Organisations
and
Social Responsibility

Organisations and Social Responsibility

This Session will cover:

- The concept of social responsibility
- CSR at clevercherry
- Interview with UK university student
- Benefits of SR on the organisation
- How SR is done in the UK
- Discussing your university's social responsibility

How would you describe 'social responsibility'?

In the Limelight

Social networking sites such as Facebook and Twitter are one of the reasons social responsibility has been brought into the limelight, as it provides a new opportunity for individuals to publicly voice feedback, praise and criticism

Social responsibility = Creating positive change in the community

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"A company, person or organisation that, during the course of it's business dealings, works with the benefit of society as a whole in mind"

Social responsibility =
Creating positive change in the community

Supporting the needs of the
community through:

Expertise

+

Shared resources

=

Identifying key community issues

Making the
environmental
surroundings clean
and safe

- Set ambitious goals
- Foster policies, programs
and services that address
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Making the environmental surroundings clean and safe

Why has the idea of social responsibility gained momentum in recent years?

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Follow me!

Does your organisation use social media to engage with students and respond to their questions or concerns?

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Benefits of Social Responsibility

Topal (2009) lists 10 potential benefits for organisations that embrace social responsibility, including enhanced image and reputation, access to capital and better staff retention;

http://www.socialresponsibility.biz/discuss2.pdf

Increased profit

Better access to capital

Long-term reduction in operating costs/increased efficiency

Reduced risk of negative PR

Increased ability to stay competitive and create new opportunities

Enhanced brand reputation

Increase in productivity and quality
http://www.bsr.org/

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Corporate social responsibility at clevercherry

clevercherry's founder is the chairman of the non-government and charitable organisation Cure Leukaemia

http://www.cureleukaemia.co.uk/

cureleukaemia
the blood cancer charity

clevercherry founded Succeed, an education and training provider with a specialism in supporting and training

http://succeed.ac/

succeed it's all about you.

CSR for Staff

clevercherry are dedicated to looking after staff and creating a healthy work/life balance:

• Time off for doctors/dentist/ hospital appointments
• Access to training and development opportunities
• Flexible working hours
• Flat management structure and open door policy for directors

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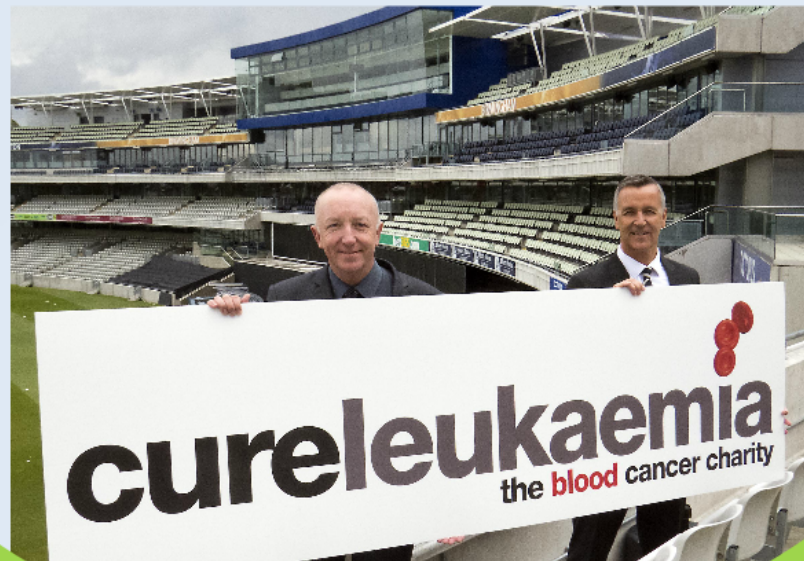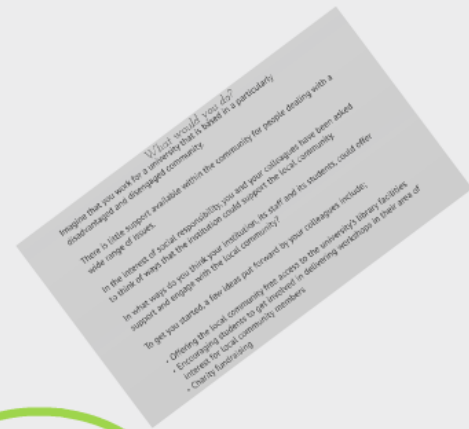
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CSR in Education: What do you think is your university's social responsibility?

