

Embedding Corporate Responsibility into your Corporation

Integrating corporate responsibility (CR) into a company requires a close look at its place in society and how it can contribute to a better world. It involves fundamental changes in corporate purpose, thinking, and decision-making processes. On the other hand, **embedding** CR into a company requires the heavy lifting of implementation.

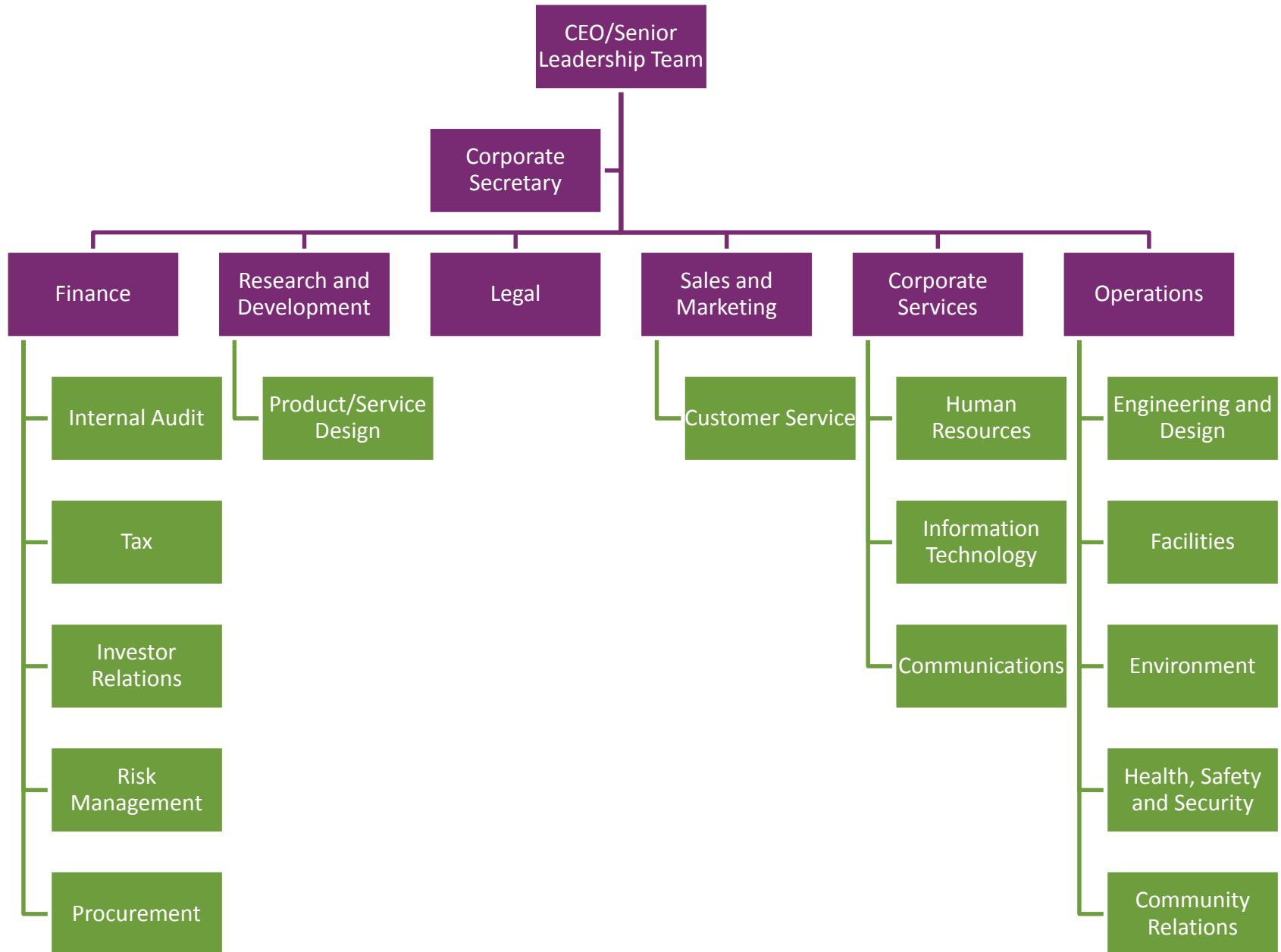
The 71 practical actions included in this document provide guidance on how to embed CR throughout your company. Some of the actions might sound basic and obvious, but they still require effort to actually implement. Following an embedding strategy based on prioritizing the undertakings with the most significant positive impacts can generate impressive results.

How to Use this Slideshow: Click on any department in the organizational chart on the next slide to reveal practical actions you can take to embed CR into specific areas of your company. Click back to return to the home slide.

[NEXT](#)



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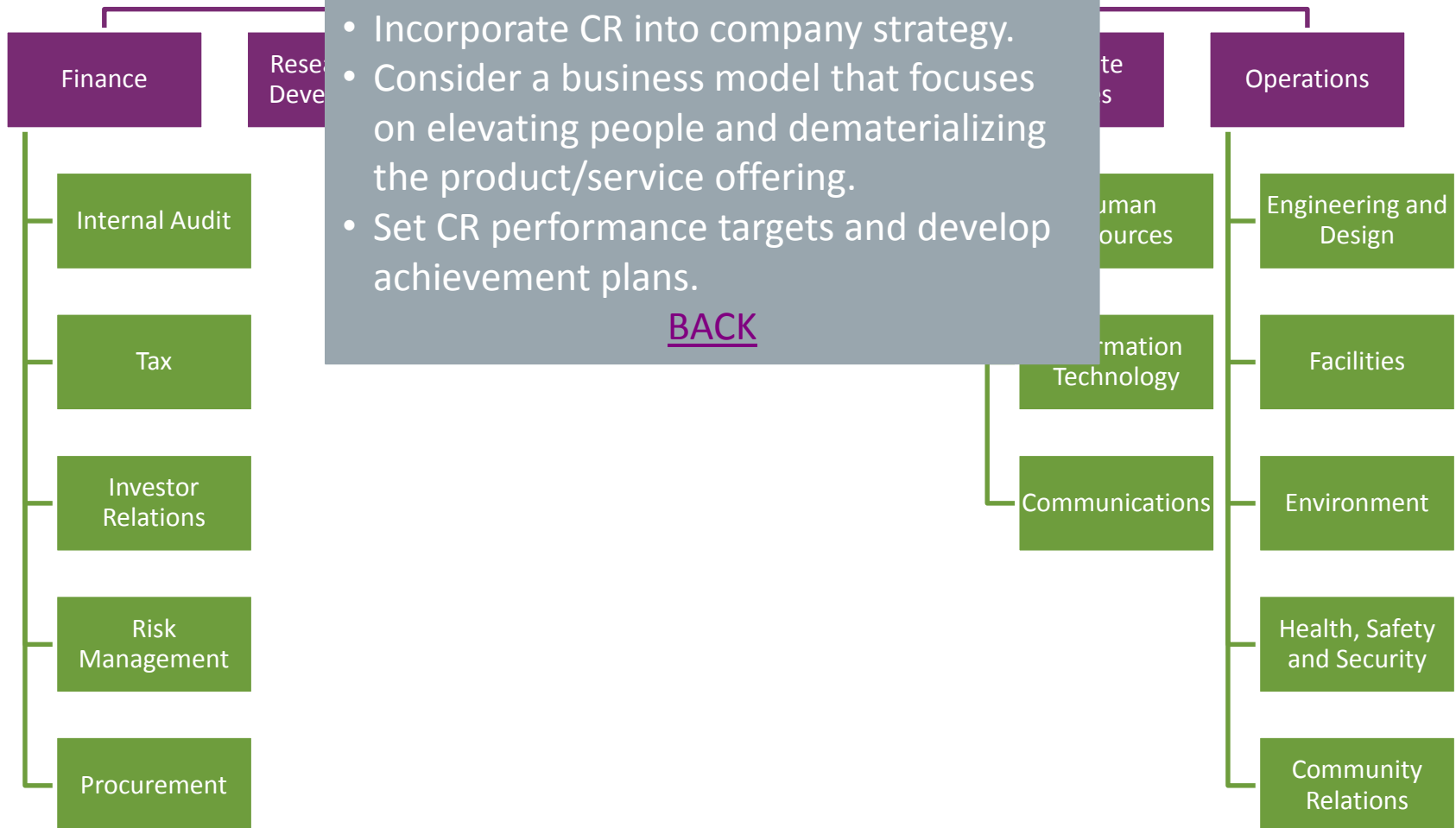


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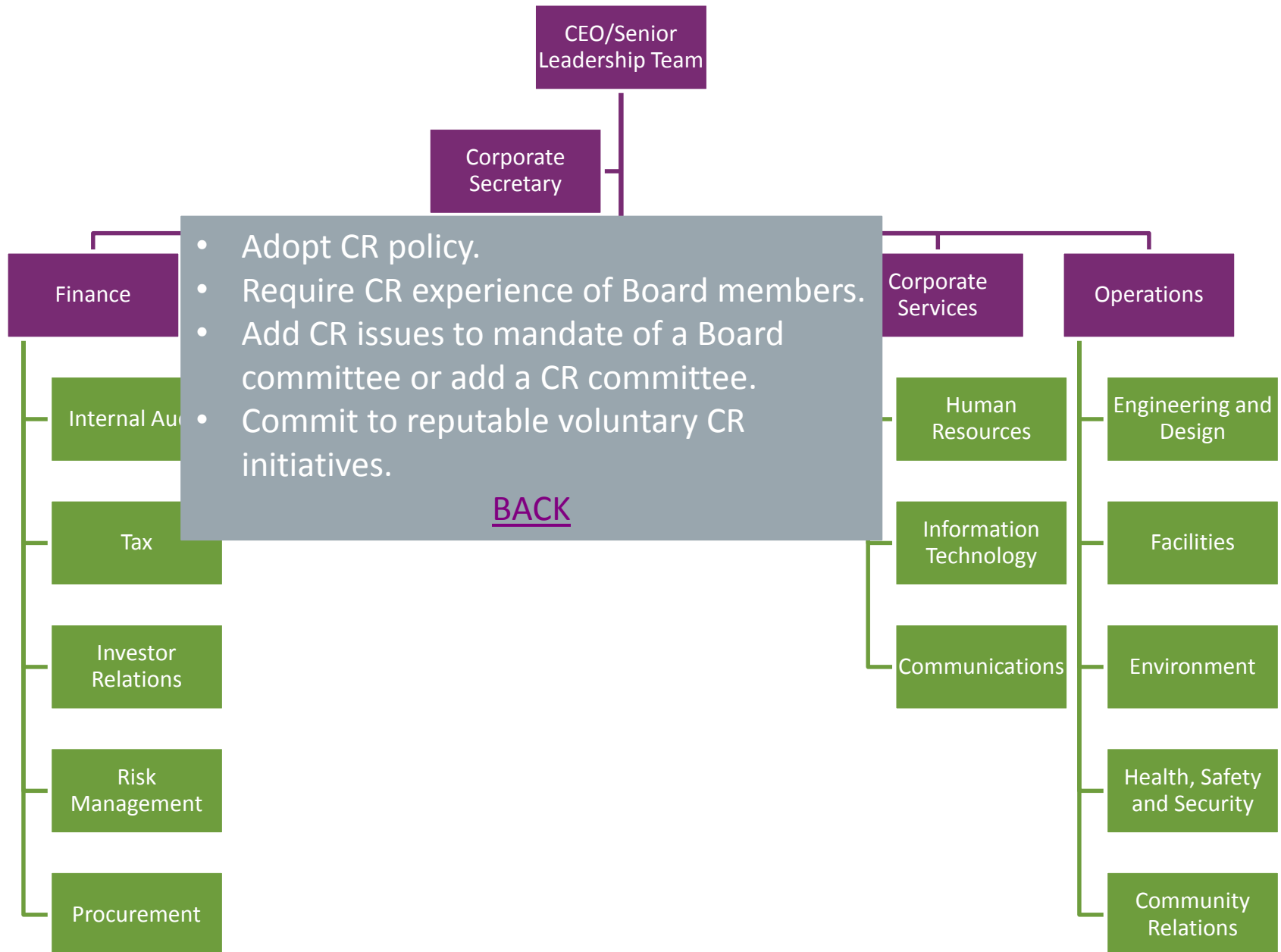
CEO/Senior Leadership Team

- Link company vision to a higher purpose related to responsibility to society and future generations.
- Incorporate CR into company strategy.
- Consider a business model that focuses on elevating people and dematerializing the product/service offering.
- Set CR performance targets and develop achievement plans.

