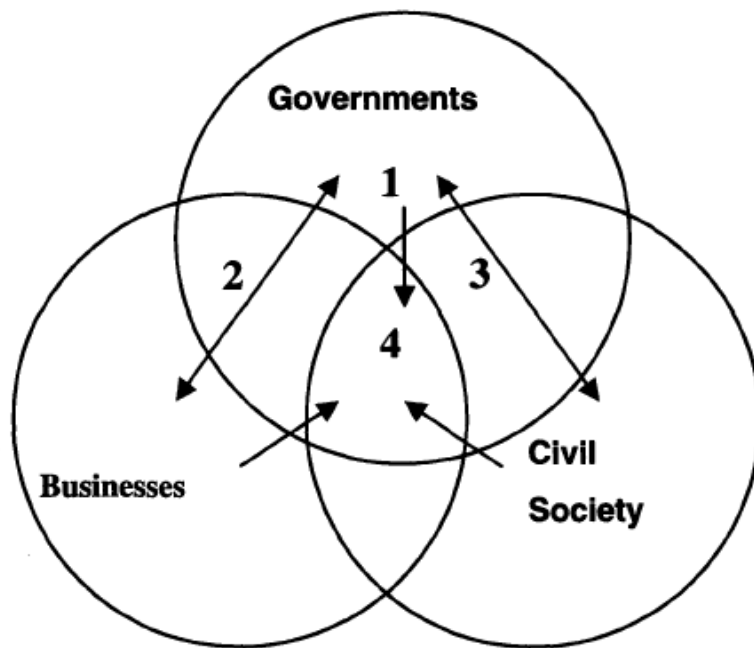


CSR up to date

# CSR as Public Policy



1. CSR in governments
2. CSR in government-business relationships
3. CSR in government-society relationships
4. CSR in government-business and society relationships

This framework makes it possible to observe the three social agents of governments, businesses, and civil society stakeholders not as poles or opposites which repel each other, but as agents collaborating in an interrelated area. Different areas of bilateral collaboration were observed: the first between governments and companies; the second between governments and civil society and the third a framework of multilateral collaboration: governments; businesses; and civil society stakeholders

Laura Albareda , Josep M. Lozano  
and Tamyko Ysa  
*Journal of Business Ethics*  
Annual Conference in Vienna (sep.,2007)

# Model CSR as Public Policy



# Social Enterprise

## การพัฒนาเชิงสถาบัน / ความรู้ ที่ UK

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Social Enterprise UK's presentation inspired a of people to explore how they develop their ideas consider social value.

Ken Brown, Winchester City Council [Read more...](#)

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To create real networks...you need to trust the people, trust the process.

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Nancy M. Barry, MBA 1975 President, Nancy Barry Associates—Enterprise Solutions to Poverty

featured publications

**One Report: Integrated Reporting for a Sustainable Strategy**  
Robert G. Eccles & Michael Kirzus  
This book focuses on combining financial, environmental, social, and governance information into one report.

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HBSSEI 2/12 Webinar - February Virtual HC Roundtable: Kathy Giusti, Founder & CEO of Multiple Myeloma Research Foundation  
hbshealthalumni.org/article.f...  
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**SE MAG** ISSUE 04  
JANUARY-MARCH  
www.tseo.or.th

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"จงเลือกงานที่คุณรัก แล้วคุณจะไม่ต้องทำงานแม้แต่วันเดียวในชีวิตของคุณ" คุณพ่อเรย์ เบรินัน (ผู้ก่อตั้งมูลนิธิโรงเรียนพรหมหาใต้)



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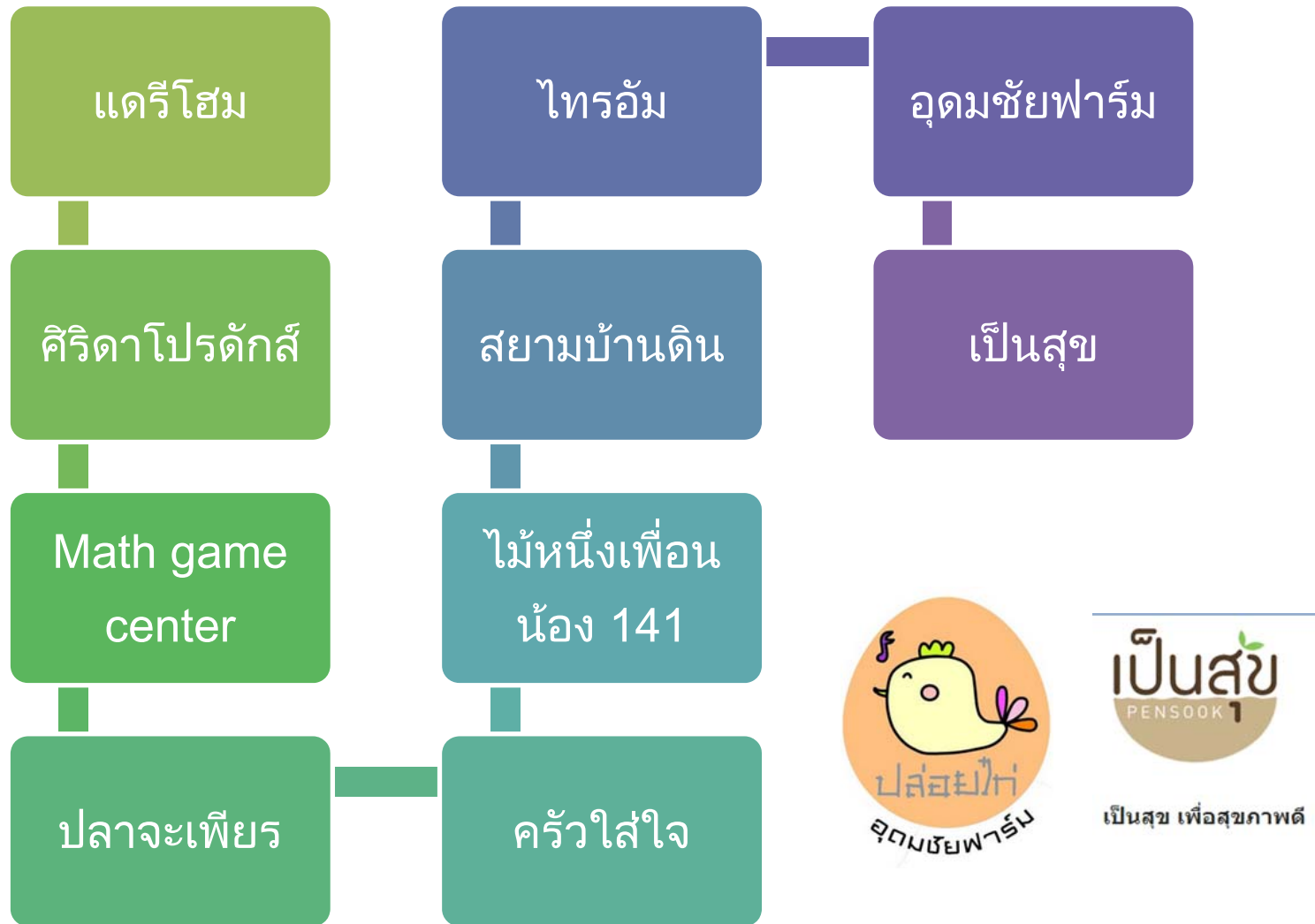