What would you do?

Imagine that you work for a university that is based in a particularly disadvantaged and disengaged community.

There is little support available within the community for people dealing with a wide range of issues.

In the interest of social responsibility you and your colleagues have been asked to think of ways that the institution could support the local community.

In what ways do you think your institution, its staff and its students, could offer support and engage with the local community?

To get you started, a few ideas put forward by your colleagues include:
- Offering the local community free access to the university's library facilities
- Encouraging students to get involved in delivering workshops in their area of interest for local community members
- Charity fundraising

How's it done in the UK?

In the UK, annual awards are presented to universities who have made an outstanding effort in various aspects of social responsibility.

The Green Gown Awards produced a winner's brochure for 2012, outlining the initiatives that each winning and highly commended university introduced to improve their social responsibility.

Empowering Students

Teach students to understand themselves, each other, and their surroundings

Make Your Classroom More Democratic and Participatory

- Considering how to "occupy the classroom" by infusing democratic principles
- Think about how to give your students more say in the curriculum and what happens in your classroom.

Social responsibility of universities

Roman Quotes

In the Li

Social responsibility at universities

Social responsibility is a broad topic, and can include;

- Reducing carbon emissions and environmental impact
- Engaging and empowering staff and students
- Connecting with and supporting the wider community
- Making changes that will have a positive impact on others and the future of the university

Interview with current MA Student Buckinghamshire University

"They could engage with schools hospitals and old retirement homes in and around the area"

"I don't know anything about my university's social responsibility policy"

1. What kind of image does your university project? Does it embrace innovation or is it more sincere to traditional methods?

"It gives the outward projection of being a modernising, innovative university however, there are old-fashioned mind-sets yet still to be overcome"

"In my experiences, universities can act in a morally questionable type of way...They seemed to be more focused on future intake"