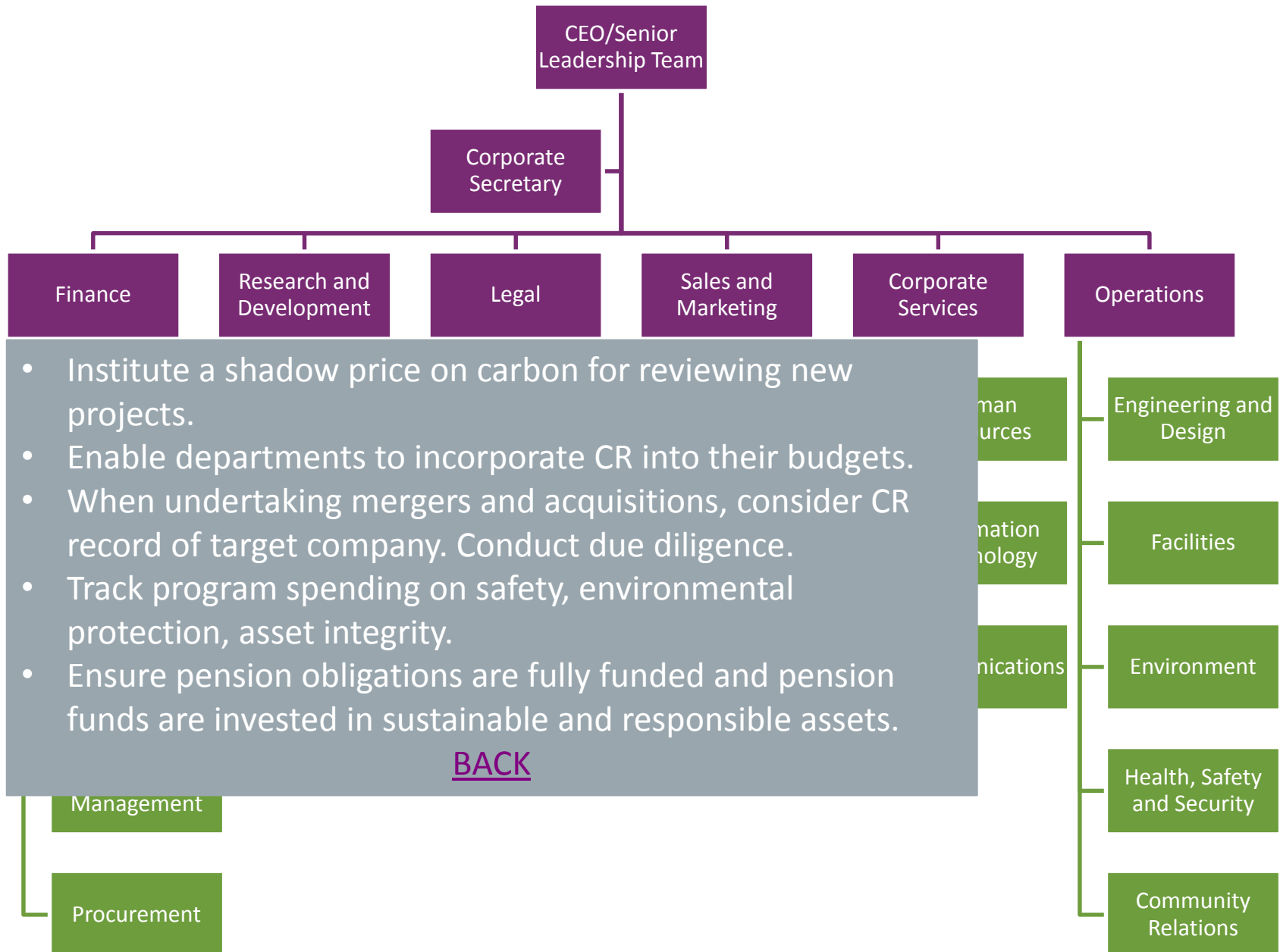
[BACK](#)



