



Be Ethical



FREE ESG GUIDE TO RESPONSIBLE BUSINESS

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1 What is responsible business?

In its simplest form, being a responsible business is about considering **the impact of your operations, processes and initiatives on your workforce, communities and the planet**. This is widely recognised as 'Corporate Social Responsibility (CSR)'.

In this guide, we have created a checklist, topics and tips to get you thinking about how you operate as a business.

But first, let's look at the different people and organisations a business can impact when they act responsibly. All of these come under the header stakeholder. This is the term for a person or organisation that has a 'stake' in the business, in one way or another, some greater than others.

Stakeholders include:

- Employees
- Shareholders
- Customers
- Competitors
- Suppliers
- Charities
- Communities
- Schools
- Universities
- Students
- Banks
- Investors
- Insurers

A stakeholder is keen to be kept updated with information that can advise whether the business is operating successfully or is experiencing difficulties. A stakeholder will also use this information to develop a relationship with a business.

Lots of positive outcomes can take shape when stakeholders are engaged with a business who acts responsibly.



2 Your Responsible Business checklist

A great way to review everything your company does, that comes under CSR, is to see it written down. This checklist gives examples to help start you off.

Here we have used an **Environmental, Social and Governance (ESG) framework**, used by investors, to organise your activities, together with examples under each.

Unsure what the activities mean? - Head to page 7, to see our 'Activities Explained'.

Tick off those already in place in your business. We have also included a 'continued' section, to add any notes or further activities you do in that area.

Tip Don't just consider how you run your business (internally) but the services you provide to your clients and customers too.




Environmental

Your Responsible Business Checklist

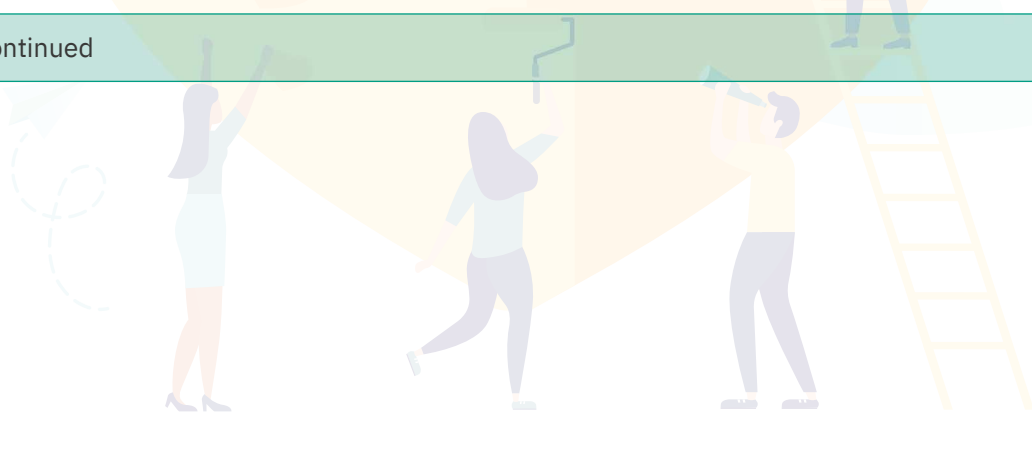
Environmental		
Waste management	Green supply chain	Renewable energy
Recycling	Electric vehicles	Green partnerships
Energy efficient	Carbon Offsetting	Green leadership

Environmental – continued

An illustration depicting four diverse individuals engaged in environmental stewardship. They are positioned around a large, stylized globe. One person stands on a ladder, pouring water from a yellow bucket onto the globe. Another person stands on the ground, pointing upwards. A third person is also on a ladder, and a fourth person stands on the ground holding a tablet. The background features large, stylized leaves in shades of green and yellow, and faint circular arrows, suggesting a cycle or process.

