### Learning booklet 4

# What is Strategic Corporate Social Responsibility?

### Strategic CSR

In simple terms, strategic CSR is a level up leap in a company’s CSR focuses, from a mere compliance (do no harm) to a more proactive (do good) approach.

2. Given the minimum level of standards and guidelines prescribed in international CSR instruments, a strategic CSR contributes above what is expected of a socially responsible business firm, while at the same time strengthening its competitive advantage.

3. By taking a strategic approach, companies can determine what activities they can pursue with what resources they have to balance the creation of economic value with that of societal value

4. With a solid strategic CSR focus, business firms can potentially gain “ownership on certain rights” if they succeed in becoming associated with the right.

### Features of Strategic CSR

5. Strategic CSR is a business strategy, and is integrated with the core business objectives and core competencies of the firm

6. Strategic CSR from the outset is designed to create business value and positive social change.

7. Strategic CSR is grounded in the dayto- day business culture and operations of the firm, and into existing management and performance system.

8. Strategic CSR can be both a riskmitigation strategy and an opportunity – seeking strategy.

9. Using CSR as a strategy to open up new markets for energy-efficient products, for example, makes it possible for business and social or environmental returns to intersect.