



Making a sincere commitment to bettering society

Patrizia Semprebene Buongiorno

FIMAC Secretary General

IAPCO Council Member

A bit about this session – objectives:

This session is intended to provide insights and context for creating and encouraging a positive impact for an association through its activities on the environment, consumers, employees, communities .

- **Understanding basic planning concepts**
- **How to create a CSR strategy**
- **Some CSR examples**
- **Engaging in local communities initiatives**
- **Creating a sustainable event**
- **The IAPCO/FIMAC experience**

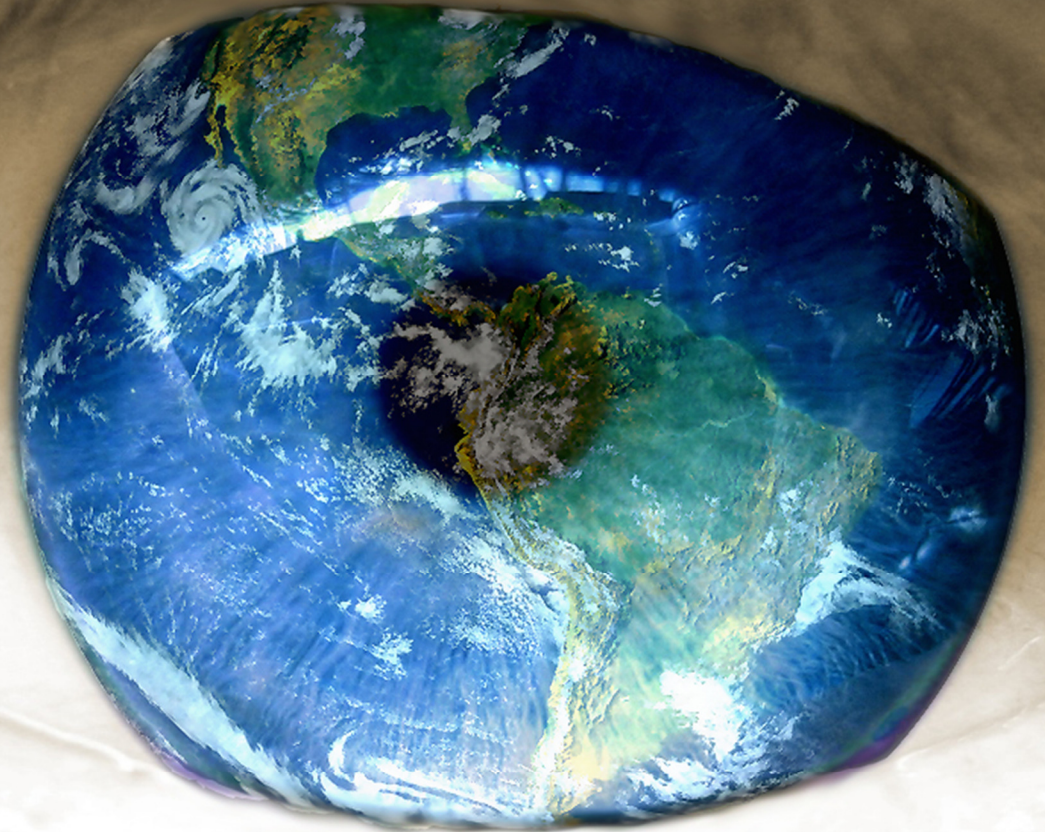
What is CSR?

Corporate Social Responsibility is the continuing commitment by business to behave ethically and contribute to economic development while improving the quality of life of the workforce and their families as well as the local community and society at large.