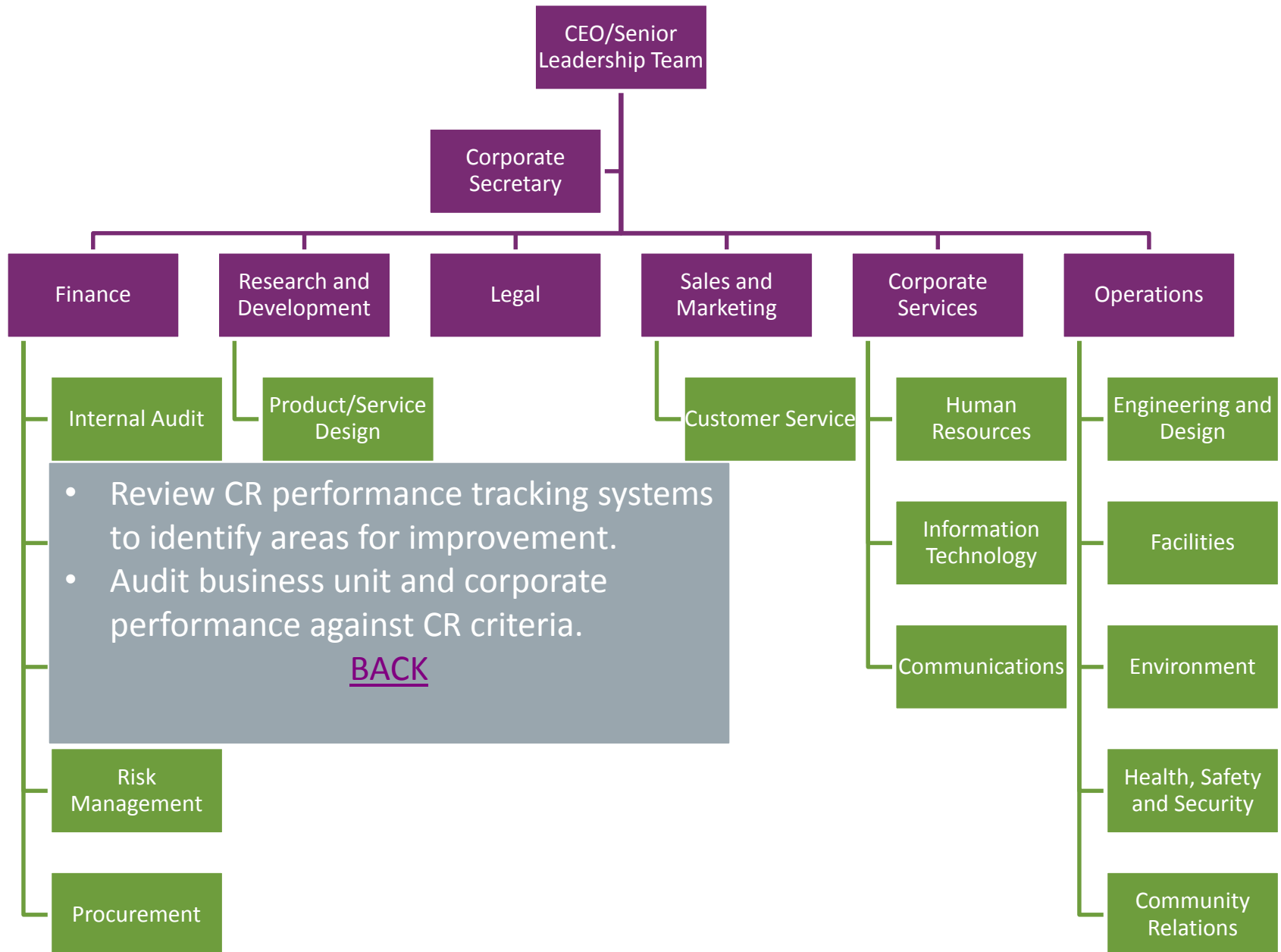
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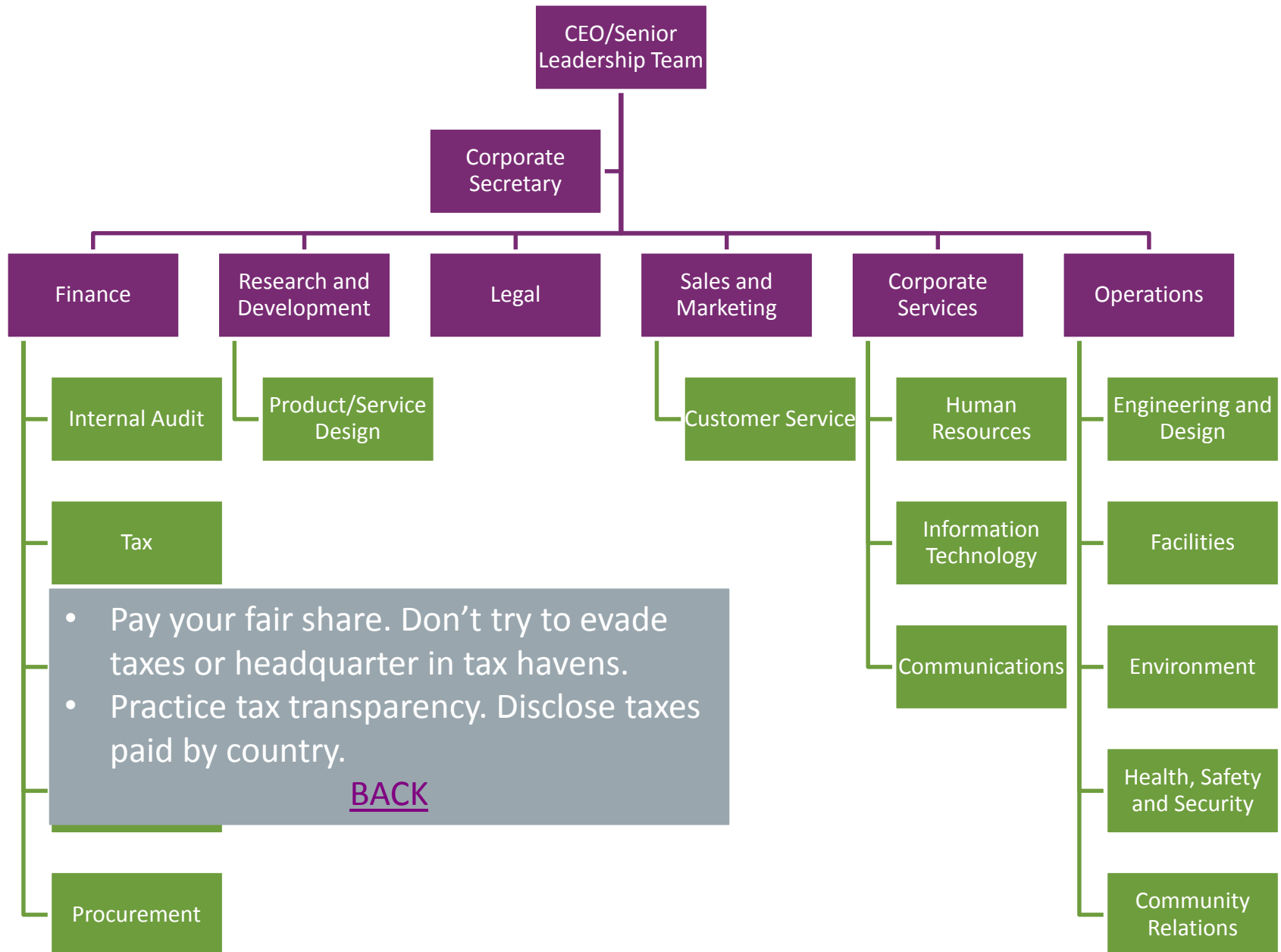
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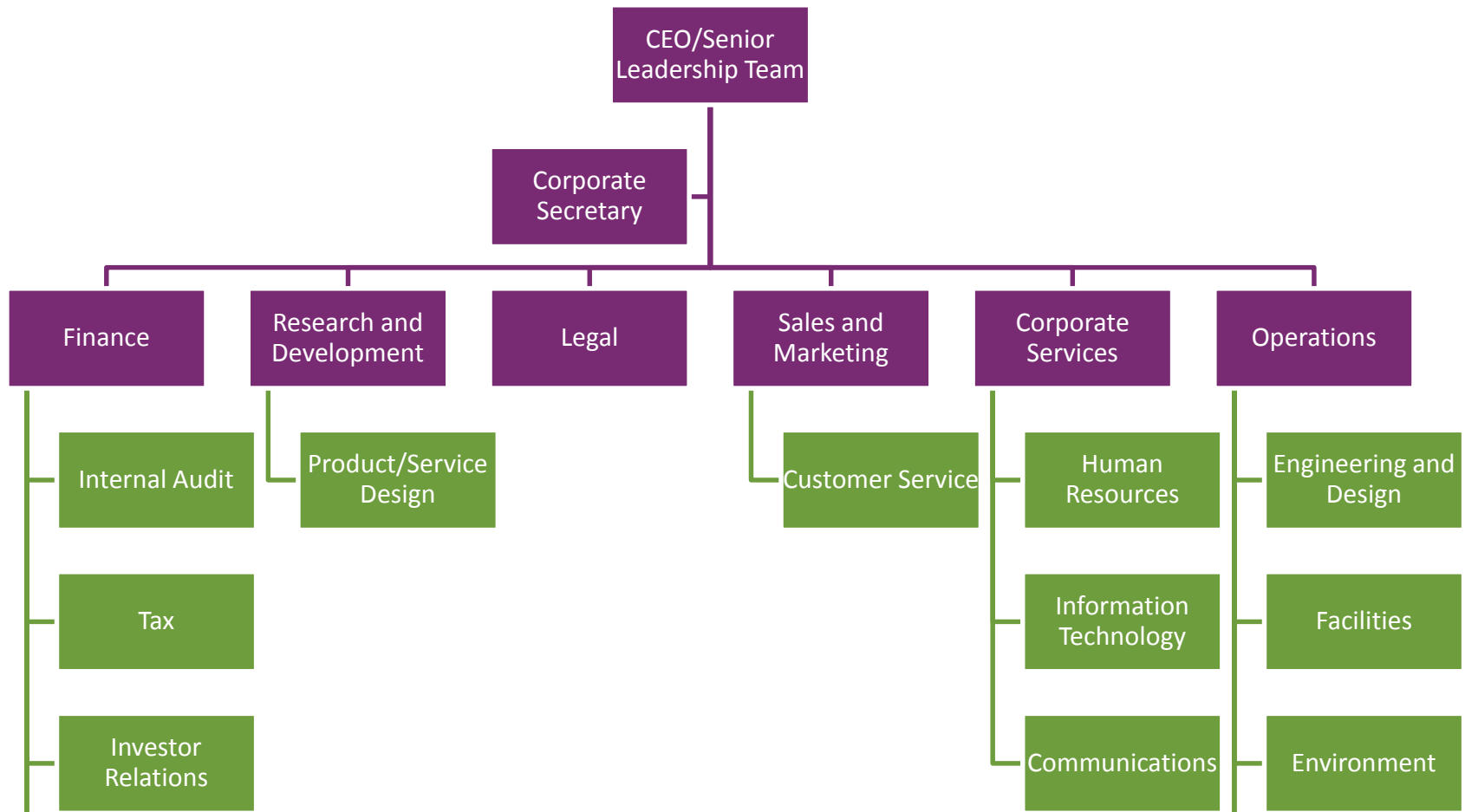
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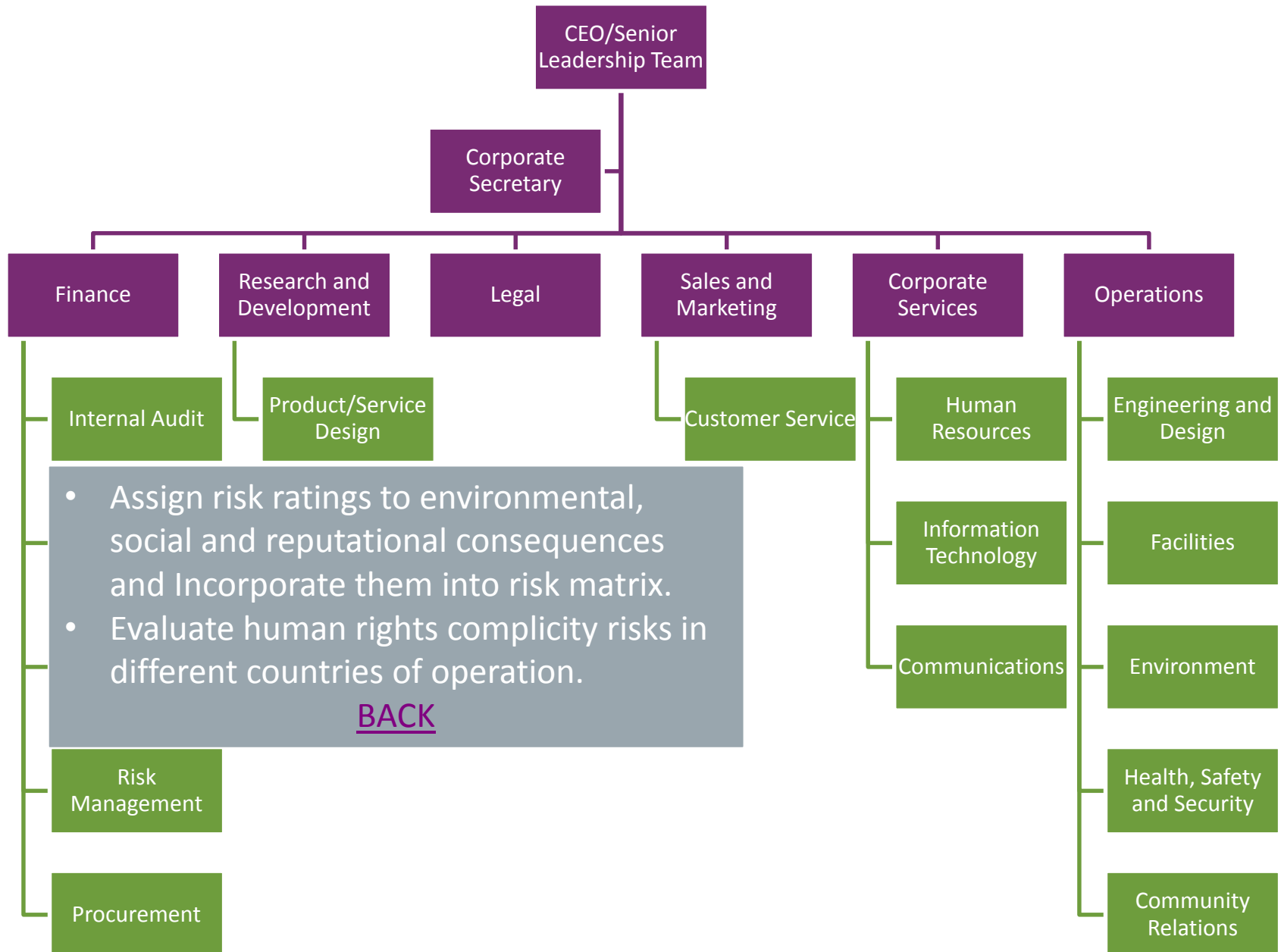
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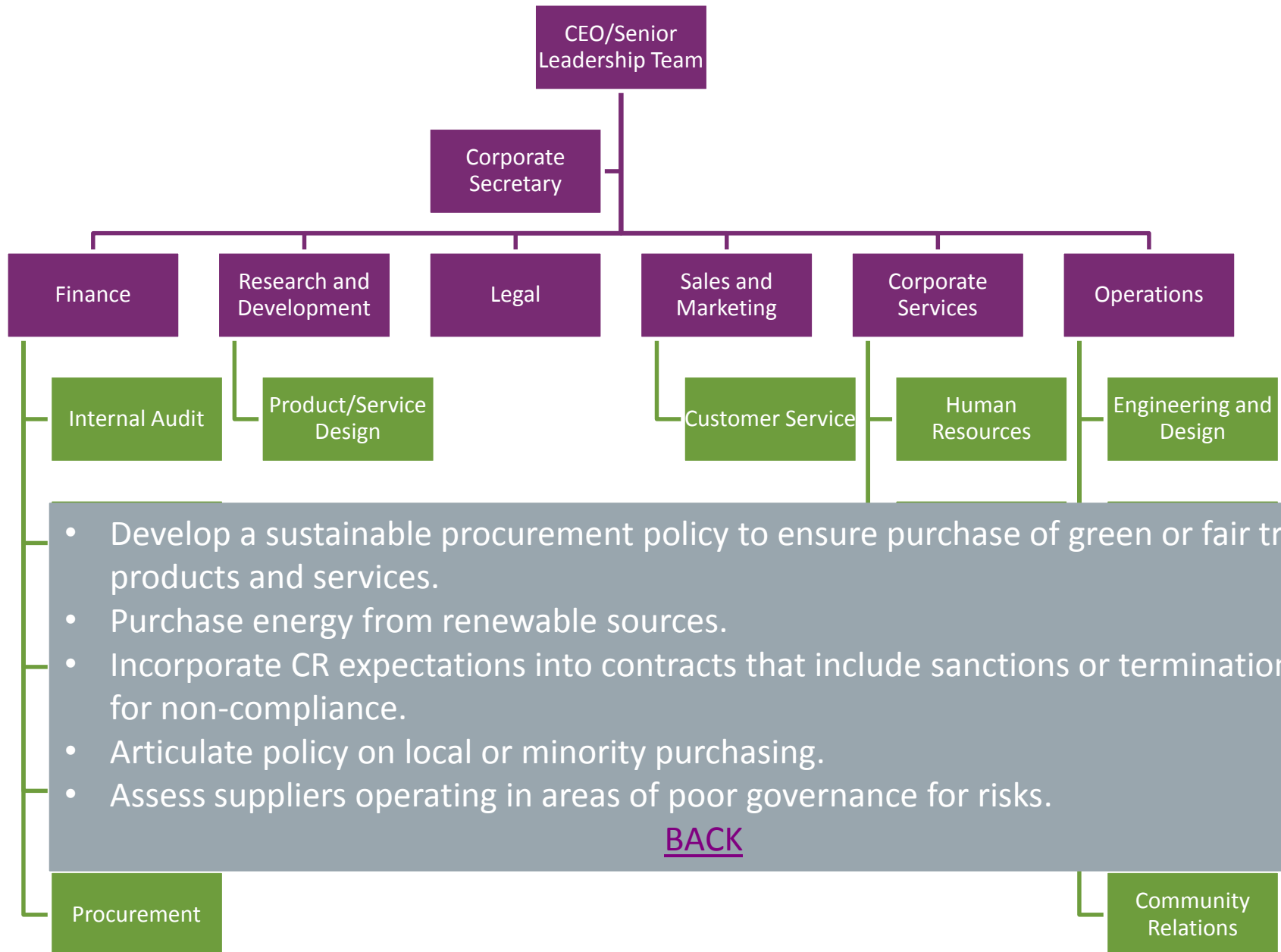
- Include CR content and performance in investor presentations, analyst calls, annual report and associated filings.
- Coordinate responses to CR surveys from evaluation organizations and investors.
- Engage more with institutional investors since they have a longer-term perspective.