2. Does your university make you aware of their involvement in social responsibility?

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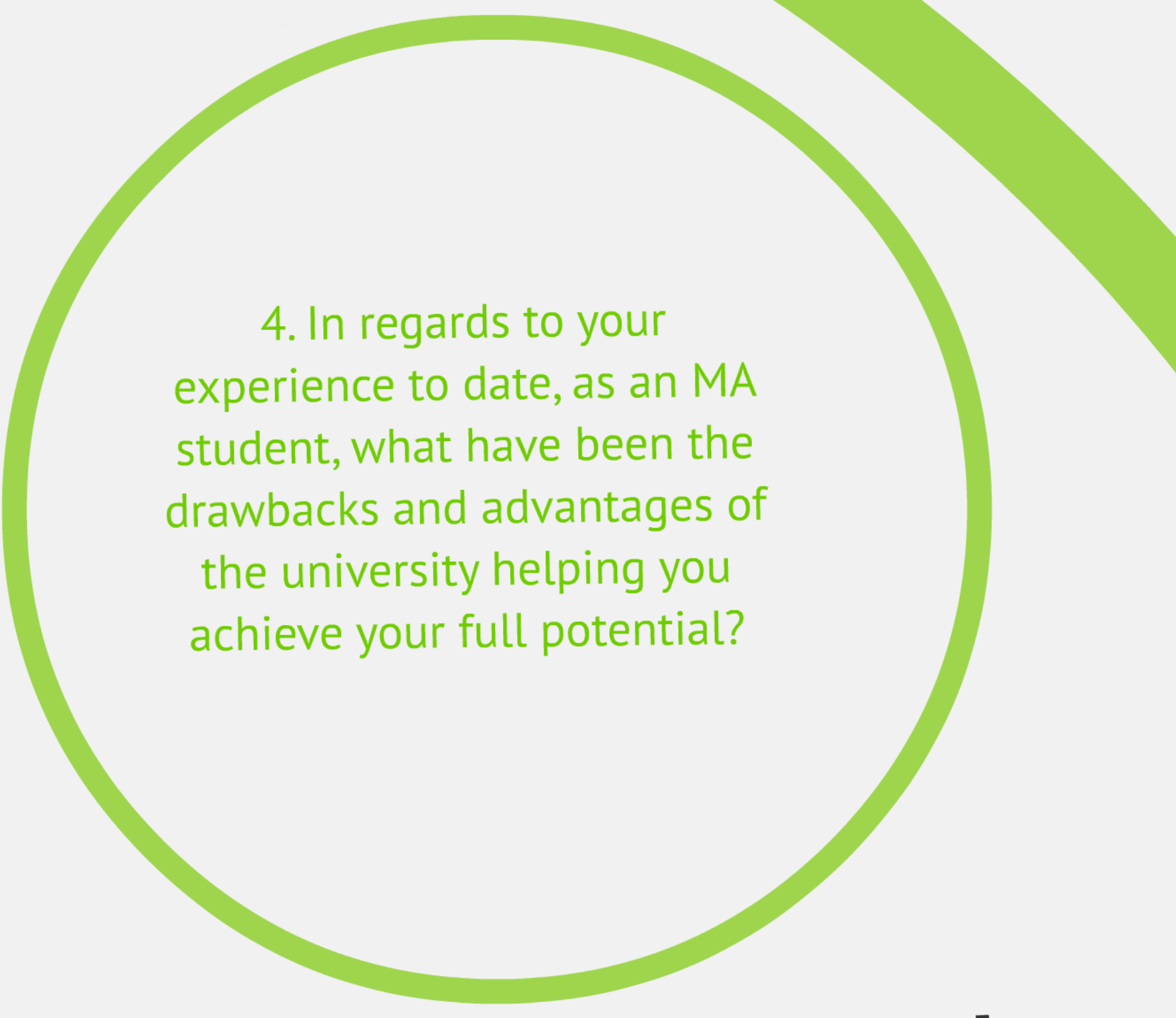
"I don't know anything about my university's social responsibility policy"

2. Does your university make you aware of their involvement in social responsibility?

3. In terms of being socially responsible, in what ways do you think your university should have involvement with the community that could help provoke positive change ?

"They could engage with schools hospitals and old retirement homes in and around the area"

4. In regards to your experience to date, as an MA student, what have been the drawbacks and advantages of the university helping you achieve your full potential?

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5. It can be argued that universities are mainly interested in breaking even, or even making a profit, rather than the quality of the work that students produce. In regards to your experience to date, what do you think of this statement?

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Empowering Students

Teach students to understand themselves, each other, and their surroundings

Create environments where students can:

- Air and solve conflicts
- Discuss controversial topics
- Have a say in what and how they learn
- Ask questions and engage in dialogue
- Give feedback on their experiences
- Move to action as a result of their study

Make the learning environment more democratic and participatory

- Considering how to "occupy the classroom" by infusing democratic principles.
- Think about how to give your students more say in the curriculum and what happens in your classroom.
- How can students be more involved in provoking positive change in the community?

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The Green Gown Awards

Now in their 8th year, the Green Gown Awards recognise the exceptional sustainability initiatives being undertaken by universities and colleges across the UK. With sustainability moving up the agenda, the Awards have become established as the most prestigious recognition of best practice within the tertiary education sector.

Carbon Reduction at the University of Cumbria

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Social Responsibility Initiatives at De Montfort University

The 2012 categories and winners included:

• Carbon Reduction - University of Cumbria
• Continuous Improvement: Institutional Change - Manchester Metropolitan University
• Social Responsibility - De Montfort University
• Promoting Positive Behaviour - University of Leeds
• Research and Development - Scotland's Rural College

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Social Responsibility initiatives at De Montfort University

Areas to think about before becoming socially engaged:

- Does your university offer a service that could help others if it could easily be put into their hands?
- Is there a way for your university to lower its carbon footprint?
- Is there an organisation that could benefit from your university by joining or getting involved with it?

