

## **Practical Checklist Helps HR Professionals Integrate CSR**

VANCOUVER, British Columbia; June 4, 2009. – Now Human Resources professionals can use a practical new tool to help their organizations achieve high performance in corporate social responsibility (CSR).

Leading sustainability entrepreneur and coach, Coro Strandberg, Principal of Strandberg Consulting, has introduced the [\*\*Corporate Social Responsibility and Human Resource Management Checklist\*\*](#) that identifies ten steps HR professionals can follow to support the integration of CSR into their organization's business strategy and operations.

A companion document, [\*\*The Role of Human Resource Management in Corporate Social Responsibility: Issue Brief and Roadmap\*\*](#), funded by Industry Canada, provides a how-to guide including practical business-based examples and a business case for CSR integration.

"Embedding CSR/sustainability into an organization is ultimately a change management process," explains Strandberg. "HR departments help their organizations embrace change and benefit from it. This user-friendly tool equips HR professionals to leverage employee commitment to, and engagement in, their firm's CSR strategy."

Employees are key stakeholders in any CSR effort. It is through employee actions and decision-making that many CSR strategies come to life. Human Resource professionals are in a unique position to nurture and foster CSR performance within their organizations.

"Today HR professionals need to be aware of the positive impact CSR can have on their employees and on their bottom line – not to mention the world around them," said Donna Wilson, executive vice president people & sustainability, Vancouver Organizing Committee for the 2010 Olympic and Paralympic Winter Games. "This tool will help set the basic framework that they need to develop their strategy, check their progress against best practices, and celebrate their successes."

Equally applicable to large and small private sector, public sector and non-profit organizations, the Strandberg Consulting *Issue Brief and Road Map* identifies the following business benefits from employee CSR engagement:

- Increased retention and reduced recruitment and training costs.
- Better able to attract the best and the brightest, especially amongst graduates.
- Cost savings and income produced through improved employee morale and productivity.

"This is an ideal tool for a firm that wants to achieve high performance in corporate social responsibility. I know – I've used it," said Bernie Mitchell, vice president human resources, The Co-operators. "It helps to crystallize our work – it outlines good practice, helps us identify our gaps and illuminates the next steps."

[\*\*The Corporate Social Responsibility and Human Resource Management Checklist\*\*](#) and the companion document, [\*\*The Role of Human Resource Management in Corporate Social Responsibility: Issue Brief and Roadmap\*\*](#), are available free of charge at [www.corostrandberg.com](http://www.corostrandberg.com).

### **About Strandberg Consulting**

Strandberg Consulting provides strategic counsel and support to businesses, governments and non-profits interested in advancing sustainability through the marketplace. Coro Strandberg draws from her global network to help organizations make the connections they need. Her strategies integrate social and

environmental values with clear, measurable business goals to create opportunities, deliver results and inspire solutions for a sustainable world.

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