



Corporate Social Responsibility (CSR)

What?

Corporate Social Responsibility (CSR) can be defined as "...voluntary activities undertaken by a company to operate in an economically, socially, and environmentally sustainable manner." [Source]

CSR activities may include:

- Regular donations to charity and/or sponsorships,
- Initiatives to reduce environmental impact (carbon footprint, energy use, waste, etc.)
- Active initiatives to incorporate best practices in equity, diversity, and inclusion,
- Efforts to promote workplace health and safety,
- Transparent policies, such as an anti-discrimination policy or sustainability policy. [Source]

CSR activities are **NOT**:

- Greenwashing (when firms produce products that appear deceptively green while not actually being sustainable),
- Simple compliance with basic ethics/labor/environment laws; CSR should go beyond laws to promote sustainability [Source],
- Supporting or funding unethical or unsustainable activities such as weapons dealing or destructive oil or mineral extraction.

Examples of CSR:

The **B Factory**, in Sainte-Anne-de-Bellevue, makes a clear effort to reduce waste, while also

jj uspp 0.70) 3 p3 (b)-0.7(l)-3a(6)-3.2 (n)-0.9(t)-5.9(i)-3.3 (n)-0.7(6)-3.2 (n)-0d(7o)]Tj0.002 Tc 10.001-04 5791.424 Ted[(

How?

When choosing sponsors for your event, set aside time to do some research in advance. Look for information about both the sustainable and harmful impacts of a company's operations.

1. Check if your prospective sponsor has a reputation about its impact