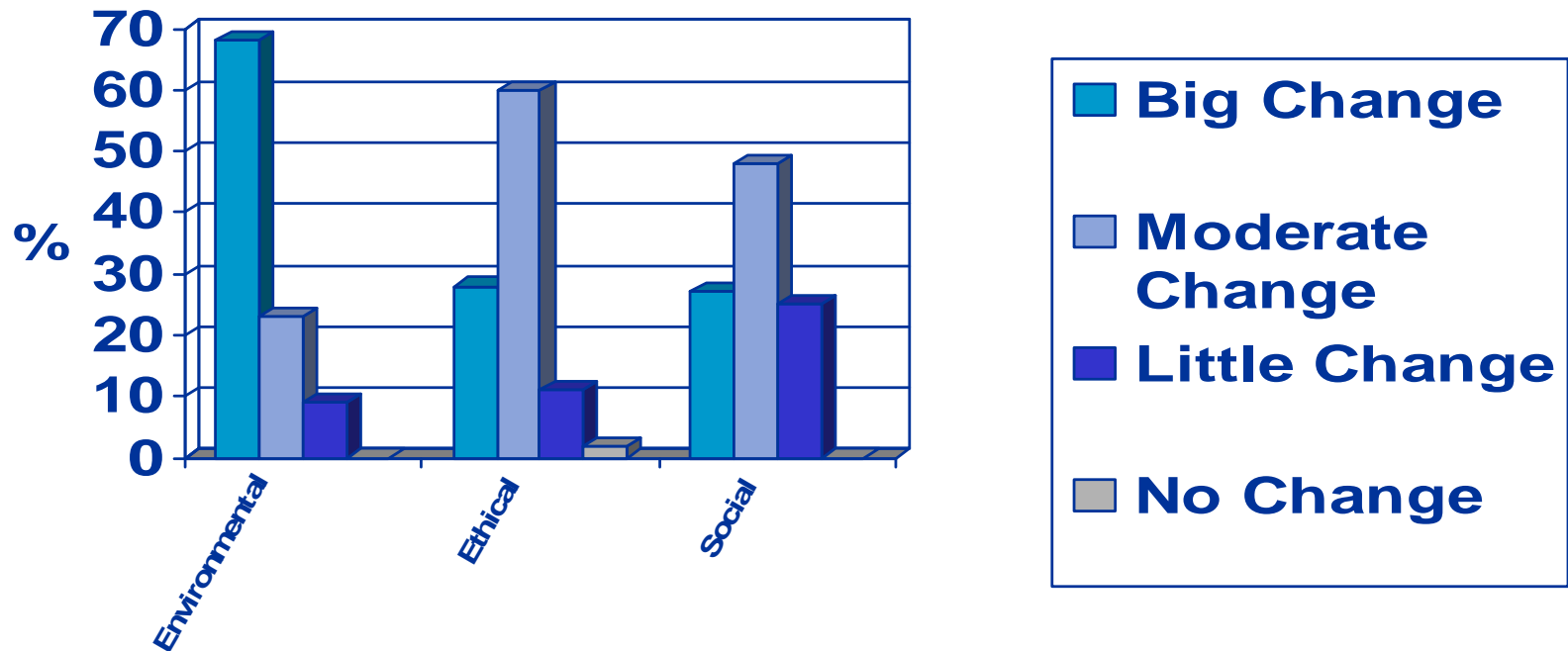
Measurement & Reporting

- **Only one-third of companies publish a CSR Report; and only a quarter of these are subject to external audit.**
- **Almost half (46%) have a “Whistle-Blower” mechanism for reporting unethical or environmentally inappropriate behaviours!**

Trends

Finally, we asked respondents how they had seen business attitudes to CSR change over the last three years.

Change in Business Attitude





The Future?

- **In the last three years, there has been very significant change in business attitudes to CSR.**
- **Over 90% reported that they had seen a Big or Moderate change in respect of Environmental considerations; only 75% indicated that they thought attitudes to Social issues had advanced.**
- **It might be questioned whether these trends will continue in the current economic climate.**

Disclaimer

The content of this report reflect the findings of THRIVE Birmingham Social Responsibility Survey 2008 and comments of participants contained in their responses. Content does not necessarily reflect the views or opinions held by the researchers themselves.