

CSR Made Simple



People & Ethics



Environment &
Sustainability



Charity &
Community

For Practice Plan
2pm-4pm - 29 March 2023



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Purpose Driven Business

Agenda

Introduction

Part 1

What is CSR & Why is it important?

Immediate gaps and wins

Part 2

Your 'Why' & Commitments

Part 3

Planning CSR

Part 4

Engaging the Team

Next steps & resources

Part 1 - What is CSR?

CSR (Corporate Sustainability & Responsibility) has three pillars:

- People
- Environment
- Community

There are four keys to CSR success:

- Fit your choices and activities to your business
- Commit wholeheartedly
- Connect to everyone in the business
- Manage CSR like anything else

What immediate gaps have you identified in your business?

What quick wins will you focus on?

Part 2 - Your CSR 'Why'

Your values and beliefs are the soil into which you plant your approach to CSR. For anything to last it needs roots, and that's why we start with the answers to these questions.

What's important to you - what do you value in people, family, business?

What do you want your team to say about you?

What do you want your family to say about you?

Part 2 - Your CSR 'Why'

What do you want people from your community and/or outside the practice to say?

List some of the key words and themes from 1-4

Can you sum up why you are committed to being a responsible and sustainable practice?

CSR Commitments

Below is my 'CSR Charter'. It encapsulates the fundamentals of good CSR. Consider each aspect of the charter and the answer the question 'Why am I committed to this?' Then record your answers. This will form an important part of your team engagement, as well as a grounding reminder of why CSR is important to you as time goes by.

1. Ethical decision making and behaviour.

2. Strong, value driven leadership

3. Positive charity & community engagement & partnership

4. Continuous review of environmental responsibility

CSR Commitments

5. Open & honest communication both internally & externally, and to celebrate achievements.

6. Business giving to good causes.

7. Active encouragement & support for team participation in volunteering and fundraising.

8. Managing CSR like any other value creating asset.

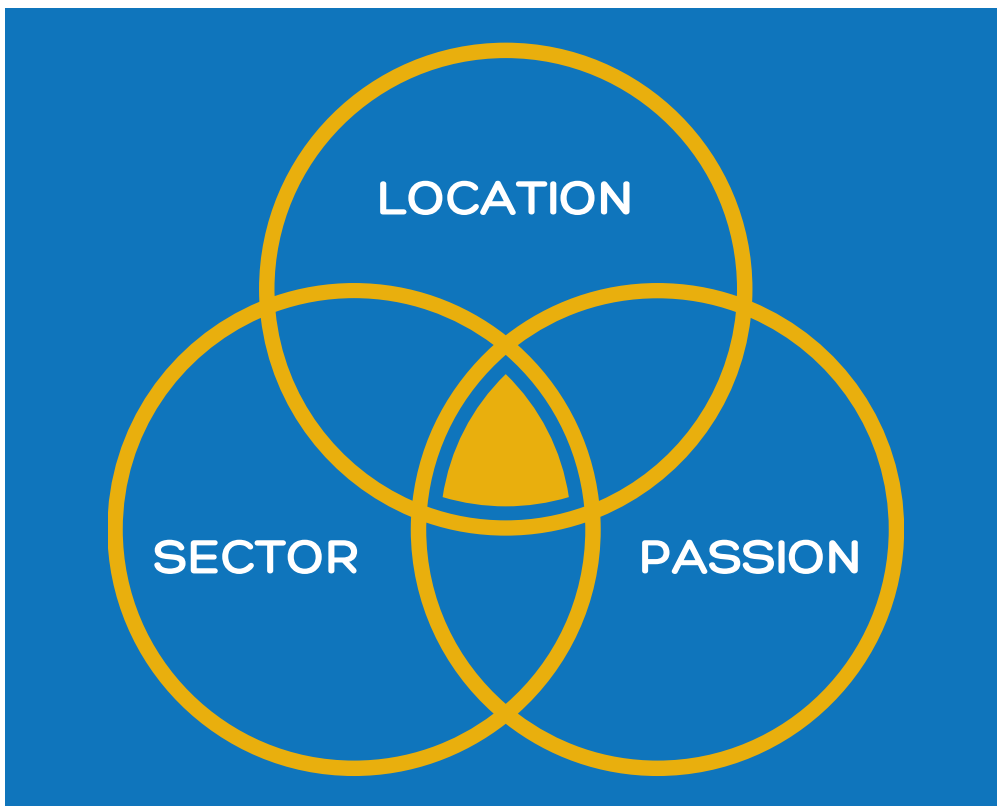
Part 3 - CSR Planning

Creating a simple, manageable and shared plan is critical if you are to work consistently towards and achieve your CSR goals.

Reference the 'Timesaver CSR Plan' in your Digital Resources to create your plan.

Work with your team to gather ideas and activities for charity, fundraising/volunteering and environment.

