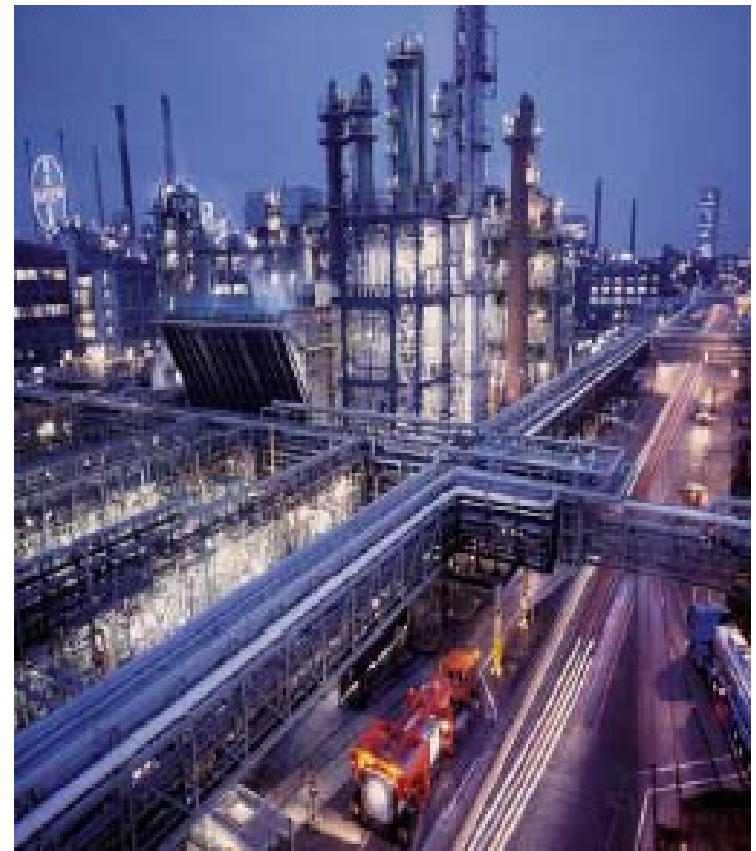# PEZA-GTZ Eco-Industrial Development (EID)

„Roadmap to CSR"
CSR Project Development
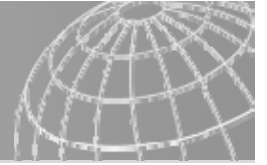### Guidelines

CSR Workshop
21-22 January 2009
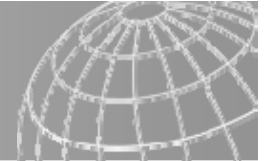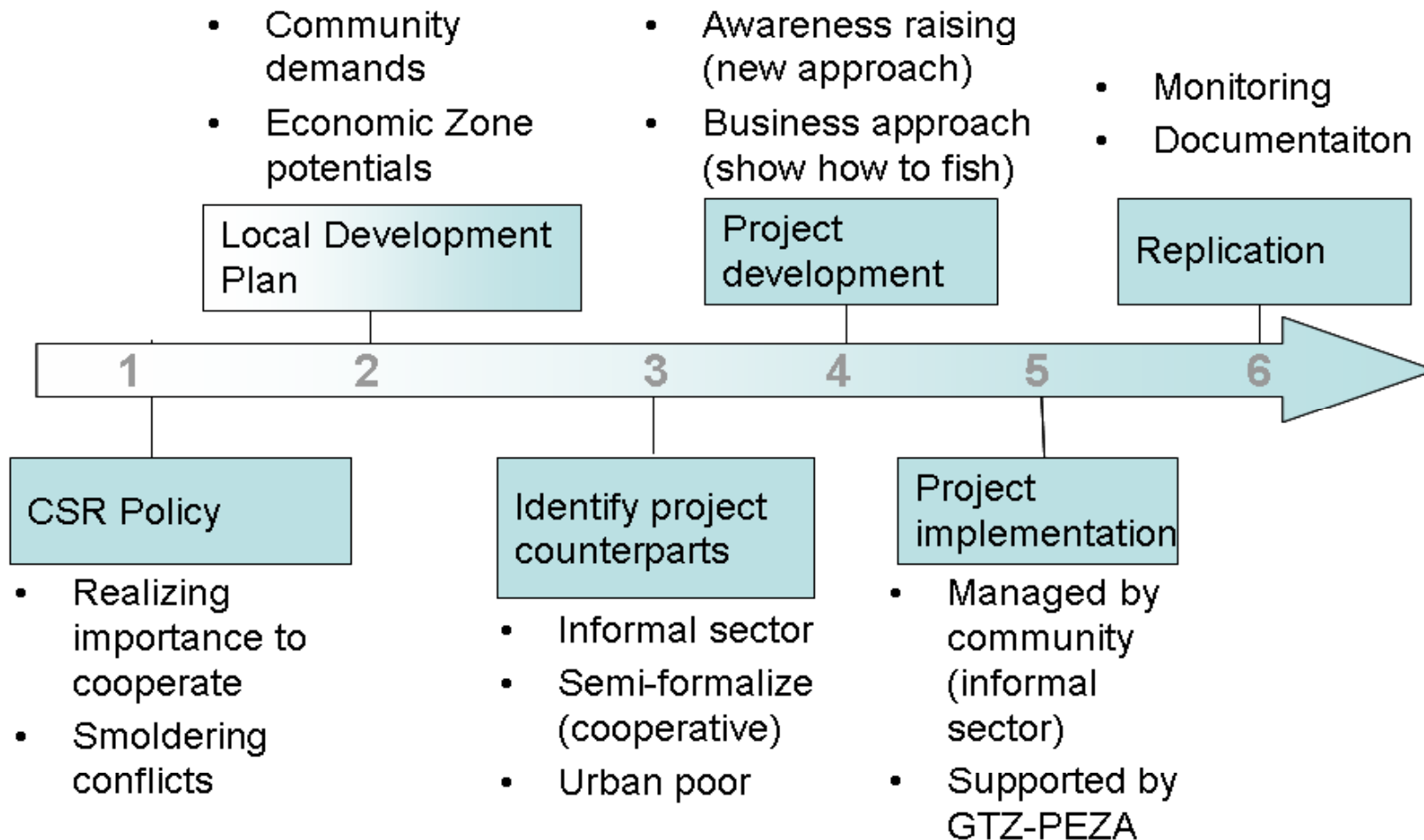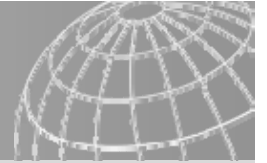**Waterfront Hotel Mactan, Lapu-lapu City**