[BACK](#)

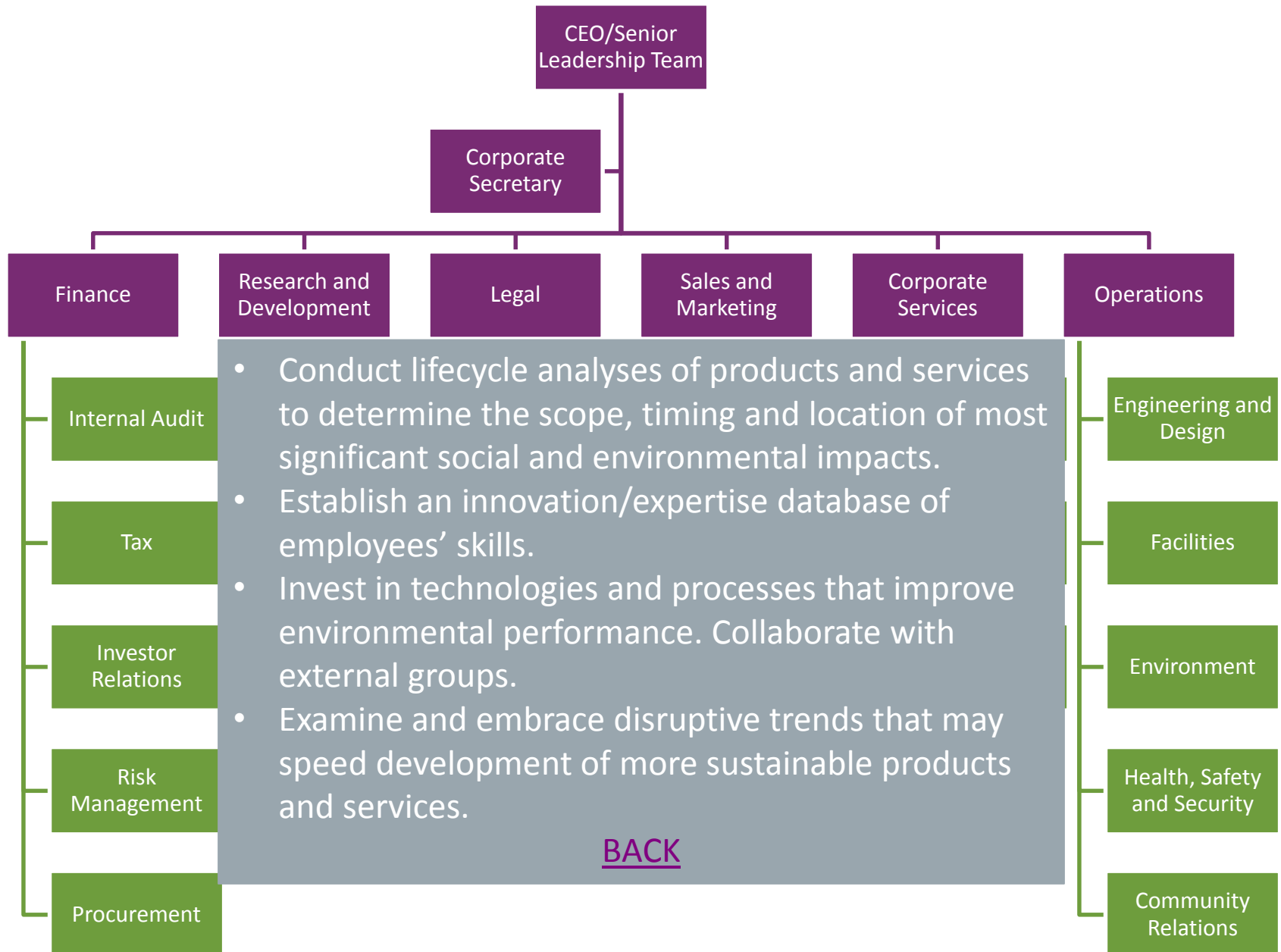
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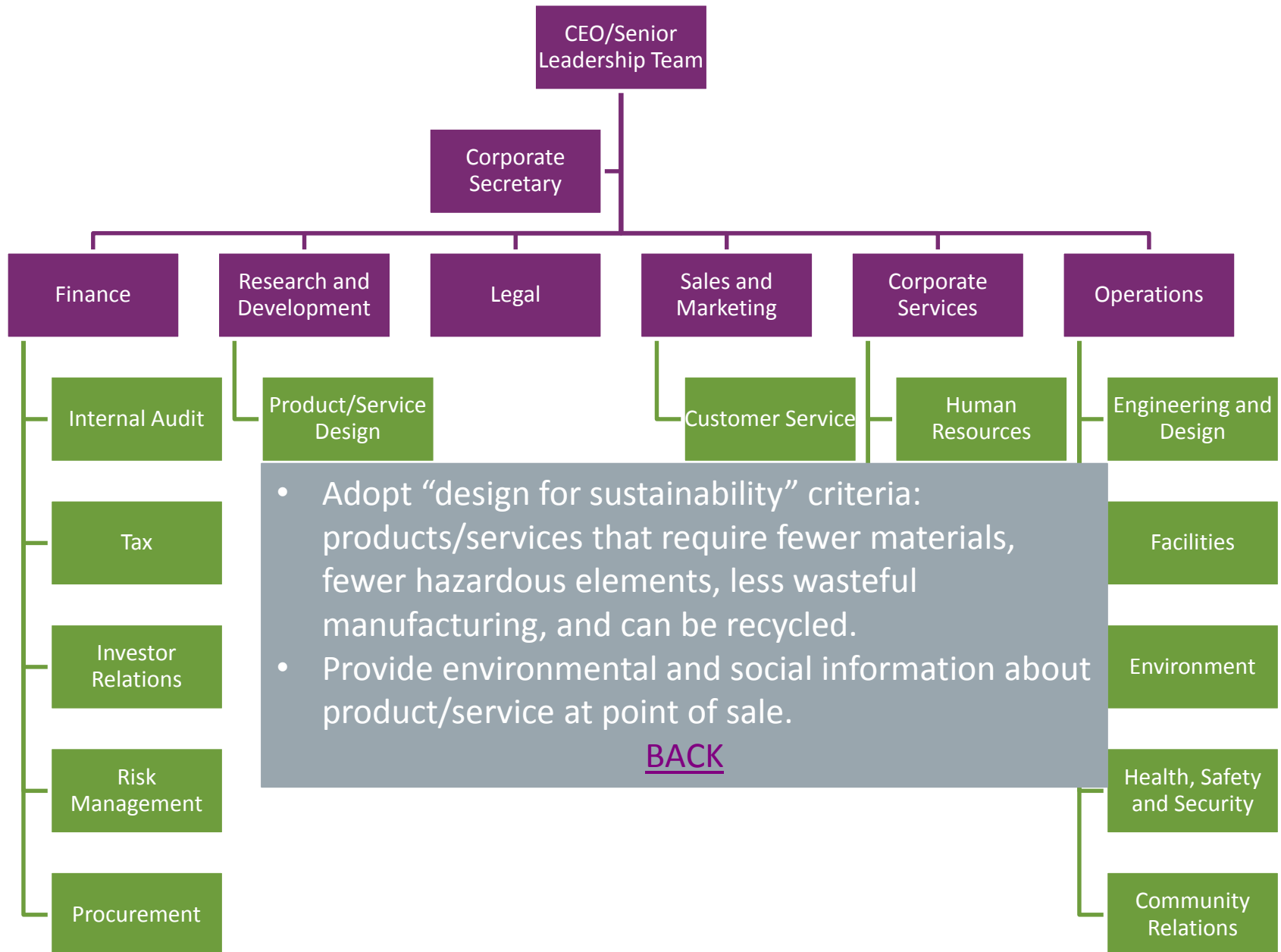
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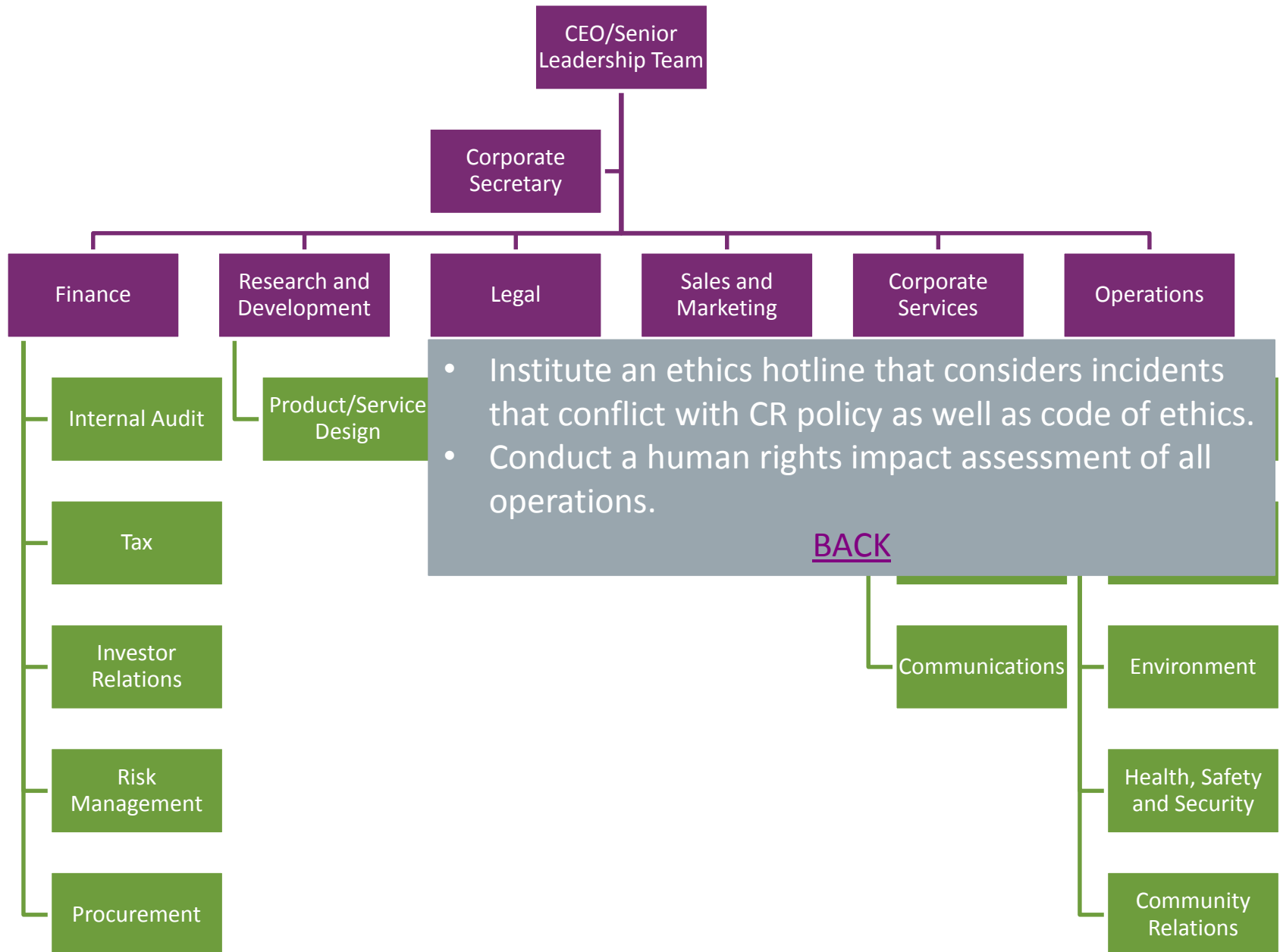
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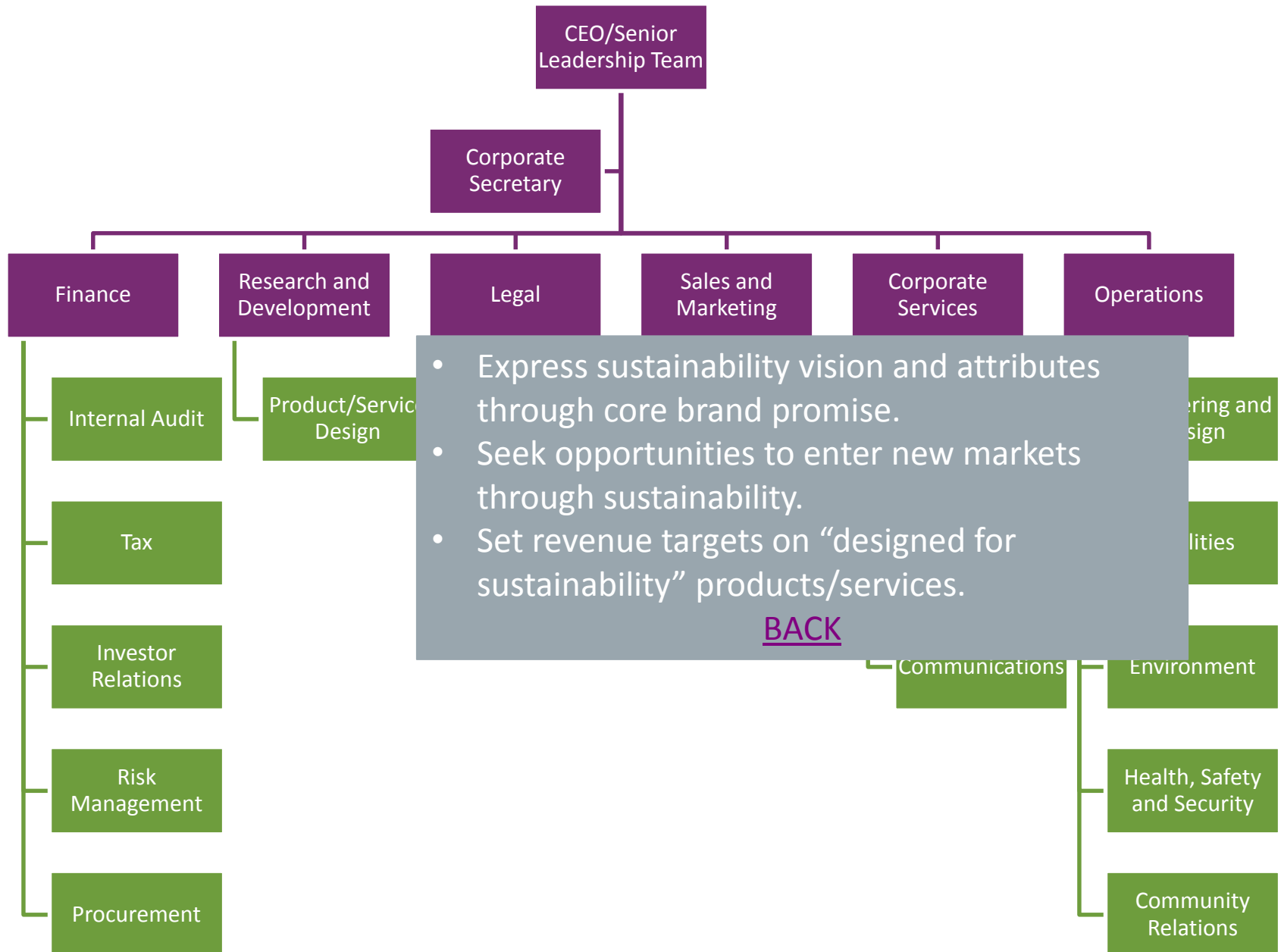
