



## Bentley-Brown Associates: Positive Impact Strategy Development Guide

Section	Sub-section	Possible Content	Business Benefits
Your Business	General	<ul style="list-style-type: none"> <li>• Geographic location</li> <li>• Size of company</li> <li>• Ownership of company</li> </ul>	<ul style="list-style-type: none"> <li>✓ Transparency develops trust</li> </ul>
	Position in Sector	<ul style="list-style-type: none"> <li>• Employee numbers</li> <li>• Market share</li> <li>• Turnover/sales</li> <li>• Profit</li> </ul>	
	Mission/Vision	<ul style="list-style-type: none"> <li>• Mission Statement defines the company's business, its objectives and its approach to reach those objectives.</li> <li>• Vision Statement describes the desired future position of the company</li> <li>• Elements of Mission and Vision Statements can be combined to provide a statement of the company's purposes, goals and values</li> </ul>	<ul style="list-style-type: none"> <li>✓ Stakeholder engagement – employees, potential employees, customers and suppliers can appreciate and favour your company ethos</li> </ul>
	Values/Ethics	<ul style="list-style-type: none"> <li>• List company values</li> </ul>	
	Consultation	<ul style="list-style-type: none"> <li>• Seek feedback from stakeholders</li> </ul>	
	Competitor Analysis	Your niche	<ul style="list-style-type: none"> <li>✓ Your CSR strategy can give you a competitive edge</li> </ul>
Your Workplace	Staff	<ul style="list-style-type: none"> <li>• Equal opportunities</li> <li>• H&amp;S policies and training</li> <li>• Training/CPD</li> <li>• Internal communications (newsletter, intranet, staff meetings/gatherings/away days)</li> <li>• Pay and benefits (remuneration, pensions, bonuses, other benefits)</li> <li>• Workplace ethos (coffee breaks, lunch breaks, overtime, flexitime etc - Employee Handbook)</li> <li>• Industrial relations</li> <li>• HR processes</li> <li>• Child labour/forced labour</li> <li>• Physical environment</li> <li>• Health and wellbeing</li> </ul>	<ul style="list-style-type: none"> <li>✓ Staff recruitment</li> <li>✓ Staff retention</li> <li>✓ Staff motivation/productivity</li> <li>✓ Reduced sickness/accidents</li> <li>✓ Good reputation</li> </ul>

Your Market	Customers/ Clients	<ul style="list-style-type: none"> <li>• Customer satisfaction</li> <li>• Customer retention</li> <li>• Safety and quality</li> <li>• Customer service</li> <li>• Aftersales care</li> <li>• Consumer education</li> </ul>	<ul style="list-style-type: none"> <li>✓ Attract new customers/new markets</li> <li>✓ Customer retention</li> <li>✓ Meet procurement criteria</li> </ul>
	Suppliers	<ul style="list-style-type: none"> <li>• Code of conduct</li> <li>• Selection criteria (linked to CSR)</li> <li>• Support local suppliers</li> <li>• Timely payment of bills</li> <li>• Bribes and corruption</li> <li>• Creating awareness of CSR</li> </ul>	<ul style="list-style-type: none"> <li>✓ Build relationships</li> <li>✓ Seen as credible/trustworthy business</li> <li>✓ Community support</li> <li>✓ Better value contracts</li> </ul>
Your Community	Charitable Relationships and Community Initiatives	<ul style="list-style-type: none"> <li>• Sponsorship, donations</li> <li>• Co-trading/cause related</li> <li>• Payroll giving</li> <li>• Corporate foundations</li> <li>• In kind/pro bono support</li> <li>• Charity of the year</li> <li>• Economic impact</li> <li>• Impact on community/society</li> </ul>	<ul style="list-style-type: none"> <li>✓ Improved standing, reputation and influence in your community</li> <li>✓ Improved staff recruitment and retention</li> <li>✓ PR and Marketing opportunities</li> <li>✓ Networking opportunities</li> </ul>
Your Environment	Waste	<ul style="list-style-type: none"> <li>• Recycling</li> <li>• Waste generated</li> <li>• Hazardous waste</li> <li>• Policies</li> </ul>	<ul style="list-style-type: none"> <li>✓ Reduced landfill costs</li> <li>✓ Compliance for suppliers/Customers</li> <li>✓ Awards</li> </ul>
	Water	<ul style="list-style-type: none"> <li>• Water used</li> <li>• Processes</li> <li>• Control programmes</li> </ul>	<ul style="list-style-type: none"> <li>✓ Reduce costs</li> <li>✓ Reduce impact on environment</li> <li>✓ Awards</li> </ul>
	Energy	<ul style="list-style-type: none"> <li>• Energy used</li> <li>• Processes</li> <li>• Control programmes</li> </ul>	<ul style="list-style-type: none"> <li>✓ Reduce costs</li> <li>✓ Reduce impact on environment</li> <li>✓ Awards</li> </ul>
	Materials	<ul style="list-style-type: none"> <li>• Types used (e.g. recycled paper, organic cotton, tea/coffee, cleaning products)</li> <li>• Recycled materials used</li> <li>• Materials recycled</li> </ul>	<ul style="list-style-type: none"> <li>✓ Reduce costs</li> <li>✓ Reduce impact on the environment</li> <li>✓ Awards</li> </ul>
	Transport	<ul style="list-style-type: none"> <li>• Green transport plans</li> <li>• Walk to work/cycle to work days (provide secure bike parks and staff showering facilities)</li> <li>• Fuel reduction policy</li> <li>• Car fleet</li> </ul>	<ul style="list-style-type: none"> <li>✓ Reduce carbon footprint</li> <li>✓ Pre-empt legislation</li> <li>✓ Improve staff health and well-being</li> <li>✓ Awards</li> </ul>
	Health and Safety	<ul style="list-style-type: none"> <li>• ISO/EMAS/EMS</li> <li>• Training</li> <li>• Communication to staff</li> </ul>	<ul style="list-style-type: none"> <li>✓ Compliance</li> <li>✓ Reduce accidents/sickness in workplace</li> </ul>
	Outdoor Environment	<ul style="list-style-type: none"> <li>• Plant trees</li> <li>• Bee friendly plants</li> <li>• Grow fruit and veg</li> <li>• Staff access to natural environment</li> </ul>	<ul style="list-style-type: none"> <li>✓ Staff health and wellbeing</li> <li>✓ Positive impact on environment</li> <li>✓ PR opportunities</li> </ul>