SE Magazine ฉบับที่ 4 Social Innovation ความคิดสร้างสรรค์สู่การเปลี่ยนแปลงสังคม

เล่มนี้จะพาคุณไปพบกับกลุ่มคนที่



# โครงการ SE ของ สกส





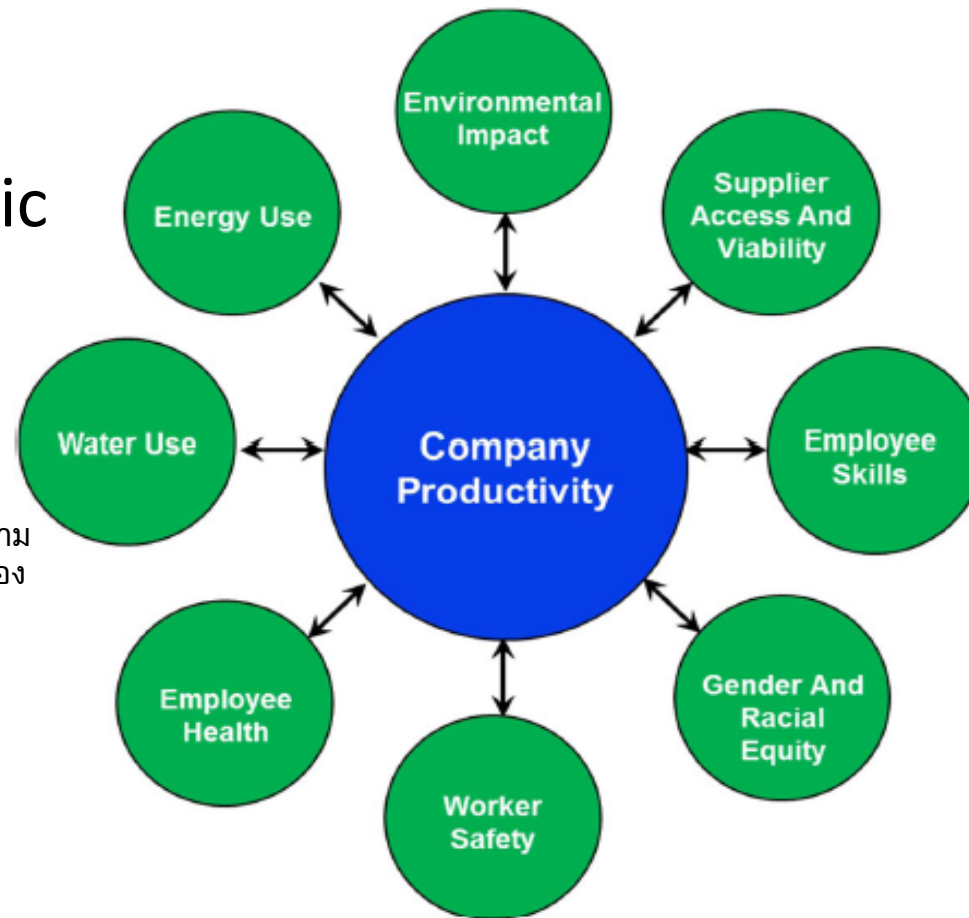
# CSR กับการพัฒนาความเกี่ยวข้องด้านอื่นๆ

CSR as Marketing	CSR as Management	CSR as Industrial Sector
 <p>Source: Philip Kotler and Nancy Lee, Corporate Social Responsibility.</p>		
<p>Philip Kotler &amp; Nancy Lee</p>	<p>Michael E. Porter เป็นผลสรุปงานการวิจัยกับบริษัทขนาดใหญ่ในลาตินอเมริกา</p>	

# CSV : ตามวิธีคิดของ Porter (1)

Societal  
Needs  
and Economic  
Value  
Creation

Porter ตั้งประเด็นทางสังคมตาม  
ข้อร้องเรียนว่ามีเรื่องที่เกี่ยวข้อง  
ทั้งภายในและภายนอกการ  
จัดการขององค์กร



ข้อเสนอของ  
Porter มุ่งไปยังการ  
จัดการตามระดับ  
ของความต้องการ  
แบบตรงๆ กับ เรื่อง  
ที่ต้องสร้างตลาด  
ขึ้นมาเพื่อนำไปสู่  
การจัดการส่วนที่  
เป็น Unmet needs