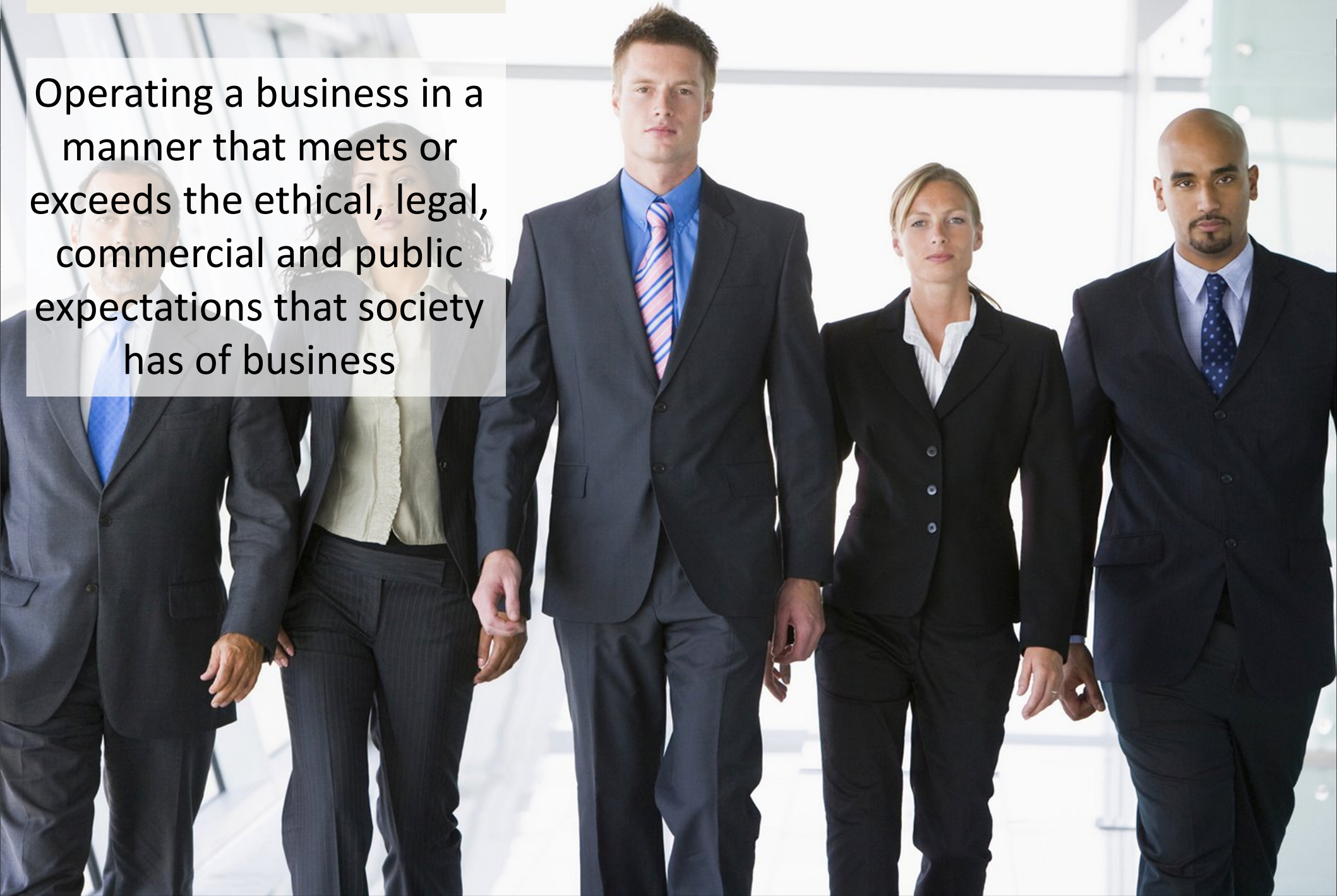
What is CSR?

Corporate Social Responsibility is a concept whereby organisations consider the interests of society by taking responsibility for the impact of their activities on customers, suppliers, employees, shareholders, communities and other stakeholders, as well as the environment.



What is CSR?

Operating a business in a manner that meets or exceeds the ethical, legal, commercial and public expectations that society has of business



What is CRS: my preferred definition

“CSR is about how companies manage the business processes to produce an overall positive impact on society”.



WHY SUSTAINABILITY PROGRAMS ARE GOOD FOR ASSOCIATIONS?

