



■ Corporate Responsibility

Too often Corporate Responsibility (CR) has been seen as a good news story and something that sits with marketing, human resources or communications. We have worked hard to reclaim this ground and place CR where we believe it belongs – at the heart of a company. Its real value is to build social value as a cornerstone to business development and profitability and to develop corporate citizens within your organisation. This is a necessity if you are to compete successfully in today's evolving and ever more sophisticated market place.

What we do

FSquared helps organisations generate and deliver social value. We support our clients to embed social value in all their activities and to re-frame business practices around responsible and sustainable strategies that release social value, and inspire a culture of ethical leadership throughout their workforce.

We support our public sector clients to get more social value through developing, implementing and measuring the success of policies and strategies that generate sustainable community benefits.

We support our private sector clients to deliver more social value through creative and innovative approaches that are built on listening and responding to local need and proactive engagement with local knowledge and distinctiveness.

We support our clients to consult, listen, and involve their stakeholders and communities in a mutual process of capacity building to realise their shared needs and aspirations.

Our defining principle is that social value is delivered to the benefit of our clients and their partners, communities, and supply chain. We deliver solutions that respond to environmental, social and economic issues in integrated ways that make a real difference to people's lives.

Who we are

The FSquared Group comprises:

- The **FSquared Consultancy**: a for profit company with a strong social mission
- The **FSquared Association**: a not for profit organisation, aimed at inspiring creative thinking and at prompting exchanges between people who share our belief in ethical behaviour in the workplace and in the market
- The **FSquared Foundation**: a charity that aims to prevent and reduce poverty through making the most of the resources and increasing the impact of organisations that work to make a difference to people's lives. The Foundation is funded with charitable funds, through **FSquared Trading**, which gives it 100% of its profits and through the consultancy, which donates 10% of its pre tax profits to the Foundation's activities.

Creating sustainable community benefit from investment, development, procurement and corporate citizenship requires strong ethical leadership, and supporting that approach is at the core of our relationships with our customers. An ethical approach means that business is never 'just business', and we aim to raise the bar on quality, innovation, partnerships, leadership, professionalism, and procurement, and to stimulate market demand for building choice and social capital.

Benefits of Our Approach



There is broad acceptance that an integrated and strategic approach to Corporate Responsibility as a means to create sustained competitive advantage delivers consistent value for an organisation in real terms. Also, CR provides a common basis for an organisation to engage with its stakeholders, and importantly its employee base to create a sustained ethical corporate culture. The benefits of a CR approach are well established:

- A good reputation makes it easier to recruit and retain good employees, motivated by shared values and productive through a shared sense of higher purpose
- An active and dynamic CR approach will help your company comply with regulatory requirements, emerging political trends, and social expectation as reflected in the market place.
- It will help you create and sustain an identity as an attractive partner in public sector procurements, through a proactive response to wider service level drivers, applied to local specifics each time.
- Engagement activities with the local community and communities of interest are ideal opportunities to generate market presence and add a value base to publicity and marketing.
- Good relationships with partners and stakeholders make doing good business considerably easier.
- Understanding the wider impacts of your business practices can help you to develop new products and services, and an appreciation of their market place.
- Sustained and embedded CR can mitigate the danger of reputation risk, which invariably impacts on sales and services. Developing and nurturing a culture of doing the right thing for its own sake within the organisation can offset this risk.

Process



We support organisations by delivering the following services:

Events and workshops

Our creative events help you to assess where you are now and where you want to get to. We have a team of experienced facilitators who make sure that these events are about more than just discussion but that they are also about defining the way forward. A particularly important event is the initial Visioning Workshop. This is attended by your senior management team and is where you set your vision for your approach to corporate responsibility.

Policy and strategy drafting

Building on what you have already developed we help you to draft a refined CR policy and strategy that will ensure that the delivery of social value is embedded across all your business processes and within the culture of your business.

Implementation plans

We develop comprehensive implementation plans that give detailed work programmes describing how each aspect of the CR strategy will be put into practice and who is responsible.