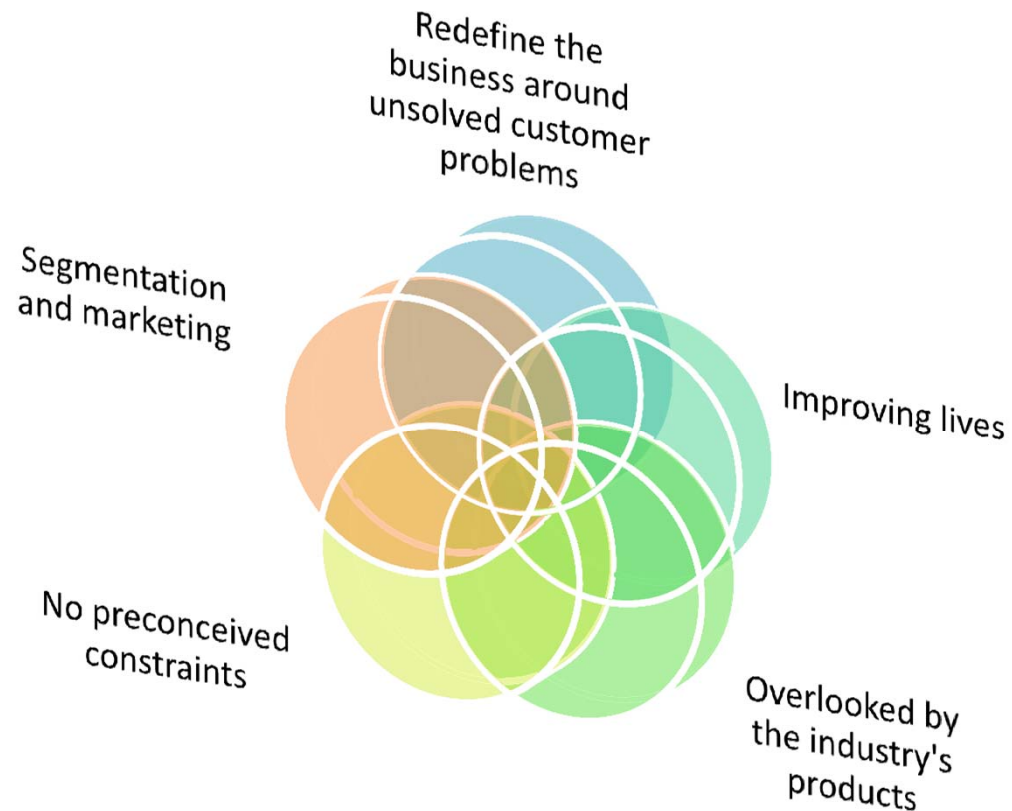
# CSV : ตามวิธีคิดของ Porter (2)

ความคิดสำคัญประการหนึ่งของ Porter คือ การมุ่งตรงไปยัง New generation of social entrepreneurs

การสร้างธุรกิจขึ้นใหม่จากการเปลี่ยนแปลงของโอกาส

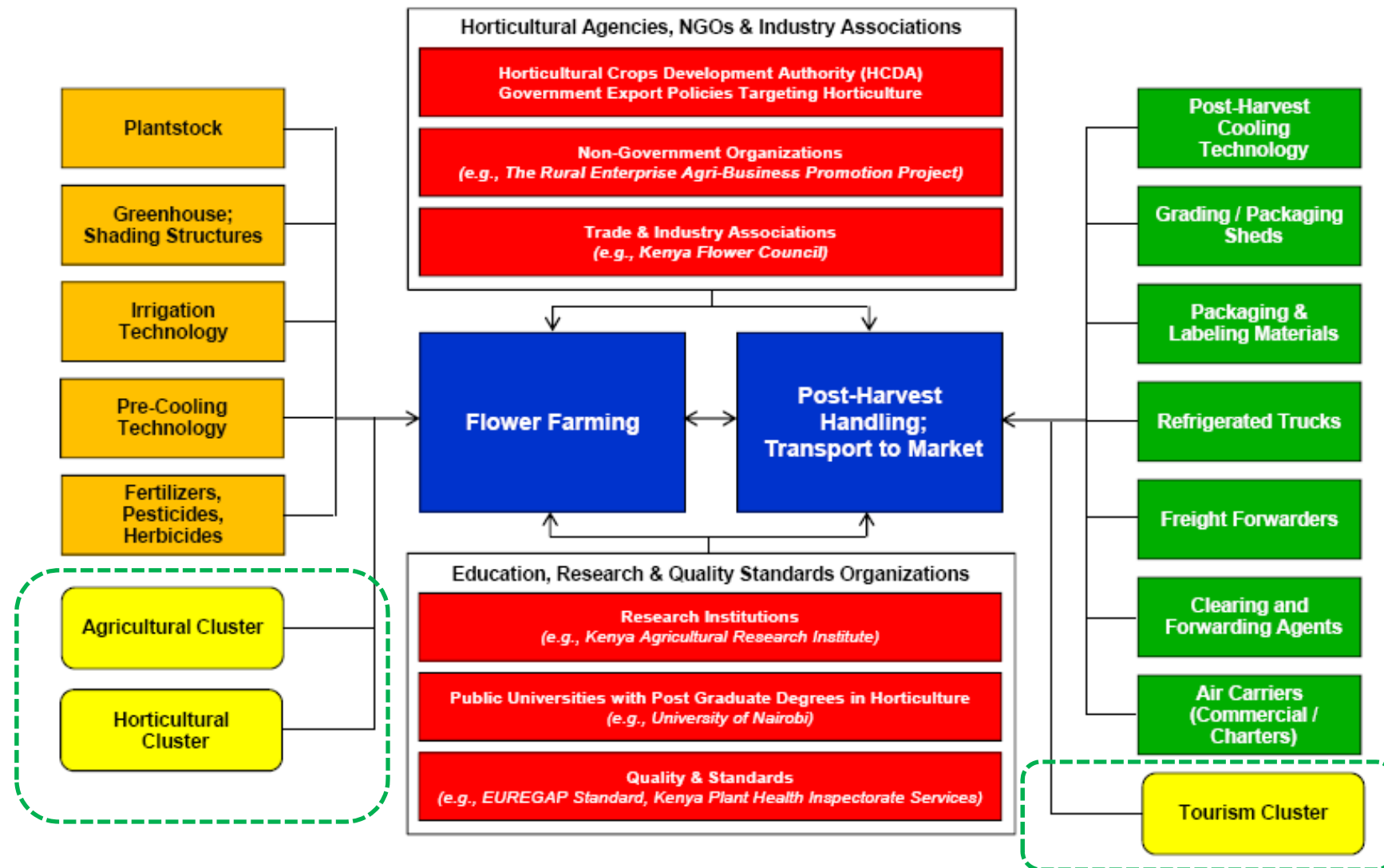
การตรวจสอบความเป็นไปได้ และการประเมินความสามารถของ Value Chain (คิดไปตามกระบวนการของ Supply Chain)