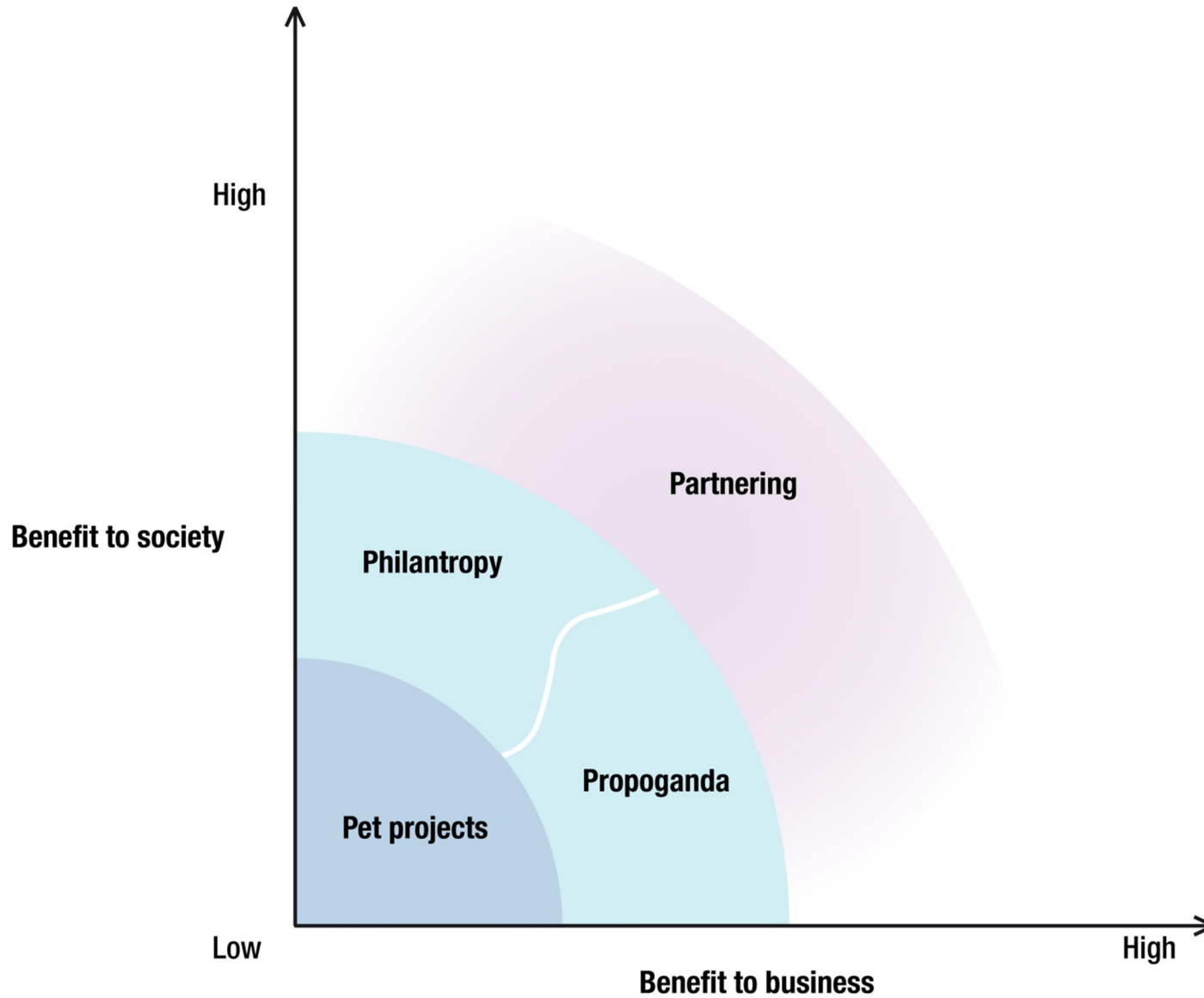
The CSR drivers

- **The consumer who cares**
- **Social awareness and education**
- **Outreach**

Why should an association deploy scarce resources on a CSR sustainability program especially if its members aren't clamoring for it?

- **attract and retain members**
- **build positive government and non-governmental organization (NGO) relations**
- **fulfill associations goals**
- **build industry reputation and brand**
- **enhance employee recruitment and retention**
- **raise sector standards**
- **promote accountability of industry to society**

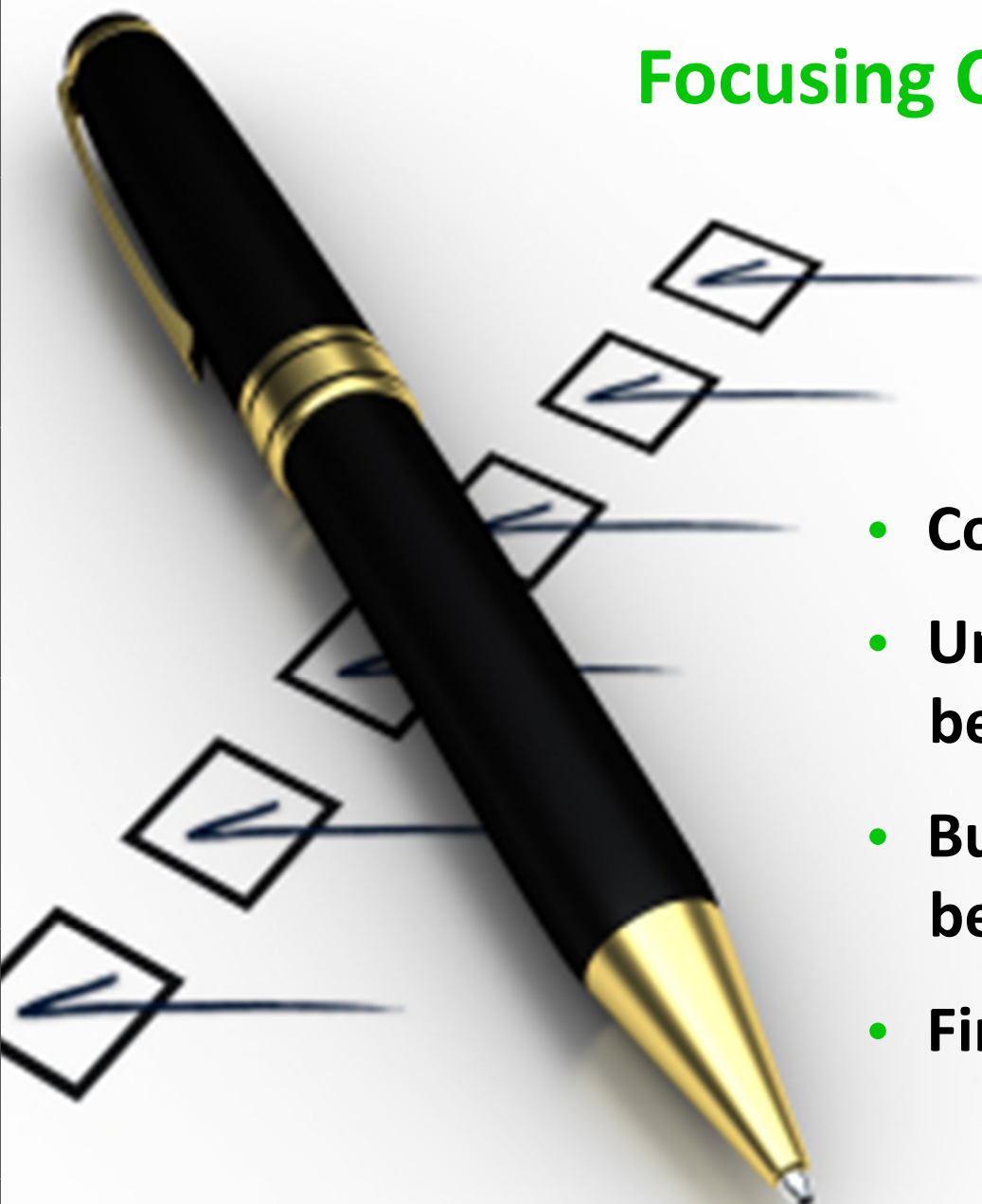
Corporate social responsibility: the landscape



