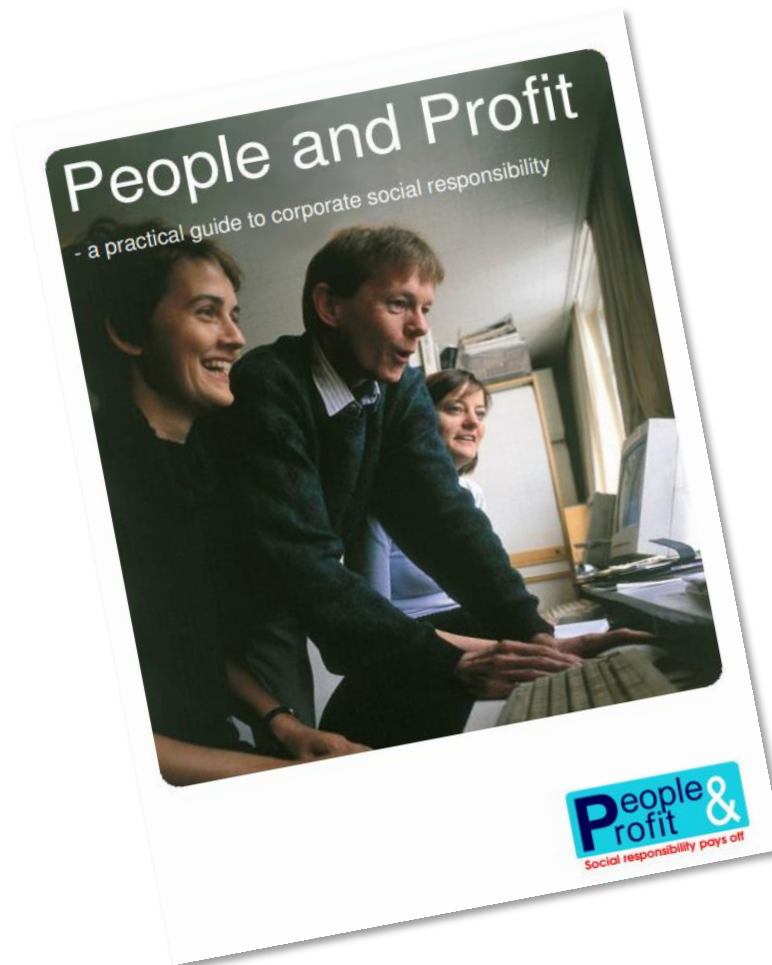


CSR-COMMUNICATION I

GUIDE (p.173-175)



COMMUNICATE YOUR CSR ACTIVITIES

You can communicate your CSR activities to your stakeholders in many ways – and thus promote your business.

How do we get started?
A CSR communications plan must provide the answer to five principal questions:

1. Why – is it relevant, what do we hope to achieve, are there any pitfalls?
2. What – which CSR activities do we want to communicate?
3. Who – to which stakeholders do we want to communicate?
4. When – in which connection?
5. How – style and tone of voice?
6. Where – in which media?

Why:
Is it relevant?
Communicating about CSR is relevant, if you want to:

- ☐ Enter into a dialogue with your stakeholders to avoid problems or meet challenges
- ☐ stakeholder
- ☐ Use CSR to establish a dialogue on other issues, such as cooperation or sale
- ☐ Use CSR in the marketing of your products vis-à-vis customers or potential employees

It is particularly relevant if you engage in activities which customers or potential employees

What do you hope to achieve?

- ☐ Provide information and knowledge – avoid misunderstandings
- ☐ Inspire overall interest, appreciation and a mutual feeling of understanding
- ☐ Document or communicate compliance with requirements
- ☐ Inspire action, such as purchase, cooperation, job advertisements, financing
- ☐ Other

Pitfalls – potential problems?:
Before communicating, consider any potential undesirable side effects:

- ☐ Are we creating expectations, which we are not able to meet?
- ☐ Are we disclosing sensitive information to our competitors?
- ☐ Are we hurting the feelings of other stakeholders by announcing our position?
- ☐ Are we receiving more inquiries than we can handle?
- ☐ Other

Which communications channels should we choose?
You can use your existing communications channels free of charge or at a limited cost. They may be:

- ☐ The actual product – packaging in the case of physical products or the description of services
- ☐ Website
- ☐ Offers, brochures or other promotional material
- ☐ Meeting with customers and other stakeholders
- ☐ Annual accounts
- ☐ Newsletters
- ☐ Emails
- ☐ Invoices
- ☐ Greetings cards
- ☐ Display certificates, statements, etc. on the wall for everyone to see
- ☐ Job advertisements
- ☐ Staff journals or other in-house media
- ☐ Other

You may also choose to communicate individual CSR activities. In that case, you may find various media to be relevant, such as:

- ☐ Trade journals, sector media
- ☐ News media: local newspapers, newspapers, radio, television
- ☐ Advertisements
- ☐ Speeches or meetings
- ☐ Word of mouth
- ☐ Other

The budget?
You should discuss what you are willing to spend on a communications strategy. Price is a key factor as well, when you have to decide which communications activities to pursue.

What and whom: Which CSR activities do we want to communicate – and to whom?
You may communicate directly to a particular stakeholder or to other stakeholders. Some companies choose to inform their customers and job applicants about what they do for the environment, their employees and the local community.

Stakeholder	Have we done something for this stakeholder in particular which we want to communicate to others?	Should we communicate our CSR activities to/involving this stakeholder?
Customers		
Customers' customers/end-users		
Suppliers		
Suppliers' suppliers		
Business partners (training, advisers, etc.)		
Employees		
Employee families		
Job applicants		
Owners		
Financial stakeholders (bank, mortgage credit, insurance, etc.)		
Local community		
Trade associations (employers, sector, trade union)		
Interest groups, culture, charity		
Media		
Authorities		
Environment		
Other		

When – in which connection:
☐ When we communicate in another context
☐ When we communicate with stakeholders: meetings, telephone conversations, questionnaires
☐ When we communicate with stakeholders: decide something or do something
☐ When we communicate with stakeholders: decide something or do something

consider the recipient:
Get out of it?
Get out of it?
Get out of it?
Get out of it?

characteristic of your CSR stories:
blue-based
serious
simple
elaborate.