การสร้าง Local supply chain



# State of Cluster Development

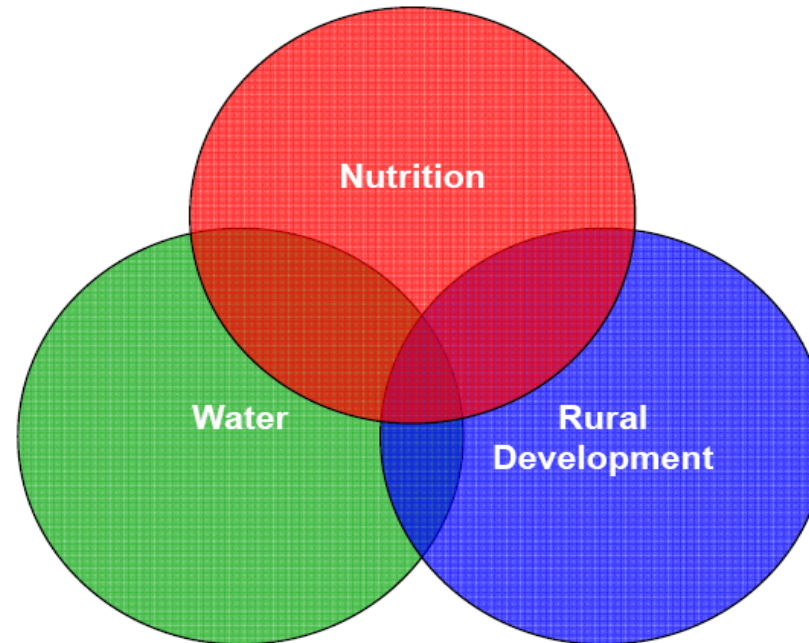
## Kenya's Cut Flower Cluster



Sources: MOC student team research by Kusi Hornberger, Nick Ndiritu, Lalo Ponce-Brito, Melesse Tashu, Tijan Watt, Harvard Business School, 2007  
 20111113 - Babson CSV Presentation - FINAL - Prepared by RA Jem Hudson

## Creating Shared Value: Deciding Where to Concentrate

Nestlé



- Opportunities to create shared value are inevitably **tied closely** to a company's particular businesses

# The future for Nestlé' and water

## Our W.A.T.E.R. commitments

**W**ork to achieve water efficiency across our operations  
Leading in water resource management and excelling in the direct reduction of the direct water use in all our facilities

**A**dvocate for effective water policies and stewardship  
Promoting public policies that place value on water at every level

**T**reat effectively the water we discharge  
Setting strict targets for returning clean water to the environment

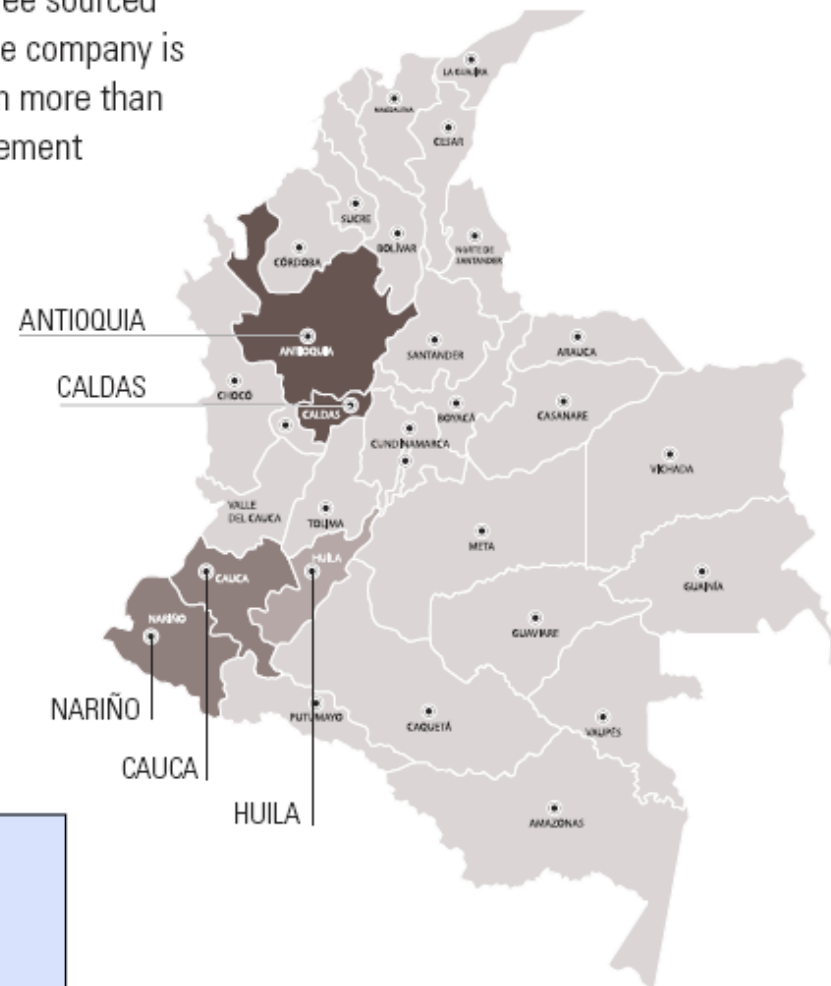
**E**ngage with suppliers, especially those in agriculture  
Helping to improve their water management with focus on impacts at watershed level

**R**aise awareness of water access and conservation  
Engaging employees, communities and consumers in the water imperative



**Dialogue and engagement: Leaders from the private sector, academia, government and non-governmental organisations meet at Nestlé's third annual Creating Shared Value Forum in Washington DC, in May 2011.**

In the last few years, total volumes of coffee sourced in Colombia by *Nespresso* have tripled. The company is now engaged in four regions sourcing from more than 37,000 farmers. It has increased its involvement in the country since its entry in 2004 and currently sources AAA coffee from five clusters highlighted in this map below.