Focusing CSR choice: the real question

- Who can we help?
- Who can we help *most*?
- How can we help?
- How can we help *more*?
- What can we do?
- What *do* we do *best*?

Focusing CSR choice:

- 
- **Concentrate your CSR efforts**
 - **Understand sustainability trends and best practice**
 - **Build a deep understanding of the benefits**
 - **Find the right partners**

Critical success factors

- **Focus on key priorities**
- **Start with small wins**
- **Keep your membership engaged**
- **Be transparent**
- **Go on with a long term commitment**
- **Engage the entire workforce and lead by example**

Elements to include in your corporate social responsibility strategy

- **Demonstrate the ways your association is committed to managing economic, social and environmental business practices**
 - Consider ways you will address the “triple bottom line” – people, profit, planet – in your corporate strategies
- **Identify causes/non-governmental organizations most suitable to align with your industry, mission and values, location, size, financial performance, reputation, philanthropic interests**
 - Strive to find social causes and issues which tie your CSR efforts to your core mission



Elements to include in your corporate social responsibility strategy

- **Develop influence marketing/engagement strategies around your cause(s) as way to reach target audiences**
- **Create media and messaging to educate and engage stakeholders about your CSR initiatives**
- **Determine ways you will measure and report your results in online and print media, sustainability and annual reports**



How to use influence marketing for CSR

- Measure the **influence of the causes** you may wish to align your association with, to determine whether your efforts will be impactful enough for your goals
- Identify respected **members** who are **passionate about a cause** and can help promote efforts or be directly involved in the initiative
- Create a content strategy, leveraging influencers in the cause, that **"tells and does not sell"** your CSR initiative
- Optimize and **differentiate your CSR program from others** help your executives members become influential in your cause as opposed to being an association that just pays for CSR activities

How to use influence marketing for CSR

Build an integrated portfolio of CSR activities to help increase customer/members awareness about your CSR initiatives

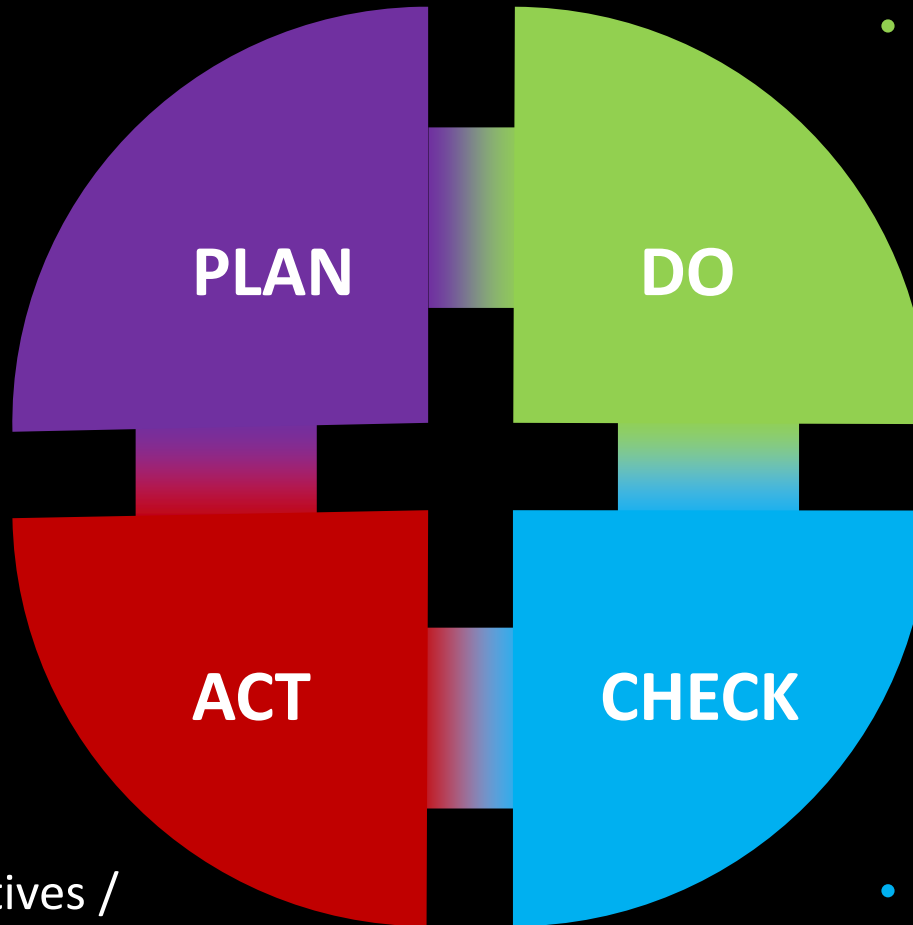
- **Social networks pages**
- **Blog articles**
- **micro-websites**
- **Sustainability section on the association website**
- **Owned or partner events**