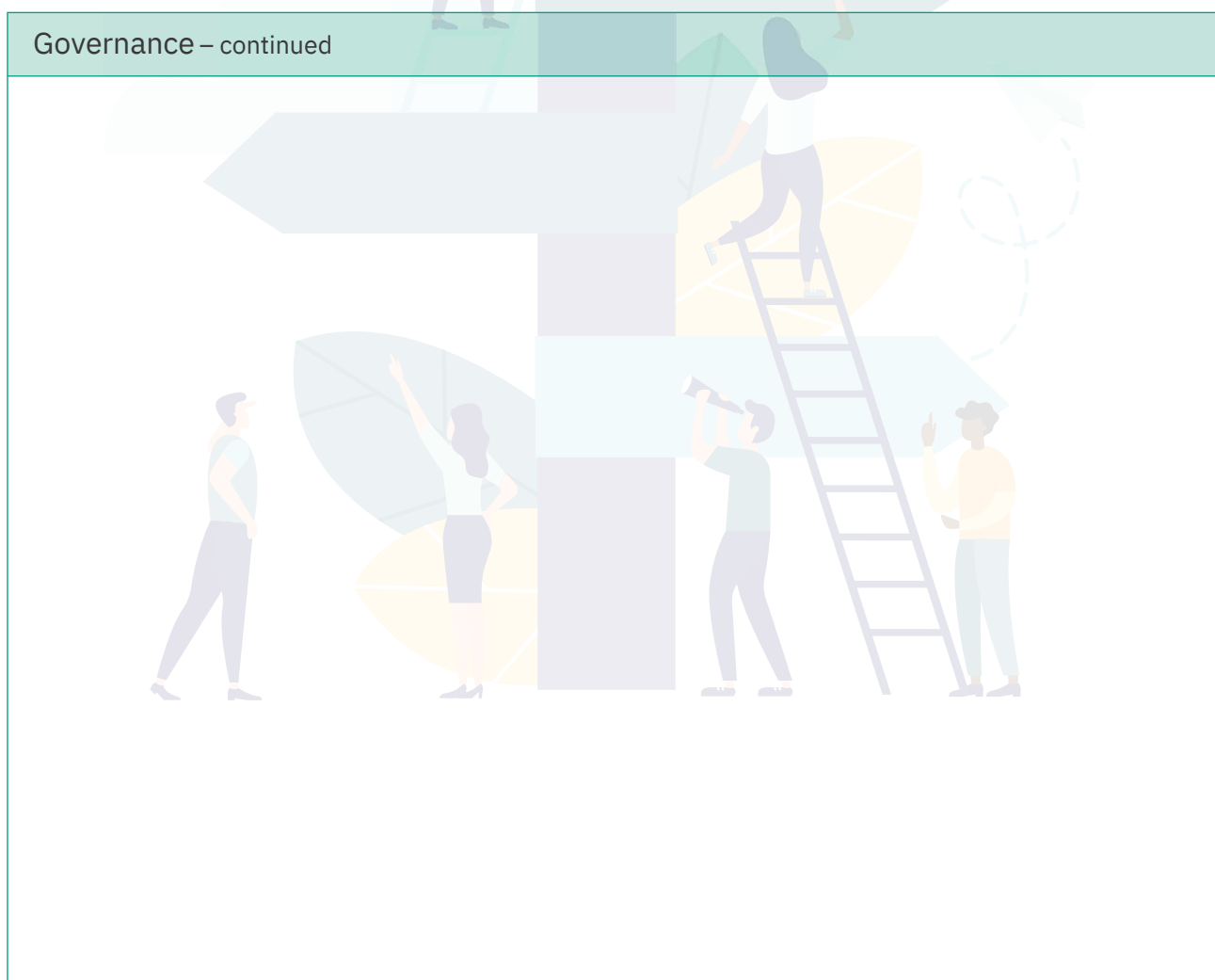
Social

Social		
Employee Engagement:		
Benefits scheme	Agile working	Social/challenge events
Payroll Giving	Match Funding	Health, Safety & Wellbeing
Equality, Diversity & Inclusion (EDI)	Training	Recognition
Community Support:		
Fundraising	Gifts in kind	Educational activities
Volunteering	Local economy support	Sponsorships
Apprenticeships	Partnerships	Leadership

Social – continued


Governance

Governance		
Human Trafficking & Modern Slavery Act	Supplier Code of Conduct	Non-discrimination Policy
Gender Pay Gap Report	Ethics & Conduct Policy	Customer Privacy Policy
GDPR & Data Protection	Workplace Safety Policy	Cybersecurity Policy
Anti-Bribery Policy	Misconduct Policy	Employment Policy



3 Activities explained

ENVIRONMENTAL

- Waste management - introducing activities to work towards a paperless or plastic-free office
- Recycling - i.e. recycling all paper – weighing the amount sent
- Energy efficient - encouraging people to turn their computers off in the evenings
- Carbon Offsetting - tree planting, car sharing, cycle to work
- Green supply chain - choosing green products over cost
- Electric vehicles - have you changed your companies cars/fleet or support green vehicles?
- Renewable energy - solar panels on office buildings
- Green partnerships - green charities or sponsorships (e.g. beech cleans, research & development)
- Green leadership - green education, research or reports published.



SOCIAL

Employee Engagement:

- Benefit scheme - childcare vouchers, salary sacrifice, healthcare etc.
- Agile/hybrid working - working from home or on a rota
- Social events/challenges - a programme of social events or challenges (*i.e. climb Ben Nevis*) to support employee relationships or charities
- Payroll Giving - for employees on PAYE to enable them to donate a tax-free amount from their salary each month to charity
- EDI - support, training and discussion forums for minority groups
- Match Funding - a business contribution to match donations raised by employees
- Training - personal development and staff education
- Health & Safety - initiatives for employee safety, fitness, healthy eating, counselling and wellbeing support.
- Recognition - employee awards

Community Support:

- Fundraising - supporting national or local events to raise money for charity
- Volunteering - enabling employees to volunteer for charitable causes during work time
- Gifts in kind - donating equipment, food or sharing staff skills
- Local economy support - ensuring you're using local suppliers and people
- Educational - engage with schools, colleges and universities to offer CV writing, mentoring or work placements
- Sponsorships - donating funds to local sports teams or events
- Apprenticeships - training on the job
- Partnerships - charity of the year or local collaborations (*for good*)
- Leadership - your impact on your community. PTA, board or committee members.

GOVERNANCE

Corporate governance deals with accountability, fiduciary duty and mechanisms of auditing and control. These are all your ethical policies and procedures. Most are required by law, but some go above and beyond, demonstrating a bigger commitment.

4 TIPS that can support the success of your activities

- Always have an agreed Key Performance Indicator (KPI) for each activity and make it really clear to those you are looking to engage
- Don't try and do everything yourself, involve the department the activity effects, to get their input and them onside
- Develop a support group to come up with ideas together and let others take ownership of certain elements like promotions, design, engagement etc.
- Always ask for feedback BEFORE and AFTER the launch of every event or initiative
- Don't take negative feedback personally, simply use it to improve the activity
- Remember that people react to different types of promotion, so mix it up
- Record as much data as possible. Count every person that attends an event, every penny raised, comments received and feedback from organisations and employees that have benefited
- Document everything positive about the initiatives and produce a newsletter or update, to enable the business to reference it in business documents and awards submissions.



5 Next steps



Say hello!

Book a call with us to discuss how you can take your activities to the next level and track, measure and report on their success.

[BOOK A CALL](#)