▶ *Figure 3:*  
Nespresso coffee supplying regions in Colombia

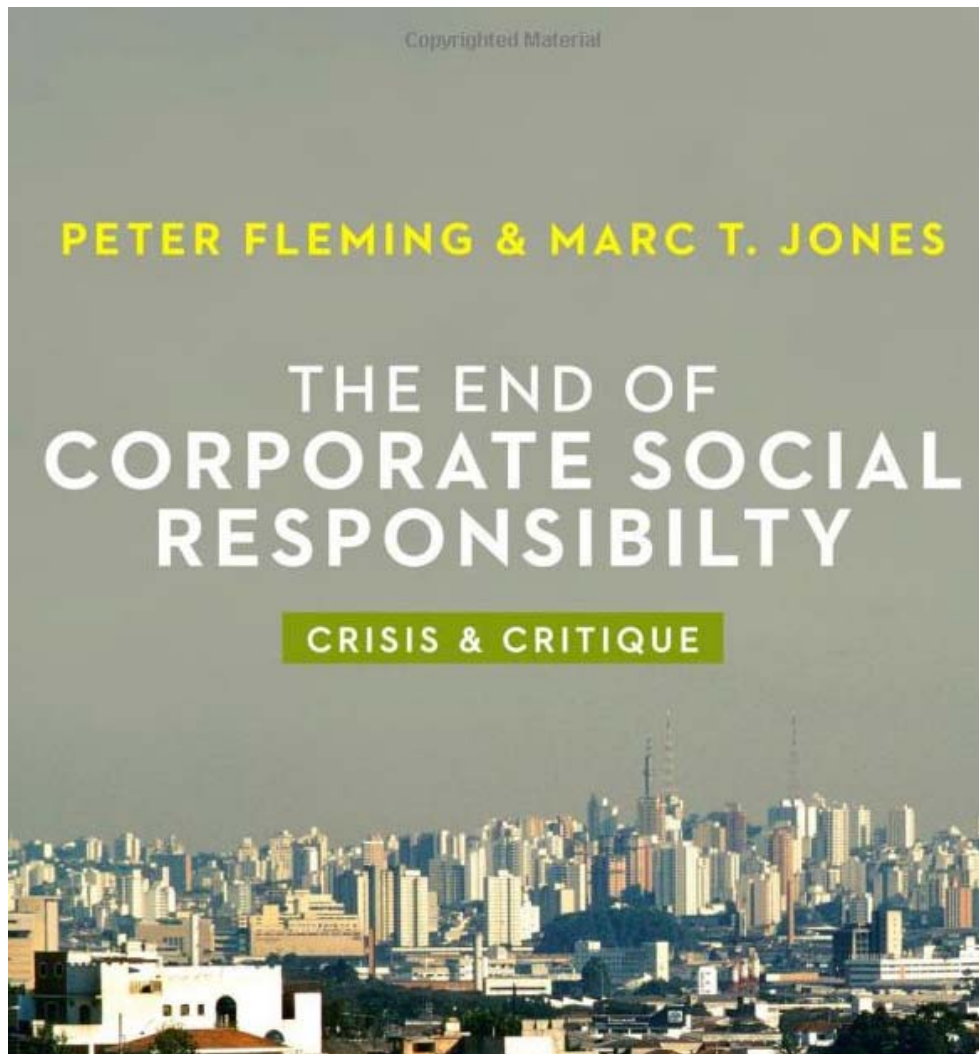
**Shared Value**

<u>Farmers</u>	<u>Community</u>	<u>Nespresso</u>
• Better yields	• Economic development	• Stable supply
• Better prices	• Environmental sustainability	• Better quality
• Better processing		• Reinforces strategic positioning



- The three levels of shared value are often **mutually reinforcing**





การวิพากษ์แนวคิด  
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Sustainable  
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คำที่โดดเด่นของ  
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CSRไม่เคยเกิดขึ้น  
อย่างเป็นจริงใน  
โลกใบนี้

ความเป็นจริงสิ่งที่อยู่ตรงกัน  
ข้าม คือ ผลพวงที่เป็นปัญหา  
จากการพัฒนาแบบ  
อุตสาหกรรมที่ไม่รับผิดชอบ  
ที่เติบโตใหญ่และพัฒนาสาย  
พันธ์ของตัวเองออกไป



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- ▶ e-Waste World 2013  
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- ▶ [2013MIECF – Macao International Environmental Co-operation Forum & Exhibition](#)  
21-23 March 2013 - MACAU
- ▶ ECO-B 2013  
26-28 March 2013 - KUALA LUMPUR
- ▶ 2nd China International New Energy Vehicles Forum 2013  
27-29 March 2013 - SHANGHAI
- ▶ Small & Medium Wind Asia  
01-02 April 2013 - TOKYO
- ▶ Eco Design Fair  
13-14 April 2013 - SHANGHAI
- ▶ B4E Global Summit 2013  
15-16 April 2013 - DELHI
- ▶ Residues to Revenues Conference  
15-16 April 2013 - MELBOURNE
- ▶ HydroVision India 2013  
06-08 May 2013 - MUMBAI
- ▶ Ozwater'13 – Australia's leading international water conference & trade exhibition  
07-09 May 2013 - PERTH



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#### European CSR Awards

CSR Europe to co-lead first-ever [European CSR Award Scheme for Partnerships, Innovation and Impact](#)

#### For Members

[Documents from conference calls](#)  
[Members-only reports](#)

#### EU launches new strategy on CSR (2011-2013)

In October 2011 the European Commission published a [new policy on corporate social responsibility](#)

#### Latest publications



## Enterprise 2020 Summit



[www.csreurope.org](http://www.csreurope.org)

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Hosted by **BO ZAR**



Enterprise 2020 Summit - Strengthening Europe through collaboration on sustainability [Learn more](#) ▶

#### Latest News

- ★ Partnership Sets Out Path to Certified Sustainable Coconut Oil in the Philippines
- ★ Global Mining Survey 2013-2014 published
- ★ Fund-raising activities to support the World Vision project in Armenia

#### Latest Solutions

- ★ Office Depot- Advance, evaluate and deepen CSR in line with core business strategy by integrating key performance indicators
- ★ A2A - APP "PULiamo"
- ★ CAMST -Together for women's rights