GOOD INTENTIONS ARE NOT ENOUGH:

***INTEGRATE YOUR SUSTAINABILITY
PRINCIPLES INTO YOUR STRATEGIES
AND ACTIONS***

How will you know whether your CSR program is effective?

- Conduct initial social and environmental reviews
- Define sustainability strategy
- Design sustainability programs
- Set objectives and targets



- Develop structure
- Introduce programs
- Conduct audit of stakeholder reactions and corporate financial performance

- Management executives / board review

Choosing Social issues to support

- Choose only a **few** social issues to support
- Choose those that are of concern in the communities **where you do business**
- Choose issues that have **synergy** with mission, values, products, and services
- Choose issues that have potential to support **business goals**: marketing, supplier relations, increased productivity, cost reductions
- Choose issues that are of concern to **key constituent groups**: employees, target markets, customers, investors, and corporate leaders
- Choose issues that can be supported over a **long term**

CSR typically includes:

- **Corporate governance and ethics**
- **Accountability, transparency**
- **Human rights**
- **Conditions of work**
- **Suppliers relations**
- **Sustainable development**
- **Health and safety**
- **Environment**
- **Community involvement**
- **Involvement of and respect for diverse cultures and disadvantaged people**

Some examples: Health and safety



✓ Merck Sharp & Dome:

“SAVING MOTHERS, GIVING LIFE”

The goal is supporting countries where women are dying at alarming rates during pregnancy and childbirth.

The initiative is led by the US Agency for International Development in partnership with MSD.

“Save the mothers” has begun with selected districts in Uganda and Zambia, countries with the highest maternal mortality.



Approximately every two minutes a woman dies during pregnancy or childbirth. The majority of these maternal deaths are preventable.

ABOUT

OUR WORK

GET INVOLVED

NEWS

PARTNERS



As of today, the founding partners have pledged more than \$280 million USD in financial resources and additional in-kind resources for work in up to 10 countries over five years.

Saving Mothers, Giving Life represents a unique partnership of leaders in the global health field from the public, private and NGO sectors. Each partner is contributing distinct, but complementary, expertise and resources to help make a dramatic impact on saving women's lives.

New partners will be identified to expand the reach of *Saving Mothers, Giving Life* and to more rapidly save women's lives. Founding partners include:



US Global Health

The U.S. Global Health Initiative, provides a whole of government approach to global health, and maximizes the U.S. government's expertise in program implementation and its deep, long-standing relationships with partner countries.



Some examples: Environment

✓ **American forest's Meeting Releaf:**

A carbon-offsetting program for meetings up to 1.000 or more attendees.

The hosting organization agrees to pay the American Forests one dollar per attendee to plant one tree per attendee.

Thanks to “Meeting Releaf”, more than 20.000 trees have taken root in various American Forests restoration projects.



AMERICAN FORESTS
Protecting & Restoring Forests



Some examples: Disadvantaged People

✓ Realtors Volunteer Build:



Every year at its REALTORS Conference & Expo, the national Association of REALTORS gives attendees chance to move from sales to manufacturing by participating at the volunteer build program.

During NAR's 2012 conference, 100 attendees , working with "Habitat for Humanity", built three homes for families in need of affordable housing

Home: REALTORS® Volunteer Build

Print Share

Special Events

Special Events

- REALTORS® Volunteer Build
- Inaugural Gala
- Expo Grand Opening
- Young Professionals Networking Reception
- General Session
- International Night Out
- Inspirational Program
- CENTURY 21® Tailgate Party
- Celebrity Concert

REALTORS® VOLUNTEER BUILD



Help deserving families in San Francisco achieve the American Dream of home ownership by volunteering for this day of construction with Habitat for Humanity Greater San Francisco.

Access this program listing, and add it to your Event Planner [here](#).

REALTORS® Volunteer Build Day Date/Time
Wednesday, November 6
7:15am–4:45pm

How to Sign Up

The REALTORS® Volunteer Build is sold out. Please contact ConvInfo@REALTORS.org to be added to the waitlist.

