



**BUILDING CSR INTO YOUR BUSINESS**  
*NAMEPA 2016*

**M c P H E R S O N S T R A T E G I E S** @susanmcp1



A commitment to the planet

A commitment to your community

A commitment to your people

Authenticity

Accountability and transparency



Workers' rights and welfare

Protecting marine environments

Ethical trading

Anti-corruption

Community responsibility

# Why should you care?



It's the right thing to do.



Worker loyalty



Reputation



Loyalty



Cost savings

# Companies getting it right: Unilever

## Case studies

How the Unilever Sustainable Living Plan is already having a positive effect around the world.



Improving access to sanitation



Knorr leads the way in tackling malnutrition



Water Centres improve hygiene and save women time

# Companies getting it right: Warby Parker

01

## Shop

You buy a pair of Warby Parker glasses.

02

## Donate

We tally up the number of glasses sold and make a monthly donation to our nonprofit partners, which covers the cost of sourcing that number of glasses.

03

## Train

The nonprofit trains men and women in developing countries to give basic eye exams and sell glasses to their communities at affordable prices.

04

## Go forth

These men and women work hard to spread awareness and make eyecare available to their communities.

## Companies getting it right: JetBlue

 **WeStandWithOrlando**

We're partnering with other local Orlando businesses in supporting **OneOrlandoFund.org**.

JOIN US

A few tips to get started



# 1: Focus.





**2: Listen to your stakeholders.**



**3: Partner with a local nonprofit.**



### Health & safety

Health and safety: integral to our mission



### Environment

Leading the way in environmental practices



### Corporate Social Responsibility

Social responsibility is embedded in every aspect of our business



### Business relationships

A global network of outstanding business partners



### Energy management

Pioneering revolutionary energy-saving technologies



### Business systems

Adopting state-of-the-art business systems

# 4: Share, share, share.

# Measure. Report. Adapt.



*Thanks!*



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