Charity Selection



Fundraising & Volunteering

You need a manageable number of fundraising events throughout the year. The number will vary depending on your team and the stage you are currently at with CSR.

Begin by engaging the team during the Team Engagement Meeting (Part 4)

Quick Win Ideas - something you could organise in the next month

Next Quarter Ideas - something you could organise in the next 3 months

The Big Ideas - something you could organise in the next 12 months

Environment

You need to work steadily and consistently to improve your environmental footprint. Identify the areas that you need to address from the Audit (from the presentation and in your Digital Resource File) and decide which of these to tackle in the first 3 months. I recommend no more than 2-3 initiatives per month to start with.

Environmental Quick Wins - next 3 months - high impact, low effort

Environmental Initiatives - 3-6 months - moderate impact, low effort

Environmental Initiatives - 6-12 months - high impact, moderate effort



Environmentally Sustainable Dentistry - Audit



Practice Name:

Element	Note/Action	Area	Doing Now?	Willing to do?
Wildlife	Plant soil areas with wild flowers/have planter pots	Biodiversity		
Switching off machines	Switch off protocol including timers to switch off non-essentials when not being used	Energy Saving		
Air conditioning	Use only when necessary, and the minimum period before room use	Energy Saving		
Green tariffs	Contract electricity and gas from renewable sources	Energy Saving		
Travel	Lift share, walk to work, cycle to work schemes. Co-ordinated appointments	Sustainability		
Communication	Use your website and other channels to promote green choices	Communications		
Ethically Sourced Supplies Resources	Source Fair Trade tea, coffee and other supplies	Ethical		
Green Champion and Training	Appoint someone to enforce green policies, and train staff on best practice	Sustainability		
Recycle bins	Maximise by having mixed recycling bins and disposal - also in surgery	Recycling		
Paper		Recycling		
Plastics		Recycling		
Batteries		Recycling		
Printer cartridges		Recycling		
Oral Health waste recycling	Host a collection point and promote use	Recycling		
Recycling furniture	Used or worn furniture is donated or recycled rather than disposed of	Recycling		
Coffee machines	Use machines that grind the coffee, &/or recycle pods	Recycling		
Reverse osmosis machine for distilled water	Produce distilled water in-house	Reduce plastic		
Reduce use of plastic cups, cutlery etc		Reduce plastic		
Supply of toothbrushes	Offer bio-plastic/bamboo options, reduce plastic offerings	Sustainability		
No single use plates or cutlery	Provide reusable cutlery and crockery for staff and patients	Sustainability		
Purchasing	Favour recycled products/social enterprise	Sustainability		
Office paper		Sustainability		
Toilet Paper		Sustainability		
Paper Towel		Sustainability		
Soaps and Sprays	Non-clinical	Sustainability		

FURTHER IDEAS AT DENTALCSR.CO.UK/the-standards

Low Effort



Low
Impact



High
Impact



High Effort



Part 4 - Engage the Team

Urgency & Vision/Dissatisfaction/WIIFM

Early Adopters

$D \times V + F > R$ Session

Part 4 - Engage the Team

First Steps

Empower Action

Quick Wins

Keep Going

CSR First Steps

Name		Date	
		Review Date	

Follow this task list to make solid progress in your first 2-3 months.

Areas	Jobs	Who	Deadline	<input checked="" type="checkbox"/>
Charity Team	Appoint Champion			
	Form CCT			
	Hold First Meeting, schedule others			
Good Causes	Contact your Good Causes			
	Arrange for visit/presentation/information/meeting			
	Finalise targets, tangible outcomes, arrange communication			
Activities (Fundraising, Community, Awareness)	Discuss possible ideas with Charity Team/team			
	Schedule activities > 12 months			
	Delegate organisation/schedule start points			
	Plan next Quarter in detail			
	Create and schedule community activity			
Communication	Write core content			
	Update website with new copy and images			
	Produce static display material from copy & images			
	Schedule Social Media from template			
	Identify PR opportunities and schedule			
Environment	Complete Audit Sheet			
	Discuss recommendations with Management			
	Plan and schedule implementation			
Strategy/Plan	Add any HR/Policy changes to relevant documents			
	Complete Implementation & Annual Plans			



How I can help

I hope that today has been useful. There will still be work to do, but you should now have the knowledge & understanding you need to start.

We often overestimate the impact of events, and undervalue the importance of process. Structured CSR only works if it's consistently applied, and so almost all my clients work with me for a year. This ensures that CSR becomes fully embedded in the business.

CSR Launch Support - £350 per month x 3

This is for you if you need some help drawing together the work from today, would like me to finalise the plan, guide you to engage the team, produce your communications and support you with 3 monthly Zoom calls as well as on-demand email or phone access. Email me to discuss.

CSR Academy

1 year 'done for you' package. I will write your 'Why' with you, design a plan based on your aims and starting point, engage your team and support you for 10 months. Email me to discuss.

CSR Certification

Recognise and celebrate your good work in CSR - dentalcsr.co.uk.

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