Notes:

- Registration is required for all participants.
- All participants must be 16 years of age or older. Volunteers under age 18 must participate with their parent or legal guardian.
- Each registrant may request a maximum of two Build Day tickets.



Volunteer Beverages & Lunches Sponsored by:



Home

REALTOR.org

Register & Buy Tickets

Conference Registration
Buy Event Tickets
Cancellation & Transfer Policies
International Attendees

Hotel & Travel

Hotel Rates & Locations
Airlines & Airports
Getting Around

Explore San Francisco

Tours
Fun Bucks Program
Maps, Restaurants & Nightlife

Conference Schedule

Conference Programs
Session Speakers
Pre-Conference Courses
Special Events

Trade Expo

Expo Info
Expo Special Events
Exhibitors & Floor Plan
Expo Activities
Become an Exhibitor

Committee Meetings

NAR & Affiliate Meetings
Suggested Schedules

About the Conference

Why Attend?
First-Time Attendee
International Visitors
FAQ
Conference Posts
Tech Tools
Promotional Materials
Contests
Conference & Expo Policies
Contact Us

Some examples: Sustainable development

✓ Starbucks Coffee:

Sustainable production of green coffee.



The program includes a set of social, environmental, economic and quality objectives and guidelines for the production and processing of coffee.

Starbucks publically announced a set of goals it hopes to achieve between 2012-2015:

- **Ethical sourcing** – 100% of Starbucks coffee will be responsibly grown and ethically traded.
- **Environmental stewardship** – 100% of Starbucks cups will be reusable or recyclable.
- **Community involvement** – Starbucks will contribute more than 1 million community service hours each year.



Being a Responsible Company

Tweet +1 Like 8



YOU. CAN EASILY HELP PROTECT CARBON-ABSORBING FORESTS
Can changing the way coffee is grown actually protect rainforests?

LOCAL ARTISTS
We're creating more eco-conscious stores on a global scale.

YOU. CAN EASILY HELP PROTECT CARBON-ABSORBING FORESTS
It's a big issue, so we're helping coffee farmers care for their resources.

00:00 01:52

YOU. CAN EASILY HELP PROTECT CARBON-ABSORBING FORESTS
Starbucks and Conservation International believe that adopting sustainable coffee growing techniques can make a big difference.

We've always believed that businesses can – and should – have a positive impact on the communities they serve.

So ever since we opened our first store in 1971, we've dedicated ourselves to earning the trust and respect of our customers, partners (employees) and neighbours. How? By being responsible and doing things that are good for the planet and each other.

Community

As good neighbours we get involved with local efforts to bring people together and create positive change whenever we can.

[Learn More About Community](#)

Ethical Sourcing

We're committed to buying and serving the highest-quality, responsibly grown, ethically traded coffee to help create a better future for farmers.

[Learn More About Ethical Sourcing](#)

Environment

We're finding ways to minimise our environmental footprint, tackle climate change, and inspire others to do the same.

[Learn More About Environment](#)

Diversity

By welcoming a diversity of people and ideas to our business, we create more opportunities for learning and success that benefit customers, partners and suppliers.

[Learn More About Diversity](#)



Starbucks™ Shared Planet™

Starbucks™ Shared Planet™ is our commitment to do business in ways that are good for people and the planet.

It's our commitment to purchase only the highest quality, ethically sourced and responsibly grown coffee. To reduce our own environmental footprint and fight climate change. And to give back to the neighbourhoods and communities we're a part of. Thanks to the customers who buy our coffee, together we are able to make – and make good on – these commitments on a truly global scale.

Acting Responsibly

We've always been committed to doing business responsibly and conducting ourselves in ways that earn the trust and respect of our customers and neighbours – from creating a great workplace to ensuring our customers have access to nutritional information on our products. Starbucks™ Shared Planet™ means focusing on the core areas where we have the biggest influence – ethical sourcing, environmental stewardship and community involvement.

Above all, Starbucks believes in engaging, collaborating and openly communicating with our stakeholders. Since 2001, one way we've tried to do this is by producing a Global Responsibility Report that details our efforts to do business responsibly.

[Responsibility](#) . Starbucks™ Shared Planet™

Starbucks™ Shared Planet™

Community	Ethical Sourcing	Environment	Diversity
Backing Youth	Coffee	Recycling & Reducing Waste	
Good Neighbours	Farmer Support	Energy	
Youth Action 2013	Tea	Water	
Youth Action 2012	Cocoa	Green Building	
The Prince's Trust	Store Products	Climate Change	
Global Month of Service			

Some examples:
Disadvantaged People

✓ TOMS Shoes:

For every pair of shoes sold, one pair would be donated to a child in need



“One for one”

Some examples:

Charity programme and members commitment

✓ EPTDA:

EPTDA as part of its commitment to responsible and ethical business started its own **charity programme** inviting its members to participate

The **EPTDA Roadmap** sets guidelines and recommendations for members companies to commit themselves to be ethically, environmentally and economically sound



1. Corporate responsibility calls for voluntary initiative beyond legal requirements and contractual obligations.
2. We ensure continuous awareness and the commitment of our employees and managers to apply sound WORKING PRACTICES in business ethics and integrity, wherever we conduct business.