Organisations
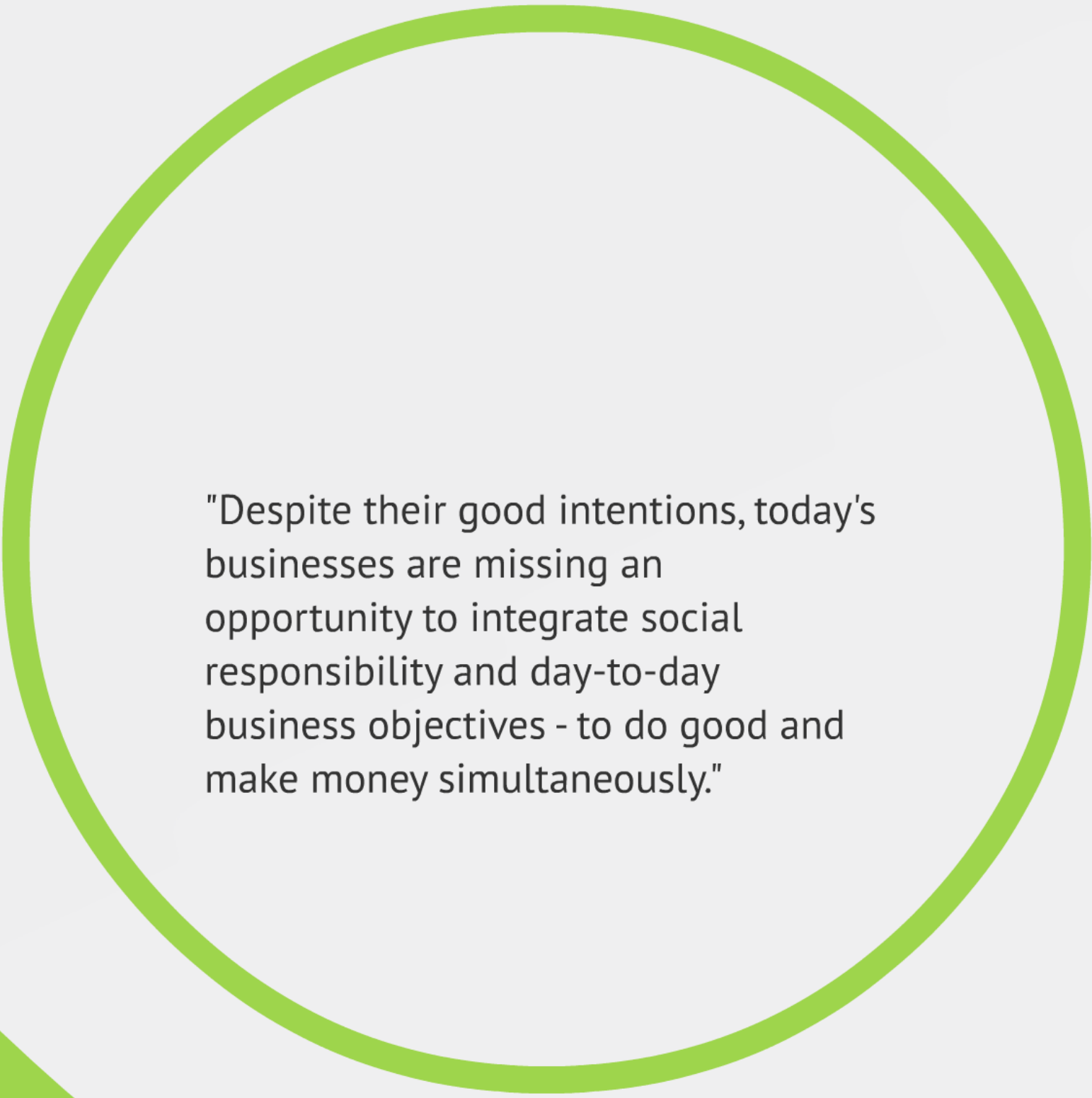and
Social Responsibility

Discuss Quotes:

"Despite their good intentions, today's businesses are missing an opportunity to integrate social responsibility and day-to-day business objectives - to do good and make money simultaneously."

"Businesses should be focused on business, and social responsibility should be government responsibility"

Terry Gou (Chairman of Foxconn – Taiwanese multinational Electronics Company

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