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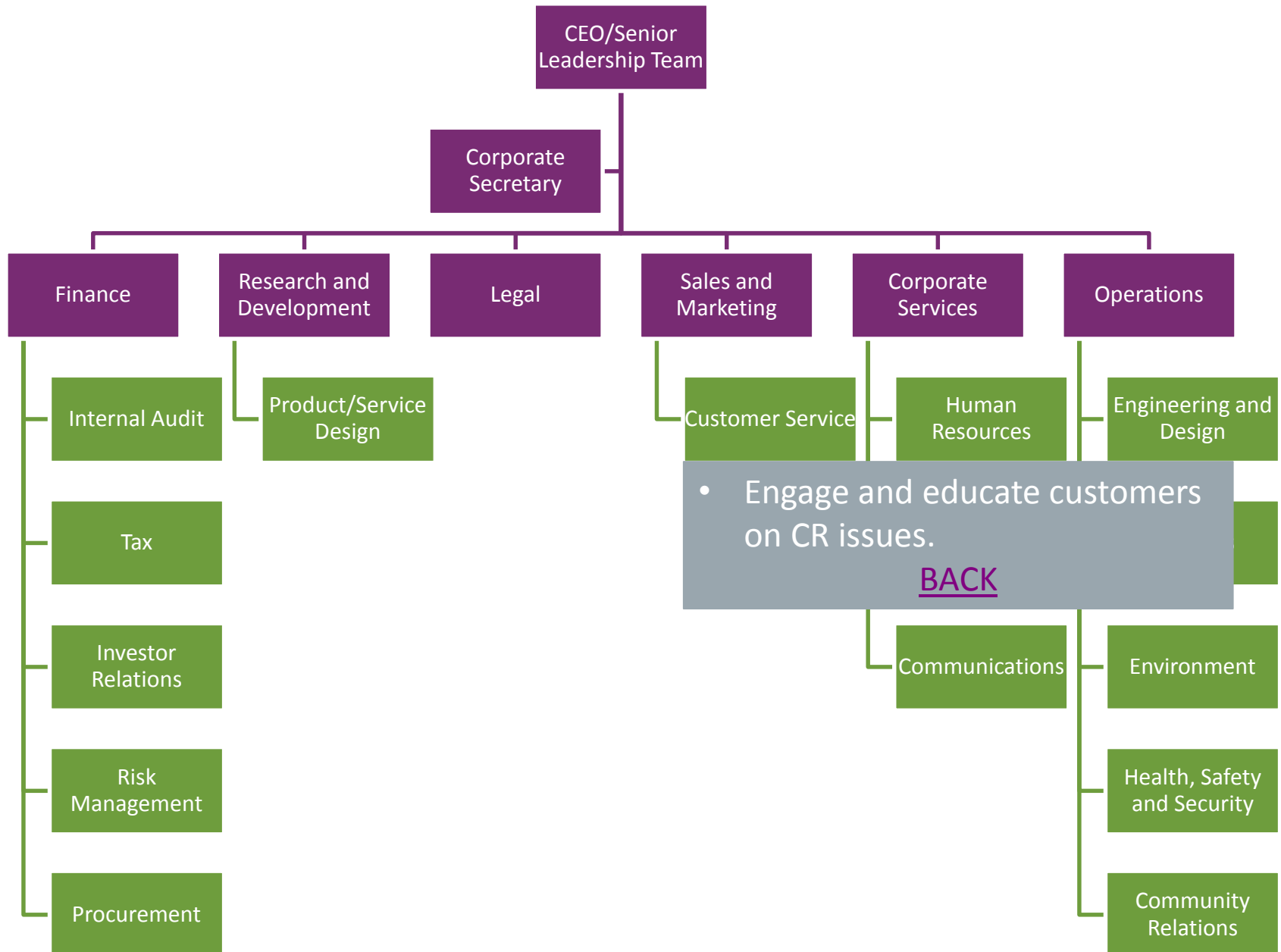
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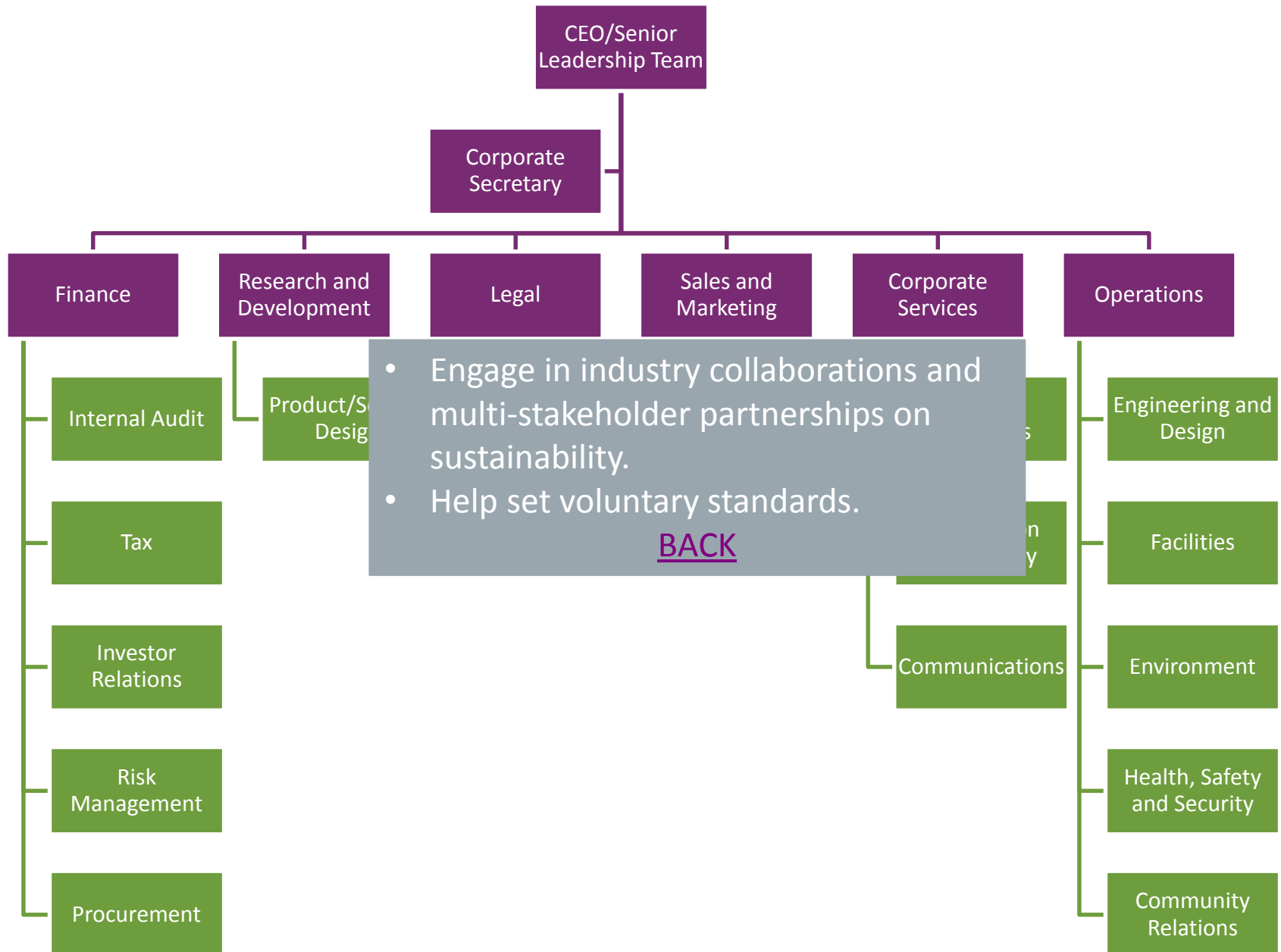
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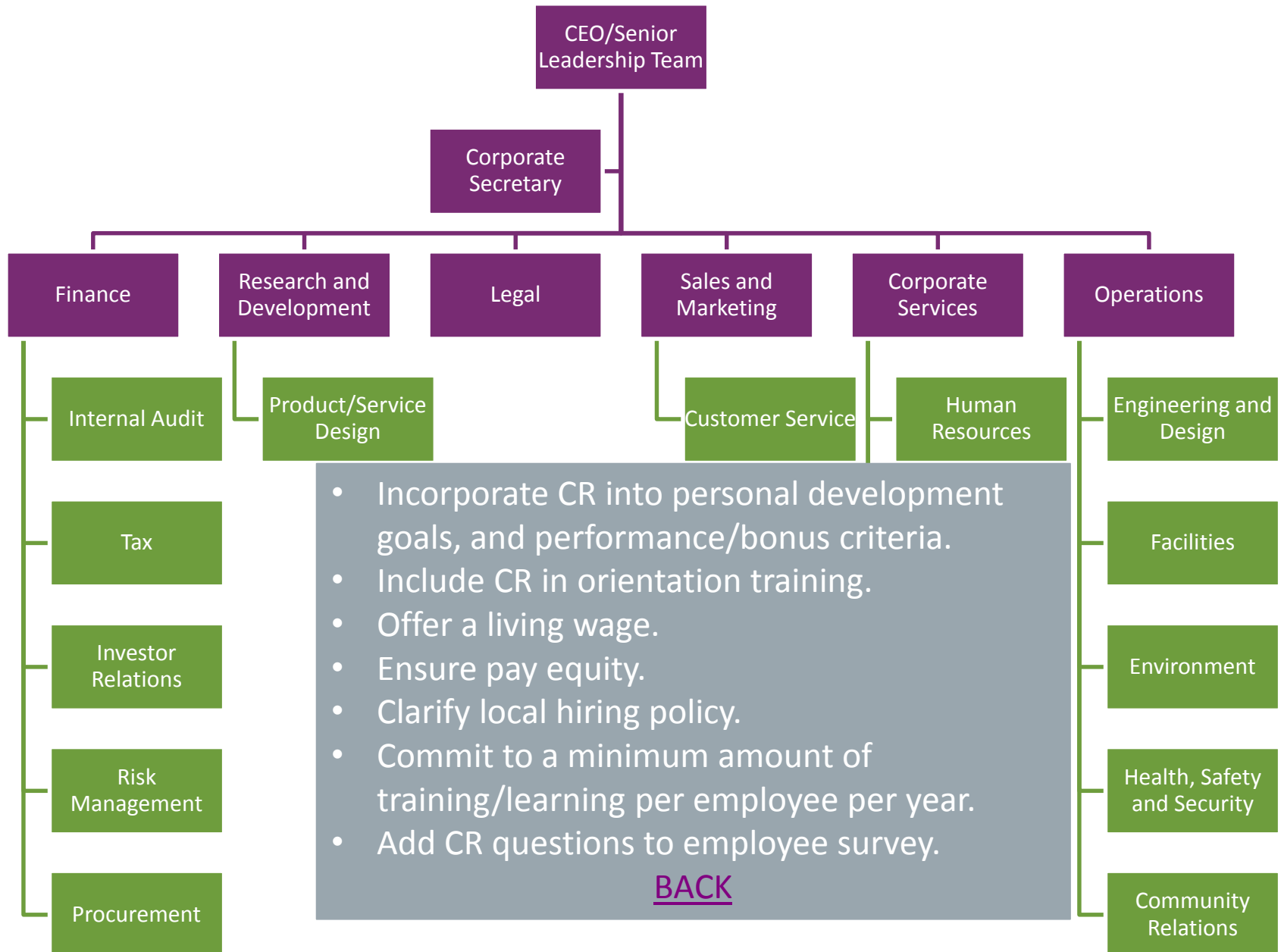
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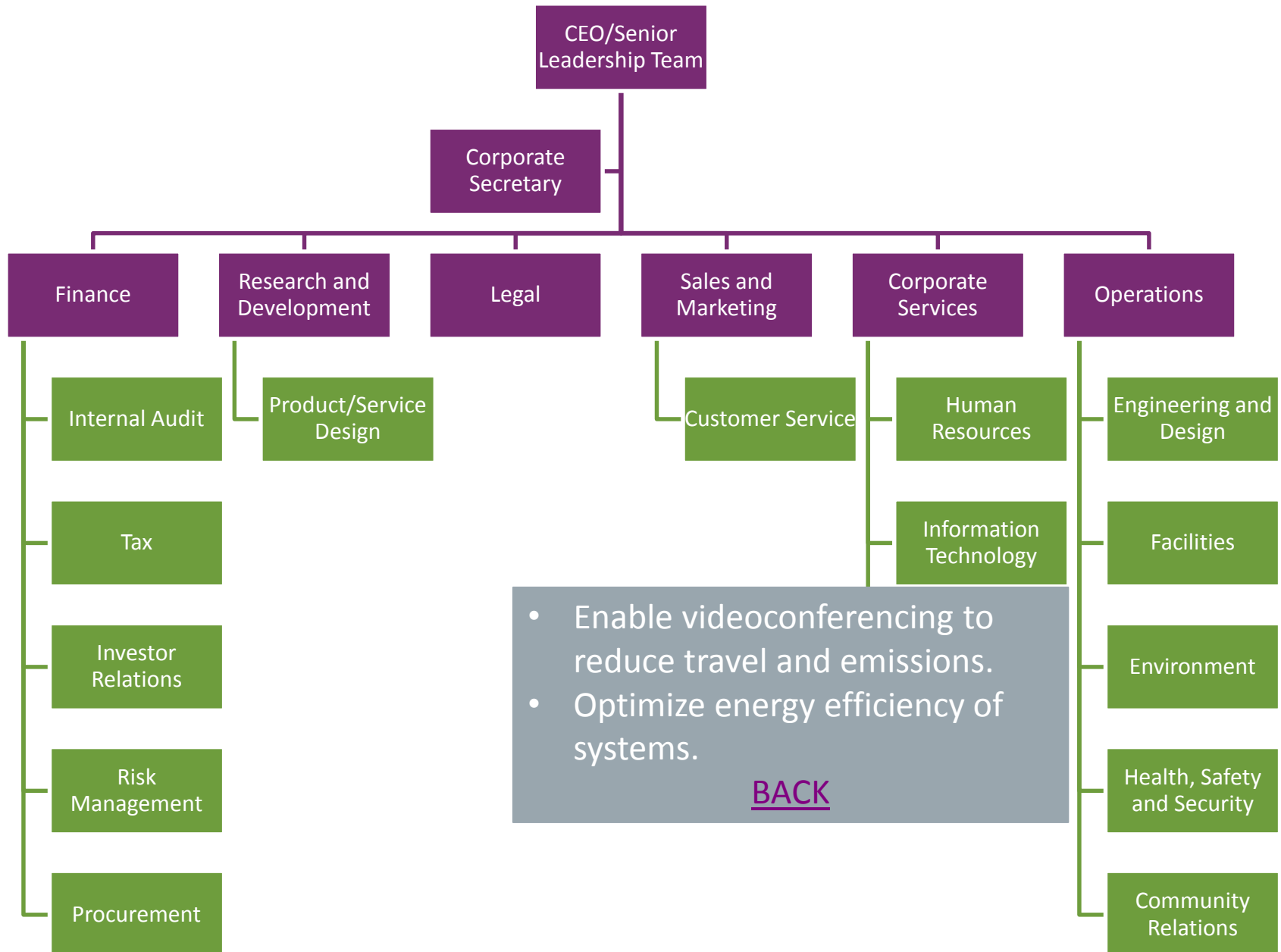
