

CSR STAKEHOLDER VALUE PROPOSITIONS | EXAMPLE

Stakeholders	Demands & expectations	CSR activities (our stakeholder response)	Our added value Financial returns	Our added value Societal returns	Goals/Indicators/KPIs
Owners	Financial return Reputation	ESG-related business activities	Return on investments that are above average	Positive environmental and social contributions	ROI High ESG and Image ratings
Employees	Development opportunities Image	Sustainable employee engagement activities	Low employee turnover rate / high retention rate	Good place to work – happy and healthy employees	Employee satisfaction rate minimum 80%
		Skilled volunteering		Employee contributions for social or environmental impact	Top ranking Good Place To Work

CSR stakeholder value propositions. TANIA ELLIS – The Social Business Company®. Model inspired by Haisler & Holbech, CSR-ledelse, Børsens Forlag, 2008