Support with implementation

We support you to implement your CR policy and strategy. For example, this might be done through

- half day creative events at which staff are asked to assess how they can change their working practices in order to achieve the strategic objectives
- training sessions for “navigators” – individuals appointed throughout the business with responsibility for taking forward the approach
- training sessions for bid managers to ensure that they know how to articulate the company’s approach and apply it to local specifics

- training sessions where we train staff in individual departments about how their specific activities can contribute to the delivery of the corporate responsibility approach. For example this might include training of bid managers, of marketing & communications staff and of human resources staff.
- train the trainer events at which “navigators” are trained in how to train others in relation to the approach to corporate responsibility
- training and guidance for members of your supply chain to ensure that they understand what you require from them in relation to their own approaches to corporate responsibility – so that they can contribute to your CR objectives, whilst having their own CR capacity built by your activities in this area

All of our implementation support activities aim to ensure that your approach to CR is embedded within your business processes and throughout your organisational culture.

Revisit and refresh

We will support you to monitor how the implementation of the CR strategy is progressing. For example we use creative workshops to bring your team together to discuss how the implementation has gone and where they can improve. Alternatively we might use annual health checks to evaluate the extent to which the approach has been integrated into business processes and culture.

Measuring and monitoring impact throughout

As well as providing services that maintain the momentum of your CR approach, we also ensure that we set up robust systems and processes which measure and monitor the social impact of your activities. This is done by choosing the most appropriate social investment methodology.

Our Experience



Corporate Responsibility is the cornerstone of our work. The services and products that we have developed are all applicable to realising an integrated CR process – ethical leadership, sustainable procurement, environmental management, ethical bidding, organisational development, sustainable community benefits and responses – all of which are applicable functions of CR. We provide specific examples below of some of our embedded CR work with major clients:

Enterprise Plc

We are engaged in a long term strategic relationship with Enterprise Plc to support them to define their approach to corporate responsibility, develop an implementation plan, and to monitor the success of the new approach. The outcome of our work is that Enterprise has an approach that is embedded throughout the organisation and can be used to position Enterprise as a good corporate citizen within its evolving marketplace.

Balfour Beatty

Balfour Beatty have a strong ethical business approach and are committed to supporting a culture of integrity and respect and creating opportunities for all. Working in our capacity as its Equality and Diversity Adviser, we have developed and are supporting the delivery of a comprehensive programme of Equality and Diversity activity on their high profile Olympics Contracts, including the Aquatic Centre. The programme is designed to embed equality and diversity considerations in to every aspect of their Corporate Responsibility to ensure a sustainable legacy for their work.

Enterprise Rail

We delivered a programme of Sustainability and CR activity for Enterprise Rail. This involved undertaking contextual research to understand their business environment and key stakeholders. Our activity is helping Enterprise Rail to embed a well formulated and effective approach to sustainability, equality, and diversity into its organisational culture and overall approach to corporate responsibility.

Rydon

Through a long-term relationship, we are successfully refining the Rydon approach to CR and ensuring that the new approach is embedded throughout the organisation. The refinement and articulation of their CR approach is bringing the company greater business success by ensuring that it fulfils its social obligations to its stakeholders and communities.

Prices



The indicative costs below give you an idea of the cost of our corporate responsibility services. Prices are given for individual elements of our overall approach to corporate responsibility. You may wish to commission us to undertake one of these elements in isolation. Alternatively, you may wish to commission us to undertake a more comprehensive programme of Corporate Responsibility activity. If you choose to do this then you will qualify for discounts on the prices given below.

Experience tells us that it is best to shape an individual and bespoke approach as part of a longer term relationship that ensures that we can support your strategic aspirations.

ITEM	DELIVERABLE	PRICE
Visioning Workshop	Facilitated workshop with Senior Management Team. Developed and refined vision for approach to corporate responsibility. Identification of next steps to maintain the momentum of revised approach	£6,000

ITEM	DELIVERABLE	PRICE
Market and Competitor Analysis	Report setting out what the market is asking for in terms of added social value and how competitors are responding to this	£2,400

ITEM	DELIVERABLE	PRICE
Corporate Responsibility Policy and Strategy	A refined corporate responsibility policy and strategy	£9,000

ITEM	DELIVERABLE	PRICE
Health Check	A Health Check Report detailing the health check process, findings and recommendations	£6,000

Please note that these may vary subject to the type of support that you require. The prices are exclusive of VAT and disbursements.

Contact Details



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