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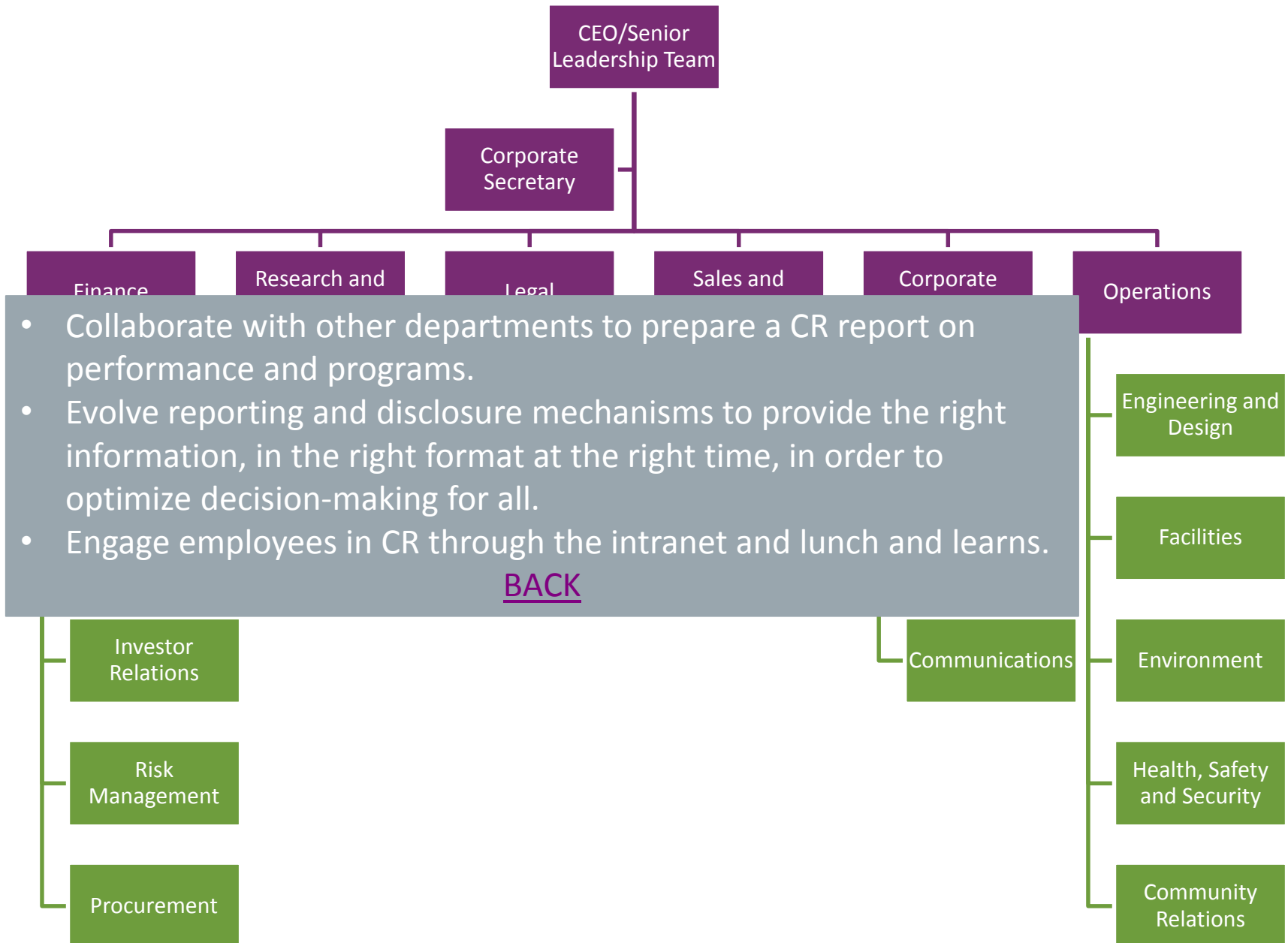
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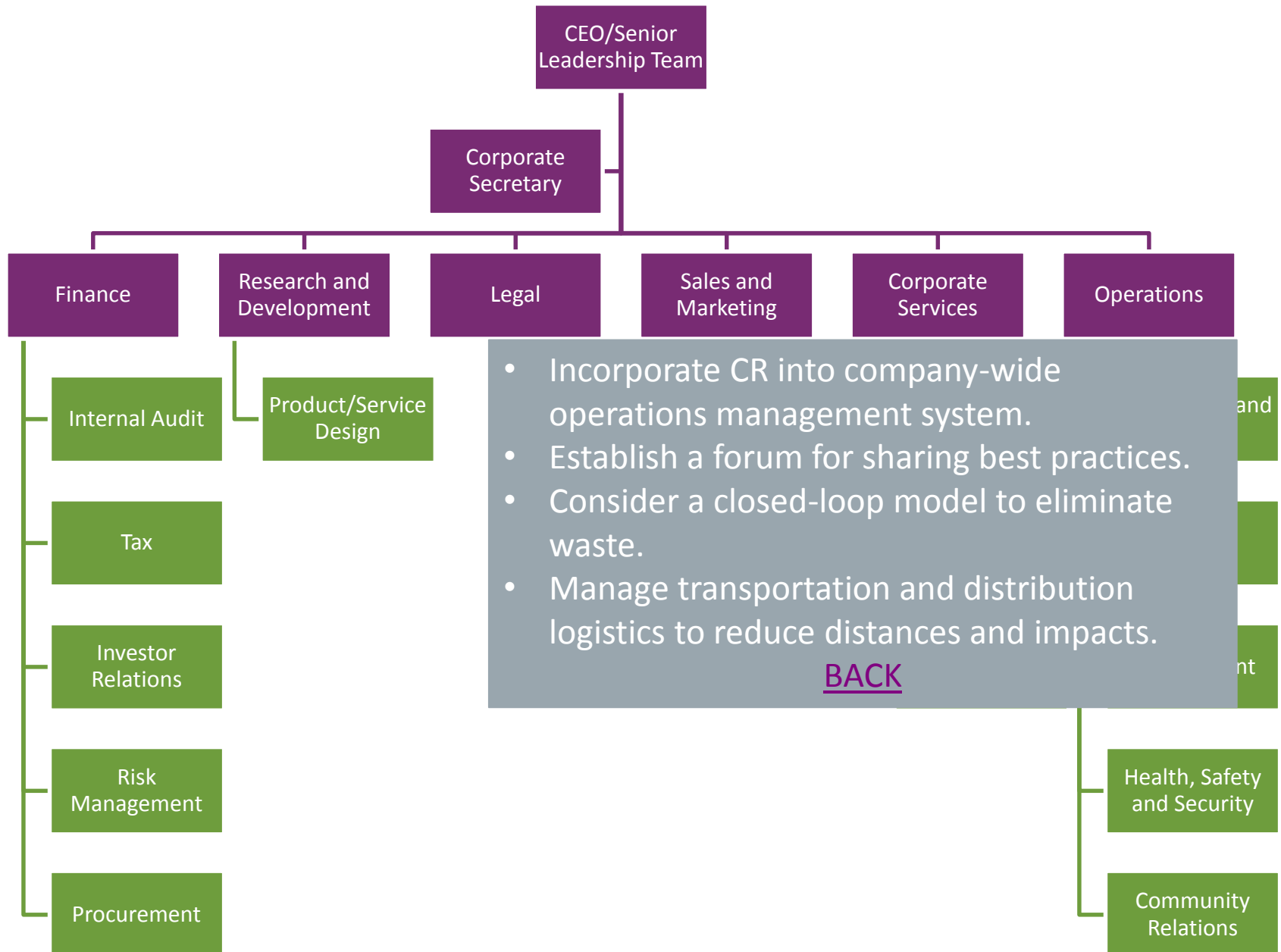
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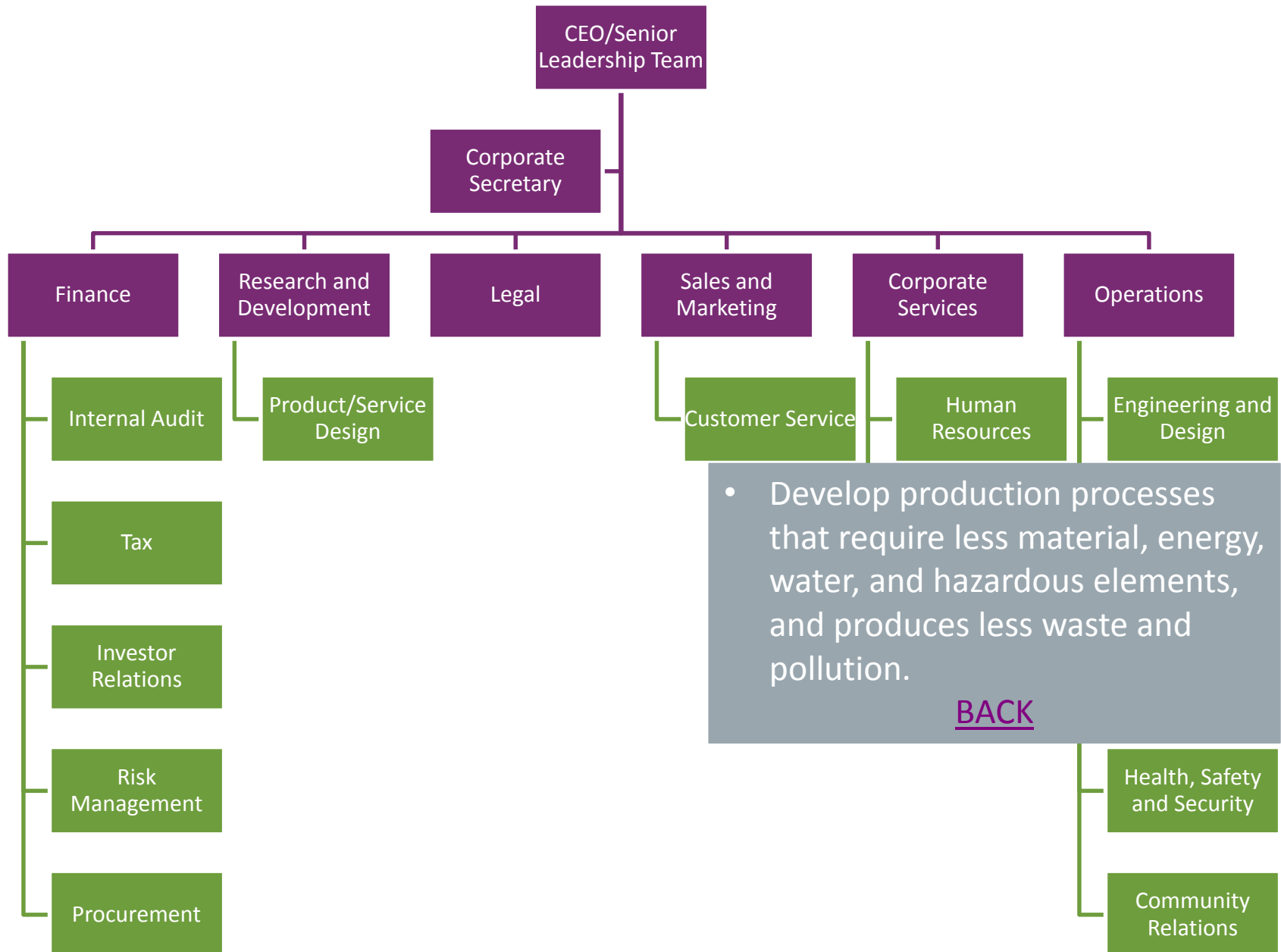
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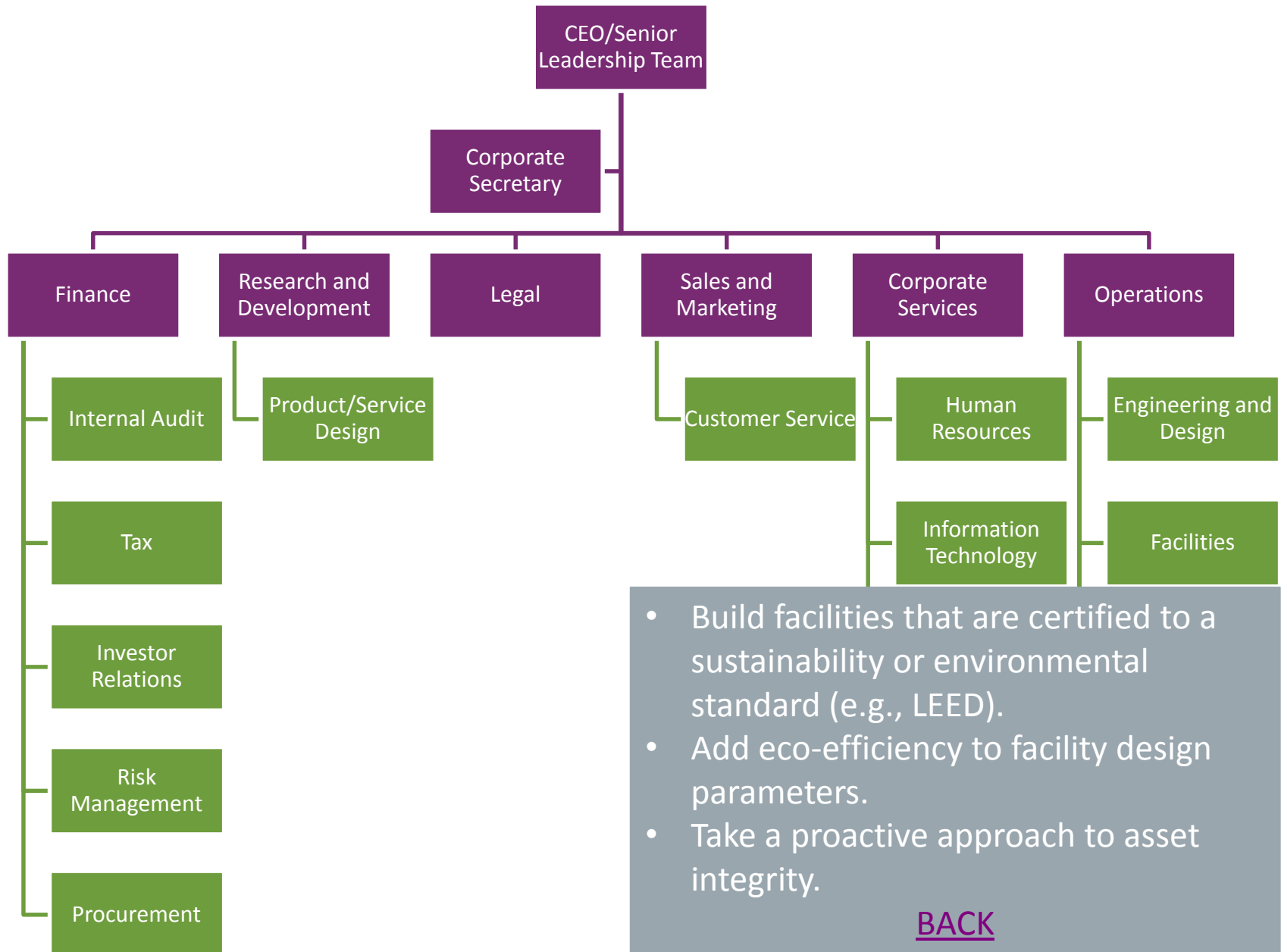