#### Follow us !



#### CSR Europe Events

[SAVE THE DATE: CSR Europe's Annual General Assembly event](#)

[Business and Human Rights Workshop – Putting the Ruggie-Framework and the Guiding Principles into Practice](#)

[Morning Debate on "Aligning Business and Policy Action for Health Literacy"](#)

[EU update call for CSR Europe members](#)  
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#### CSR Jobs

[Internship Corporate Affairs \(w/m\) – Intel GmbH Feldkirchen](#)

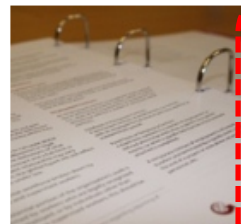


HOME > REPORTING > LATEST GUIDELINES > G3.1 GUIDELINES



G3 Guidelines

G3.1 Guidelines



### G3.1 GUIDELINES

G3.1 is a finalized update of GRI's most recent generation of Sustainability Reporting Guidelines, and is the most comprehensive sustainability reporting guidance currently available.

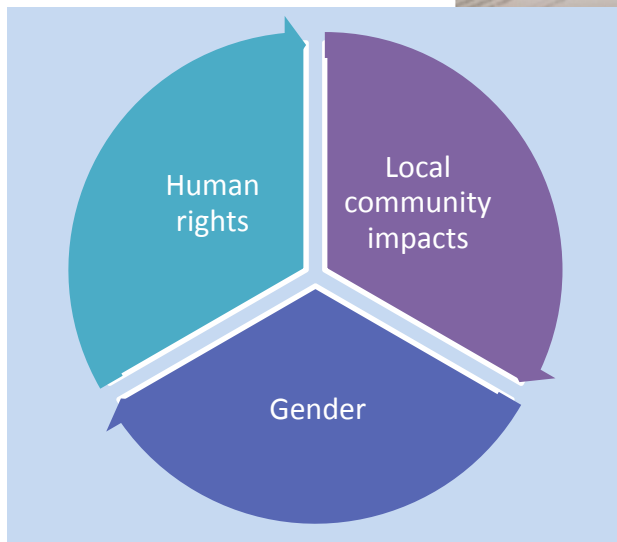
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#### Take Action

- Download the G3.1 Guidelines >>
- Explore G3.1 Online >>
- Learn more about sector guidance >>

#### Grow

- Register your report >>
- Network Hub >>
- Learn more about GRI's Network Structure >>



es are an update and completion of the third generation of GRI's Sustainability Guidelines, G3. The Guidelines are the cornerstone of GRI's Reporting Framework.

anded guidance for reporting on **human rights**, **local community impacts**, was launched in March 2011 and is the most comprehensive sustainability e available today.

es are made up of two parts. Part 1 features guidance on how to report. Part 2 on what should be reported, in the form of Disclosures on Management formance Indicators.

Education and Training	Initiatives aiming at providing support (In kind, cash, human resources) to education system and/or transferring knowledge to the community
Community Health and Diseases	Initiatives aiming at improving hygiene of the community and/or dealing with a certain disease that has impacts on the community
Infrastructure for Local Community	The construction or provision of infrastructure for the benefits of the community, such as housing, roads, recreational facilities, etc.
Helping Local Business/Producers	Initiatives to enhance the competitiveness and/or give preferences to local business/producers
Partnership with Local Organizations	Reporting that focuses on the partnership with and/or participation in certain organizations in the community
Community Services and Employee Volunteering	Reporting that focuses on the involvement of both the company and employees in community actions
Community Engagement and Dialogue	Processes of communicating with stakeholders in the community
Direct Economic Impact	Reporting on the direct economic benefits brought to the community due to the company's operation, such as number of jobs created, payroll to employee, taxes to government, etc.
Re-settlement	Reporting on the process of re-settlement of the community due to the company's operation, such as. mining
Poverty Alleviation	Initiatives aiming at improving the living conditions and well-being of under-developed community
Philanthropy and Charitable Giving	Reporting focusing on in-kind and cash donation to charitable organizations
Cause Related Marketing	In-kind or cash sponsorship on community initiatives resulting in the display of company name and logo in the initiatives
Community Environmental Impact due to Operation	Environmental impacts arising from the company's operations on a specific community
Community Environmental Campaign/ Problem Solving	Voluntary environmental initiatives by the company for the benefit of the community and these initiatives are not related to the company's operation
Culture and Leisure	Initiatives aiming at promoting culture (such as music, opera), sports and other leisure activities in the community
Total Community Expenditure	Reporting that focuses on the overall expenditure of company's spending on various community initiatives
Social Inclusion and Aid to Disadvantaged or Minority Group	Initiatives aiming at supporting socially disadvantaged groups (such as handicapped, racially and sexually discriminated) to become included in the society
Others	Not covered by the categories above