- **Developing a Roadmap to CSR**

- **CSR step by step**

-

Developing a Roadmap to CSR

- Community demands
- Economic Zone potentials

- Awareness raising (new approach)
- Business approach (show how to fish)

- Monitoring
- Documentaiton

Local Development Plan

Project development

Replication

1   2   3   4   5   6

CSR Policy

Identify project counterparts

Project implementation

- Realizing importance to cooperate
- Smoldering conflicts

- Informal sector
- Semi-formalize (cooperative)
- Urban poor

- Managed by community (informal sector)
- Supported by GTZ-PEZA
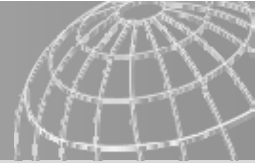
Step 1: Develop a CSR policy

- **Realizing the importance to cooperate/ to engage in CSR**
  - Lack of skilled workforce
  - Smoldering conflicts
  - Enhance community relations
  - Improve employment conditions + opportunities
  - **…**
- **A CSR policy statement is an important guidance for decisions and actions in the field of CSR**
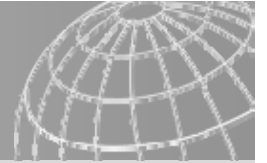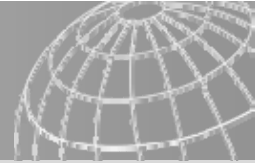
Examples:

Corporate CSR Policies and Missions

"Apple Computer is committed to protecting the
environment, health, and safety of our employees,
customers and the global communities where we
operate. We recognize that by integrating
sound environmental, health, and safety management
practices into all aspects of
our business, we can offer technologically innovative
products and services while conserving
and enhancing resources for future generations."

Apple Computer, Inc.

"For your company, corporate citizenship means contributing to nation-building; being part of a business community that is fully and actively committed to making strategic contributions to the development of society, sustainability of the environment and the improvement of the quality of life of the Filipino."
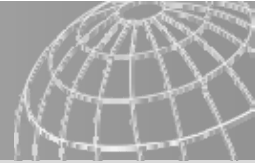
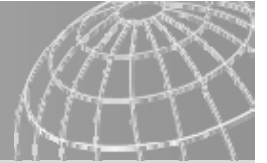**Mabuhay Vinyl Corporation**

Step 2: Local Development Plan

■ **Implementation of CSR in a larger development context enhances long-term impact**

  • Assessment of community needs and potentials
  • Matching with corporate demands and requirements
  • Encourage community participation and ownership
  • Seize opportunity to partner with other local development initiatives

■ **"CSR begins at home"**

Step 3: Identify project counterparts
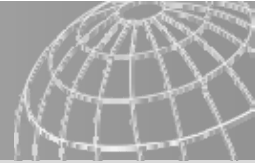
- **Who are the communal partners of the cooperation?**

  - e.g. semi-formalized groups

  - people's organizations (cooperatives)

  - informal sector

  - urban poor groups
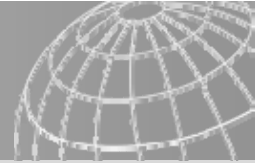
  - …

Step 4: Project Development

- **What goal does the project work for?**

  - What issues does the project address?
  - What changes do you want to reach?

- **How can you approach this?**

  - Business development?
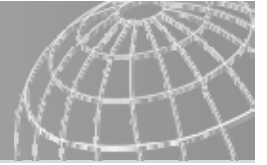 - Awareness raising?
  - …?

Step 5: Project Implementation

- **How will the project establishment be organised?**

- **How will project be managed?**
  - Community organisation?
  - Employees' cooperative?
  - Local NGO?

- **What will be the role of your company?**

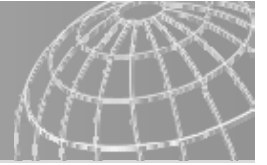- **Partners?**

Step 6: Replication/Sustainability

- **How to pursue sustainability of the project**

  - Indicator development (quantifiable)
  - Monitoring
  - Documentation
  - Evaluation

Now it's your turn… **Outline a CSR project for your company!**

Workshop proceedings:

➢ **Participants will be divided into smaller groups**

➢ **Each group will be assigned a resource person and a facilitator**

➢ **Each participant will outline a CSR draft project**

➢ **From each group, the 1-2 most promising projects will be chosen to be presented tomorrow**

Working assignment:

Step 1: Draft a short CSR policy statement – what is the motivation for your company engage in CSR projects?

Step 2: Go through each step of the Road Map. Follow these steps to outline a CSR project your company/organization would like to implement

Step 3: Design the concept for such a CSR project, using the provided project development guidelines.