OUR COMMITMENTS TO A SUSTAINABLE AND COMPETITIVE BUSINESS

1. Environmental commitment

A. Energy Saving & Energy Efficiency

A member company uses and promotes energy-efficient products and machines.

B. Recycling and the continued handling of waste

A member company commits itself to continuously and proactively find ways to reduce waste, increase the use of recycled material and actively promote other recycling activities.

2. Social and ethical commitment

A. Health and safety

A member company commits itself to promote health and safety at work, to continually lower the number of accidents within their business activities and to care for employees' well-being.

B. Labour rights and child labour

A member company must ensure that neither they nor their suppliers use child labour and that international labour laws are respected at all times.

C. Corporate citizenship

A member company contributes to the well-being of mankind and fully endorses the EPTDA's social and ecological responsibilities.

3. Fair Competition

EPTDA and PTDA (US-based sister organisation) jointly support and promote among their members the highest standards of quality, authenticity, legality, safety and ethics in the supply of industrial products and equipment and do not condone the distribution of illegal counterfeit products.



[Home](#) / [About EPTDA](#) / [Ethics & best practices](#) / [Charity programme](#)

CHARITY PROGRAMME

History

Mission, Vision & Objectives

Members

Ethics & best practices

Ethical roadmap -

Fight counterfeit -

RICP -

Charity programme

-

Organisation

Next Generation

Upcoming events

COMMITTED TO CARING FOR THOSE IN MOST NEED

As part of its commitment to responsible and ethical business, the EPTDA started its very own Charity Programme in 2007 with the aim of contributing to the welfare of society and the environment. Besides allocating a share of its budget to selected causes, the EPTDA also invites its members to participate in a joint effort to strive for a better world.

2007

UNICEF was the first large organisation to benefit from the EPTDA's Charity Programme. The collected donation of EUR 12,500 benefited the "Schools for Africa" project, dedicated to creating access to safe drinking water and hygienic sanitation facilities in six sub-Saharan African countries.

2008

EPTDA devoted its charity efforts to special projects endorsed by the Belgian King Baudouin Foundation, joining forces with the VVA - Vlaamse Vereniging Autisme (Flemish Autism Association) - to support the cause of autistic children. The VVA invested the EPTDA's donation, worth EUR 10,000, in the development of a new interactive website.

2009

The EPTDA pursued its commitment to improving the welfare of society by teaming up with the Italian Telefono Azzurro Onlus Foundation. The Foundation, which fights for the protection of children, received EUR 6,000+ from the EPTDA and its members, which was used to enhance the call centre services of Telefono Azzurro.

2010

EPTDA once again focused on children, donating over EUR 7,000 to a Maltese not-for-profit organisation – Puttinu Cares Children's Cancer Support Group.

2011

EPTDA has joined hands with the Hungarian Together for Children with Tumor Foundation. This non-profit Foundation was established in 1999 with the aim of supporting the work of the Hungarian Paediatric Oncology Network in treating children who suffer from serious illnesses, based at the SE Paediatric Clinic, Tuzolto Street (Budapest). Donations can be made on the enclosed registration form under "charity donation".

2012

Furthering its ethical commitment and actions, the EPTDA has partnered with ABCReal Portugal, supporting the treatment of autistic children.

2013

This year, EPTDA has partnered with IESCUM, Istituto Europeo per lo Studio del Comportamento Umano, (European Institute for the study of Behavior), which aims to foster the scientific study and the advancement of research in, and applications to, human behavior in the broadest sense. You can still contribute to this cause by selecting the special field in the registration form, or on-site in Venice.

For more information and donations, [click here](#)

RELATED



EDUCATION & CAREER

[Click here to see more ...](#)

NEWS & EVENTS

[Click here to see more ...](#)

LATEST NEWS

10/10/2013 - EPTDA Reinforces Presence in Central European Market at MSV Brno - [READ MORE](#)

26/9/2013 - 26 Sep 2013 - Economic Outlook indicates solid export opportunities - [READ MORE](#)

*“If you want to go fast, go alone
If you want to go far, go together”.*

- African Proverb -

CSR small business checklist: ask yourself

Can we

- Provide a **safer working environment** and educational assistance to employees?
- **Improve contractual relations** with employees?
- **Enhance gender equality** in the workplace?
- Use more **energy-efficient** appliances?
- Source more from **local suppliers**?
- Improve **customer service** standards?
- Support more **local community** projects?
- Purchase **fair trade products** that support workers in developing countries?
- **Recycle** more waste?
- Ensure a **better work/life balance** for employees?
- Be more **accessible** to customers of various abilities?