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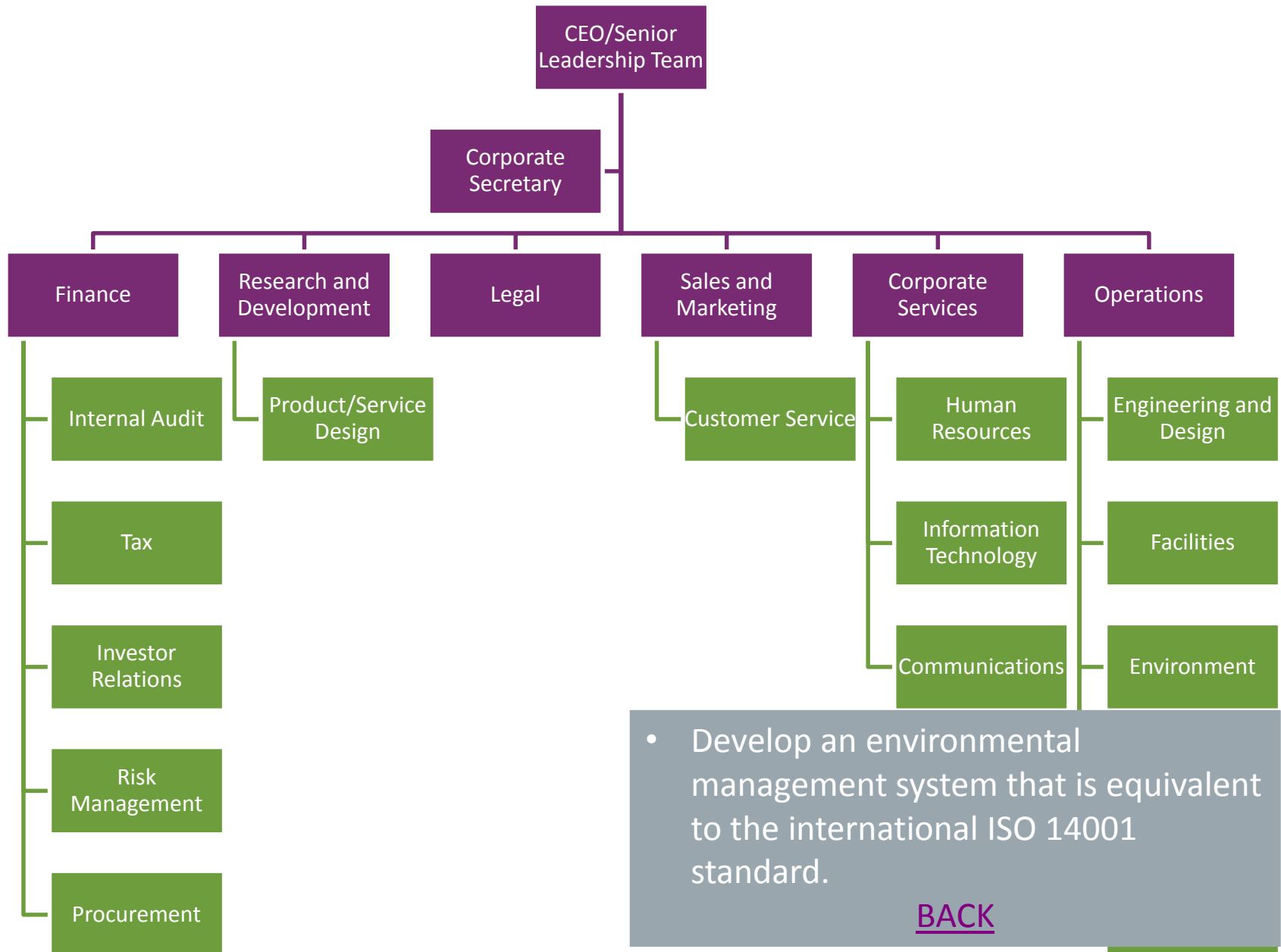
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- Build facilities that are certified to a sustainability or environmental standard (e.g., LEED).
- Add eco-efficiency to facility design parameters.
- Take a proactive approach to asset integrity.

