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Corporate Social Responsibility & Sustainability

What It Is and What It Could Mean For Your Organization

Corporate social responsibility (CSR) is formally defined by the University of Washington Center for Leadership & Social Responsibility as “a form of corporate self-regulation integrated into the core business model.” But, what does that mean to an organization and its employees? It involves the company encouraging its employees to have a positive impact on the environment, the company, and the community through engaging employees, encouraging them to give back to the community, and encouraging a family-friendly culture. Being socially responsible and sustainable is simply good for business.

Consumers, as well as job seekers, use social responsibility as a deciding factor in choosing companies they support or would like to work for. As consumers become aware of global issues they place a higher importance on choosing where to spend their money. They are not the only ones that are drawn to companies that give back to the community, top talent job seekers are also choosing to work at companies that places emphasis on CSR.

Being socially responsible and being a good citizen is good for business. For example, Target is viewed as a “good corporate citizen.” Since 1946, Target has committed more and more time and money towards the communities and the environment in which they do business. Target has developed sustainable practices in their stores and has been donating a percentage of their profits to the community in the form of educational grants. Since 2010 Target has donated more than a billion dollars to education programs alone. Most companies are unable to be socially responsible on such a large scale, but even supporting

one good cause by volunteering or raising money helps employees be proud of where they work and it is good for a business to be recognized in the community as giving back.

Companies see sustainability as an important part of the success of their business. They work toward sustainability by using energy wisely and efficiently. Google even developed “Google Green,” a corporate effort to use resources efficiently and support renewable energy. Not only are they saving money but they can use the money in other areas of business. Small companies can be sustainable too, by using energy efficient lighting, requiring recycling, and reducing energy usage by offering telecommuting, all adding to the bottom line. The savings can also be used to assist employee participation in community events or to develop programs within the company.

As outlined in “What is Corporate Social Responsibility? By Sammi Caramela, many companies are concentrating on practicing a few categories of social responsibility. Those categories are:

Environmental efforts: Businesses of all sizes have a large carbon footprint. Any steps they can take to reduce the footprint is good for the company as well as the community.

Philanthropy: By donating to any number of charities, local or national, allows the business to be socially responsible. Both the company and the charity benefit.

Ethical Labor practices: A business can demonstrate corporate social responsibility by treating their employees fairly and ethically, especially for businesses that operate internationally.

Volunteering: Volunteering in the community is good for the reputation of a company. The employees as well as the company are giving back without expecting something in return.

There are many ways a company can become socially responsible and sustainable. In order for it to be meaningful and successful to the organization and its employees, it is important to build it into the mission statement and business model. This would allow it to be accepted as part of the culture at all levels of the organization.

We’d love to hear about what your company is doing to be socially responsible and/or sustainable. Please email membernews@macny.org to share your initiatives.

Hot Off The Line

Q - We have some employees who are on our books as temporary employees. They are not from a temp agency and are not aware that they are not eligible for any of the full-time benefits. At what point are they no longer considered temporary?

A - According to the Department of Labor, an employee can be considered a temporary employee for up to one year of employment.



HR Stats & Facts

- 89% of American employees would consider a lateral career move with no financial incentive. *Source: bamboohr.com*
- Job related anxiety contributes to more than 120,000 deaths and \$190 billion a year in healthcare expenses. *Source: Harvard Business School & Stanford's Graduate School of Business Survey 2015*
- 32% of U.S. employees would rather streak naked through main street of their town than give up coffee for a year. *Source: Staples 2016 employee coffee survey*

CPI

Wage/Clerical	Jan.	Dec.	Pt. Chg. (Mo.)	% Chg. (Mo.)	% Chg. (Yr.)
1967=100	705.5	701.2	4.4	0.6%	2.5%
1982-84=100	236.9	235.4	1.5	0.6%	2.5%
Urban					
1967=100	727.4	723.2	4.2	0.6%	2.5%
1982-84=100	242.8	241.4	1.4	0.6%	2.5%
Unemployment Rates					
January- Onondaga County: 4.9; Metropolitan Syracuse Area (MSA): 5.5					