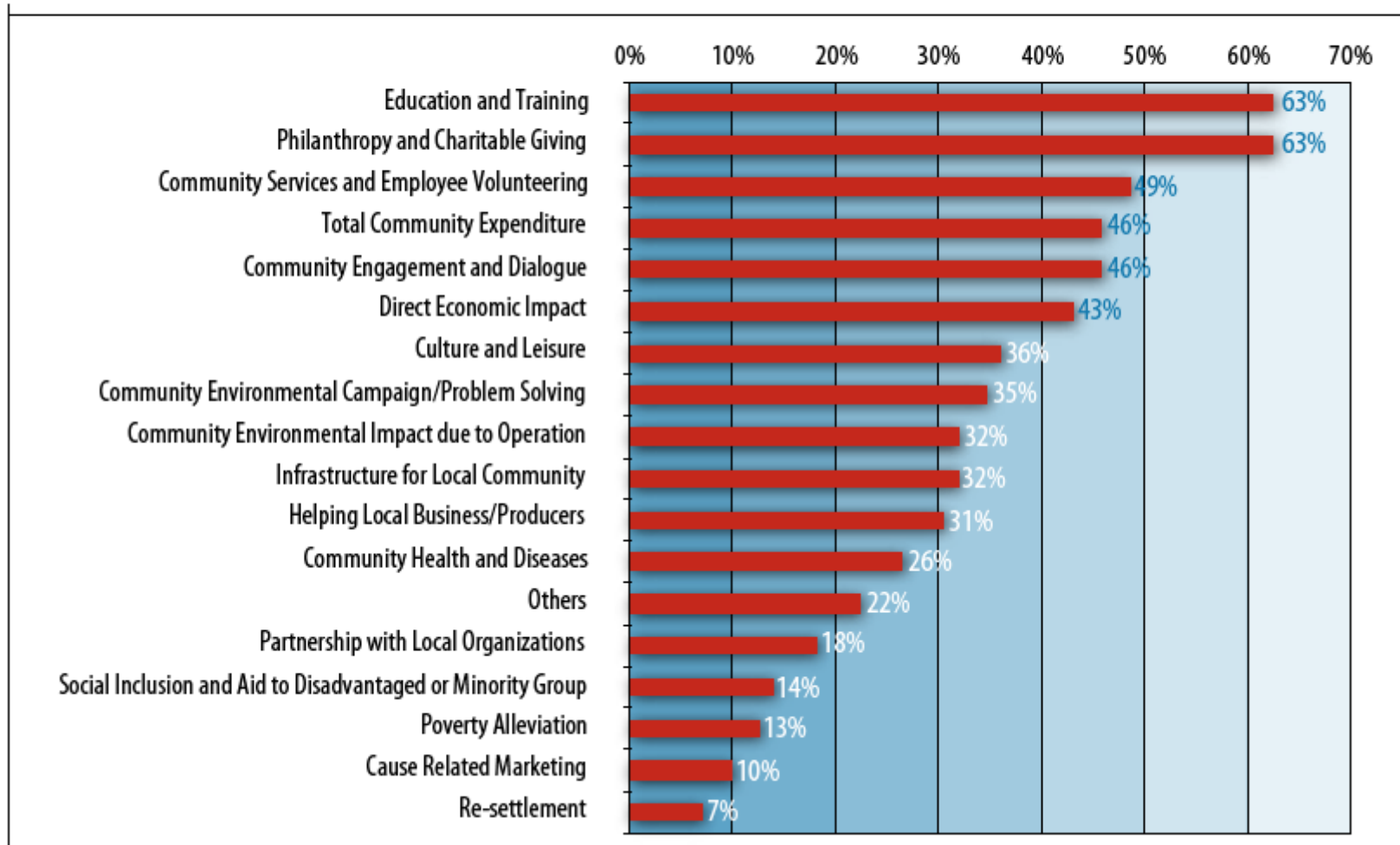


<b>Top 3 Indicators for <i>Education and Training</i></b>	
1.	Number of people benefited/reached by the education initiatives
2.	Amount of money invested/donated in the education initiatives
3.	Number of education-related activities (e.g. seminar, classes, conferences etc.) held
<b>Top 3 Indicators for <i>Philanthropy and Charitable Giving</i></b>	
1.	Sum of money donated/raised/contributed to community initiatives
2.	Percentage or number of people (organizations) granted/sponsored/supported/covered by the donated services
3.	Number or quantity of scholarships/material/services donated (no value of money indicated)
<b>Top 3 Indicators for <i>Community Services and Employee Volunteering</i></b>	
1.	Number of people/organizations/projects benefited, served or implemented
2.	Number of volunteers
3.	Number of volunteering hours
<b>Top 3 Indicators for <i>Total Community Expenditure</i></b>	
1.	Amount of money spent in community investment
2.	Percentage of profit/revenue/income spent in community investment
3.	Percentage increase of money spent on social investment, compared to last year
3.	Number of people benefited in community investment activities
3.	Number of projects developed and completed
<b>Top 3 Indicators for <i>Community Engagement and Dialogue</i></b>	
1.	Number of visitors, audience and participants reached
2.	Percentage/number of sites where community engagement activities were performed
3.	Frequency of meetings

*Table 3.2: The top 3 performance indicators for each of the top 5 topics*




## Topics addressed and frequency of reporting



# RIO + 20

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Institutional framework  
for sustainable  
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Green economy in the  
context of sustainable  
development and  
poverty eradication

Jobs

Energy

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Food

Water

Ocean

Disaster

# การพัฒนางานกระบวนการแบบ SROI

SROI measures change in ways that are relevant to the people or organisations that experience or contribute to it. It tells the story of how change is being created by measuring social, environmental and economic outcomes and uses monetary values to represent them. This enables a ratio of benefits to costs to be calculated.

SROI is a principles based methodology. This report does not contain an explanation of the principles or every step of the SROI process. Principles and steps have been summarised where appropriate. For details of the principles and process and why they are important and a worked example, the Cabinet Office sponsored Guide to SROI (The SROI Network, 2009) should be referred to.

This analysis followed the 6 stages of an SROI.

## SROI Principles

1. Involve stakeholders
2. Understand what changes
3. Value what matters
4. Include only what is material
5. Avoid over-claiming
6. Be transparent
7. Verify the result

## SROI Process

1. Establishing scope & identifying key stakeholders
2. Mapping outcomes
3. Evidencing outcomes and giving them a value
4. Establishing impact
5. Calculating the SROI
6. Reporting, using and embedding