[BACK](#)

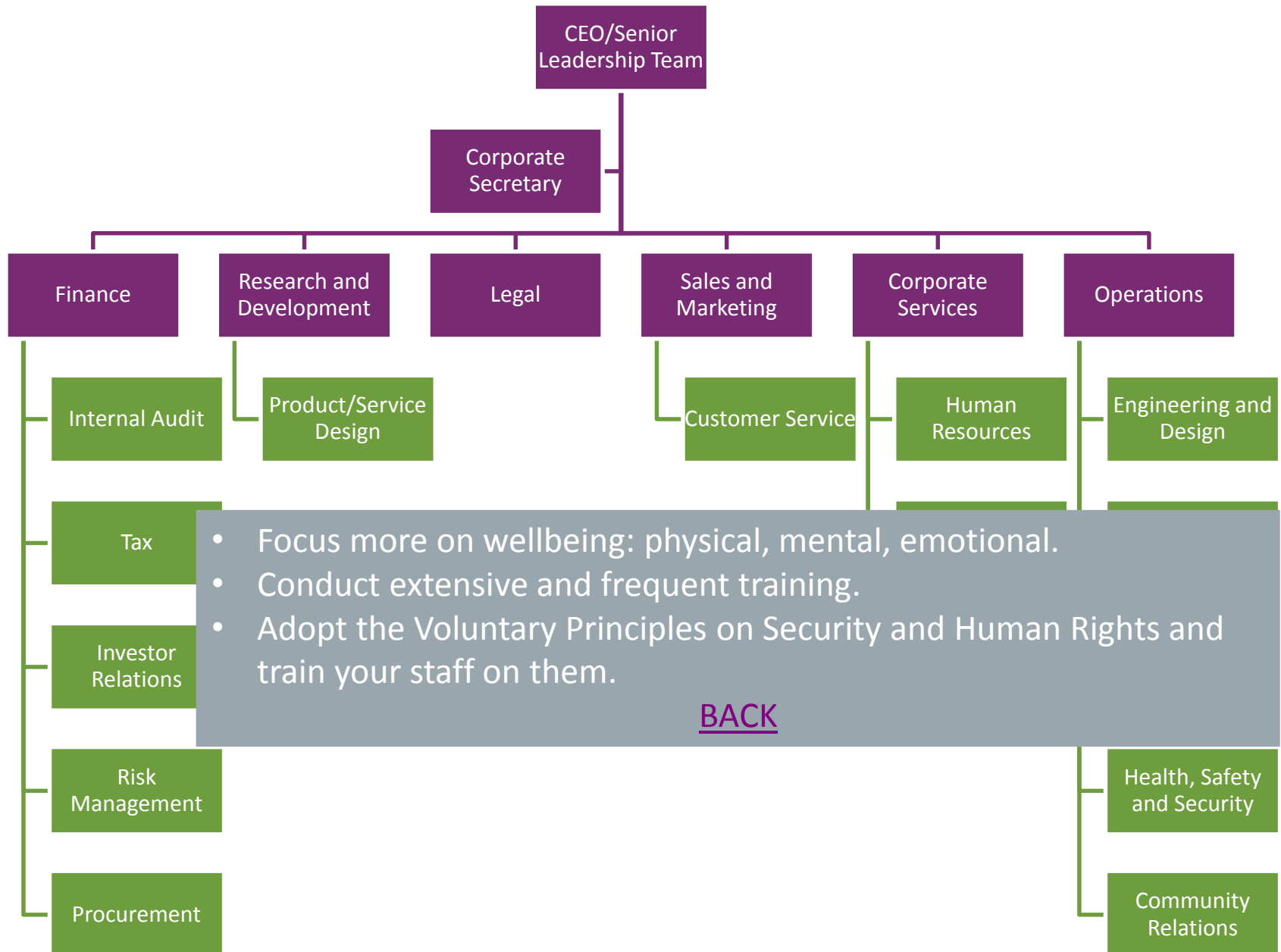
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- Develop an environmental management system that is equivalent to the international ISO 14001 standard.

[BACK](#)

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