Community based development approach:

How to engage in local communities initiatives

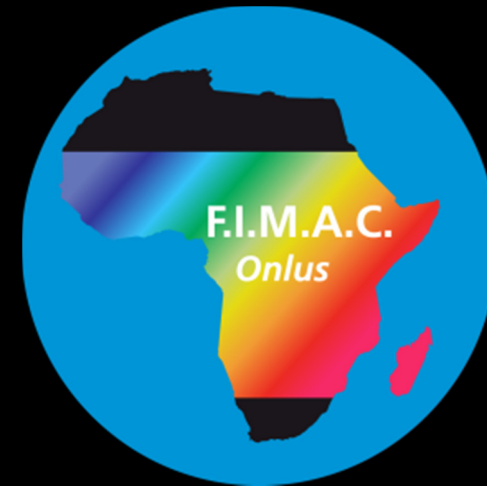
- sponsoring sporting or cultural activities
- giving spare equipment to community organisations
- cooperate with local schools around educational activities
- use employees' professional skills in voluntary work
- community giving (involvement in the local community through financial support)
- contribute to community health, medical facilities, medical help

Your events:

How to Create a sustainable event

- **Integrate CSR into your event**
- **Destination – Venue - Accommodation**
- **Transport**
- **Production**
- **Food and beverage**
- **Exhibition**
- **Marketing and Communication**
- **Congress material**
- **Investigate the possibility of leaving a positive legacy in the host city**

Supporting a cause



**INTERNATIONAL FOUNDATION
OF DOCTORS FOR CENTRAL AFRICA**



INTERNATIONAL FOUNDATION
OF DOCTORS FOR CENTRAL AFRICA

Who we are

The F.I.M.A.C. is a non-profit organization which aims to improve the health conditions of people in Central Africa with humanitarian cooperation project.



Our mission

The improvement of existing health care facilities and the creation of new medical and surgical care centres, operated by medical and paramedical staff of the Foundation and the improvement of life conditions of the local communities.

The social purpose

The Foundation, is a non profit organization, which focuses on health issues in central Africa by:

- Supporting hospital institutions by sending **medical personnel and equipment**;
- **Establishing collaborative relationships** with both national and international institutions and organizations within the health sector
- **Supporting local communities** by assisting the orphaned children, improving children education and activities





The Burundi

In Burundi, the health problems are severe and many:

in the field of orthopaedics:
congenital malformations
and/or acquired;

in the epidemiological field:
a high mortality rare
for malaria, HIV;

*tuberculosis, malnutrition
and in regard to eye care:*
vitamin deficiencies and hygiene.

Burundi five poorest country

Burundi is one of the five poorest countries in the world. It has one of the lowest pro capite GDPs of any nation in the world.





Supporting FIMAC

- **The hospital of BUBANZA:**
- **The school of BUBANZA:**
- **Fighting against malaria with natural medicine:**

- patient's hospitalization
- operating rooms
- laboratory

- classes recreation and sport facilities

- Artemisia Project

Life in Burundi



Life in the hospital



IAPCO and FIMAC Onlus



INTERNATIONAL FOUNDATION
OF DOCTORS FOR CENTRAL AFRICA

IAPCO members as part of their membership are voluntary contributing to the management and care costs of hospital beds for one year, on an annual basis

IAPCO and FIMAC Onlus



INTERNATIONAL FOUNDATION
OF DOCTORS FOR CENTRAL AFRICA

IAPCO is contributing to
10 HOSPITAL BEDS
FOR ONE YEAR

IAPCO members are welcome to
visit Burundi in order to follow
personally the project

IAPCO and FIMAC Onlus

IAPCO: supporting healthcare in Burundi

Patrizia Semprebene Buongiorno, of AIM Group International, is closely linked to the work of the International Foundation of Doctors for Central Africa (FIMAC), a not-for-profit organisation that aims to improve the health conditions of people in central Africa through humanitarian co-operative projects. FIMAC's mission is to improve existing healthcare facilities and to improve life conditions for local communities. FIMAC focuses on health issues in central Africa by supporting hospital institutions, sending

medical personnel and equipment, and by supporting local communities, assisting orphaned children and improving their education and activities. Patrizia's links with FIMAC are particularly focused on Burundi, where she travels at least once a year in support of the project and to monitor developments at Bubanza Hospital. IAPCO, as part of its Corporate Social Responsibility programme, is endorsing and supporting FIMAC's work at this hospital – IAPCO members will voluntarily as part of their membership



fee contribute to the management and care costs of hospital beds for one year, on an annual basis. IAPCO members are welcome to visit Burundi in order to follow personally this important project.

A message of thanks to IAPCO from Burundi

Enthusiastic thanks have been sent to IAPCO from the hospital staff and patients at the Bubanza Hospital in Burundi. IAPCO supports the work of the International Foundation of Doctors for Central Africa (FIMAC), whose mission is to improve existing healthcare facilities and life conditions for local communities.



The development of a sustainability program for an association today, is the beginning of a collective journey towards social, environmental and economic sustainability for all.



***TOGETHER WE CAN HELP
CREATE A BETTER WORLD***