# Eco-Industrial Town



# เกณฑ์ชี้วัด

	Silver	Gold	Platinum
เศรษฐกิจ อุตสาหกรรม	สัดส่วนการผลิตของ ผลิตภัณฑ์มวลรวม ภาคอุตสาหกรรมของ จังหวัด (GPP) ต่อ จำนวนแรงงาน	1. มูลค่ายอดขายต่อ จำนวนแรงงาน 2. การจัดทำข้อมูล พื้นฐานทางเศรษฐกิจ และธุรกิจของบริษัท (การไหลเวียนของวัตถุดิบและ ผลิตภัณฑ์)	Business linkage/ Inter Utilization Networking/ Industrial Symbioses  รายได้ที่เพิ่มขึ้นหรือรายจ่ายที่ลดลง ต่อหน่วยทรัพยากร Eco Efficiency
เศรษฐกิจท้องถิ่น	อัตราการว่างงานใน จังหวัดที่มีนิคม ฯ เฉลี่ย 3 ปี ย้อนหลัง (มีค่าลดลง)  รายได้สรรพากรของจังหวัด (เพิ่มขึ้น)	สัดส่วนการจ้างงานจาก ท้องถิ่น (เพิ่มขึ้น)	ความร่วมมือกับหน่วยงานที่เกี่ยวข้อง เพื่อฝึกและพัฒนาฝีมือทักษะของ แรงงานอย่างต่อเนื่องในทุกระดับเพื่อ รองรับการจ้างงานจากภาค อุตสาหกรรม
เศรษฐกิจชุมชน	สัดส่วนผู้มีรายได้/ค่าใช้จ่ายต่ำกว่า เกณฑ์เส้นความยากจนต่อ จำนวนประชากรในจังหวัดน้อยกว่า ค่าเฉลี่ยทั้งประเทศหรือมี แนวโน้มลดลง(ย้อนหลัง 3 ปี)  อัตราการศึกษาต่อของนักเรียนภาค บังคับของจังหวัดที่มีนิคมสูงกว่าหรือ เทียบเท่ากับค่าเฉลี่ยของทั้งประเทศ	สัดส่วนแรงงานในระบบ ประกันสังคมของ โรงงาน (เพิ่มขึ้น)	การฝึกส่งเสริมพัฒนาอาชีพและ <u>ริเริ่มสร้างสรรค์อาชีพใหม่ทั้งที่</u> <u>เกี่ยวข้องและไม่เกี่ยวข้องกับ</u> <u>โรงงาน</u>

# Smart city

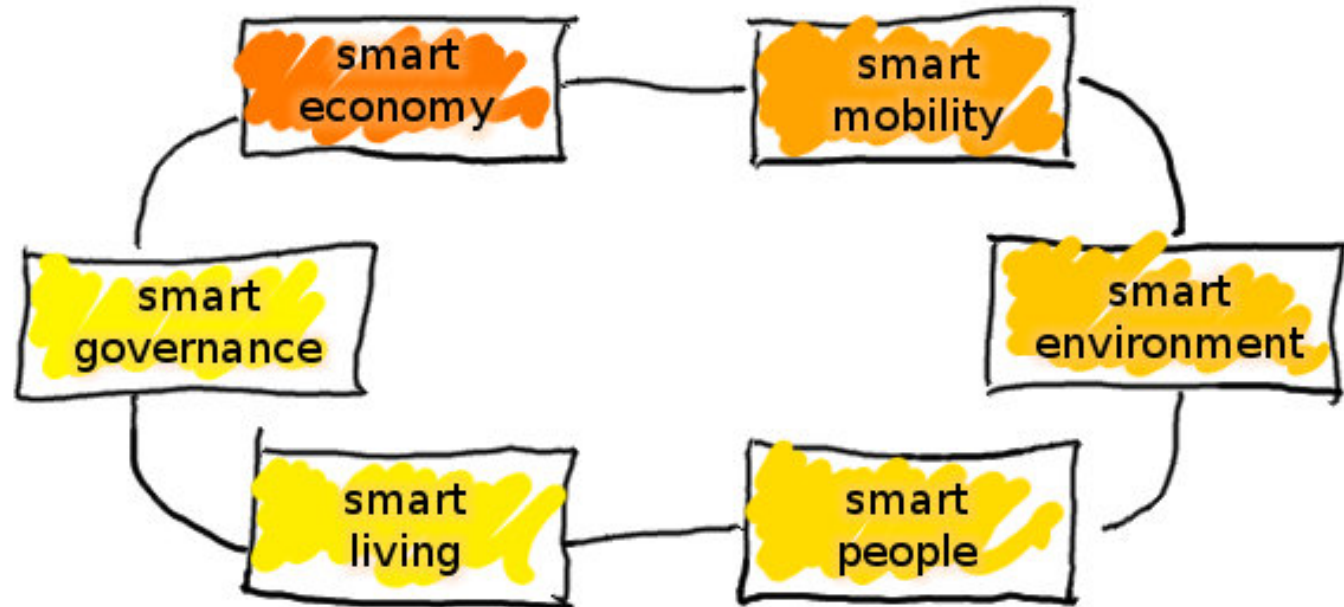
## Use by cities

- Aarhus Smart City [\[1\]](#)
- Amsterdam Smart City [\[2\]](#)
- Cairo Smart Village [\[3\]](#)
- Dubai SmartCity [\[4\]](#)
- Dubai Internet City
- City of Edinburgh Council for their vi
- Kochi SmartCity business park
- Lyon Smart City [\[5\]](#)
- Smart City Málaga [\[6\]](#) This city initiati joint venture with the Japanese New Intelligent Services.
- Malta SmartCity business park
- SmartSantander [\[7\]](#), which probably i controlling ambiental parameters lik
- Songdo International Business Distri
- Southampton City Council use it to d
- Yokohama Smart City

## Use by companies

- Schneider Electric[2] [\[2\]](#) provides inte
- Thales Group[3] [\[3\]](#) provides advance
- IBM as an aspect of its Smarter Plan
- Oracle Corporation: Creating a Cityv
- Siemens have also used the term in
- Living Planit a smart city built from s
- Wonderware are developing software platforms to support th

A Smart City is a city well performing in 6 characteristics, built on the smart combination of endowments and activities of self-decisive, independent and aware citizens.





Eco Industry  
for Green Economics and Sustainable Society

Initiative to ECO Industrial Town

Maximize Resource Efficiency & Energy Savings

Leading to well - being

Take leadership of Green IP

Creating Shared Value to Community

1. Eco Design

Land Use  
Green Area  
Green Infra Structures  
Green Building  
Green Vehicles

2. Eco Process

Green Utilities and Facilities  
Green Transport and Logistics & IT  
Green Product and Service

3. Excellent Environmental Management

Safety System /Pollution Prevention and Environmental Monitoring

4. Low Carbon Economy

Industrial Economy  
Economy Efficiency  
Advance and Innovative Technologies

5. Bridging to Community

Materials/Supply Chain Management  
Community & Local government participation – monitoring

6. More & More for Community Supporting

Managing Opportunities to Happy Community

Refer & determine to high performance  
Responsive & Creative Participation

Enhancing Participation & Collaboration

Leadership for Eco IZ Management

7. Be Determined to High Performance

8. Create Participation to Community

9. Encourage Collaboration