



CSR STRATEGY & REPORTING

Case Study 02: DREAM & DESIGN SUSTAINABILITY

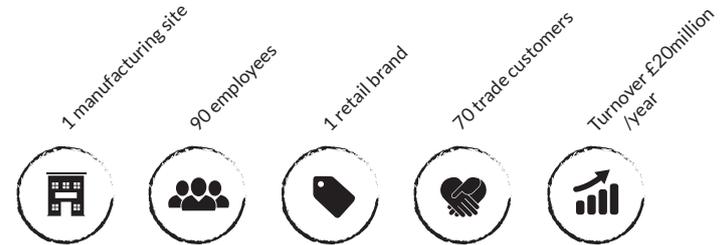
transforming
ENVIRONMENTAL
ASPIRATIONS INTO
REAL ACTIONS &
beautiful results



Many companies have green ambition but lack a definitive strategy and mapped journey, and thereby struggle to translate their aspirations to stakeholders in an inspiring, meaningful fashion.

This second *Veris Insight* will introduce you to the 4D cycle; our unique process model, instrumental in building a bespoke CSR narrative, providing a defined vision, structure and delivery plan for competitive advantage.

THE BUSINESS



A specialist food manufacturer and supplier of premium quality ingredients to the trade and retail sectors.

THE CHALLENGE

People want to see businesses today going beyond profit – taking shared responsibility for the big social, economic and environmental challenges faced by society.

Whilst our client was already taking great strides in improving their environmental footprint, there lacked a defined structure and vision. The challenge was to build a CSR narrative, providing a platform to showcase progress and outline the ongoing journey to internal and external stakeholders for competitive advantage.

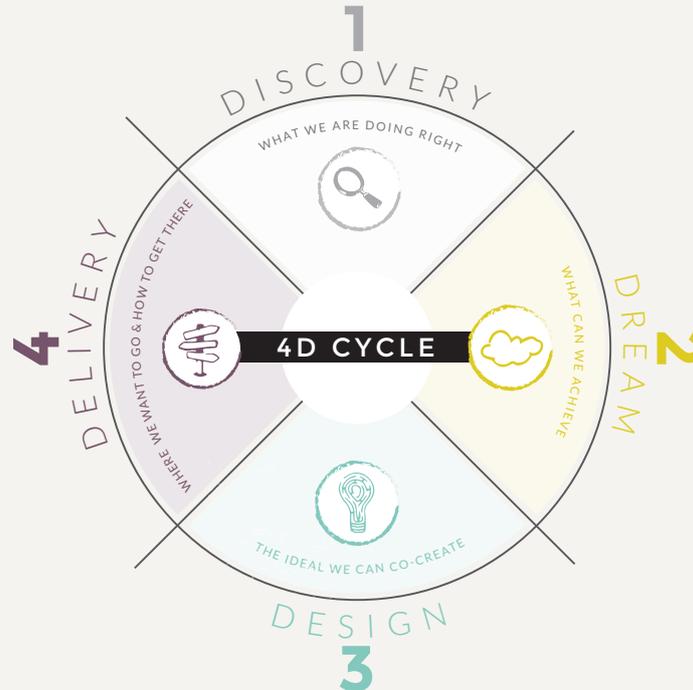
DISCOVERY

1. CSR 'snapshot day' completed on-site, engaging with stakeholders across the business via interviews and roundtable discussions to provide a strategic view of current relationship to sustainability, progress to date and future aspirations, offering context to guide strategy creation.

2. Mega Trend analysis completed; framing industry (and consumer) expectation and action to identify leadership avenues for ambitious stretch vision. Interviews arranged with key customers and future prospects, gaining further insight into supplier expectation and strategic collaboration opportunities.

DREAM

CSR workshop with senior decision makers to ensure strategy is deeply embedded within the wider business model; aligning with short, medium and long term goals, as a vehicle for growth, to mitigate threats and nurture powerful new opportunities.



DESIGN

Creation of a bespoke ambitious CSR strategy and brand, showcasing creativity, commitment and passion for doing business the right way across:

- > Environmental impact
- > Colleague health, safety and wellbeing
- > Community investment
- > Sourcing practices
- > Product nutrition
- > Supply chain collaboration with upstream and downstream partners
- > Staff engagement
- > Engagement with customers and consumers
- > External verification

DELIVERY

Dynamic communication of new strategy to support value proposition, whilst accelerating delivery of vision and targets by linking people, community and the environment as tracked by quarterly progress updates.

5

THE DELIVERY

COMMUNICATING YOUR CSR STRATEGY

Communicating in the right way is key in the translation of any strategy; to inspire and bring the story to life for stakeholders and consumers whilst setting apart from competitor two dimensional models...

Creation of a personalised online portal to promote...



AUTHENTIC VOICE

Avoidance of the traditional retrospective and static CSR reporting methodologies, favouring a more dynamic, authentic profile to captivate the audience, allowing them to be part of the journey and contribute to its success. Utilising creative insights and a personal touch to tell the unique story whilst preserving and promoting its boutique flare and identity in a fresh, vibrant way.



TRANSPARENT DIALOGUE

An online medium facilitates more authentic and effective dialogue with stakeholders through live, consistent communication, supported by a tailored CSR social media campaign. Quarterly progress updates released alongside financial results showcases commitment to 'doing business better' by treating sustainability as integral to the overall business model.

6

THE IMPACT

COMMERCIAL OPPORTUNITY

Sustainability is no longer seen as a side project or optional endeavour, but business critical for long-term competitiveness and viability.

Those who communicate openly and honestly about the way they are doing business better can build a long-term emotional attachment with their customers, creating a significant point of differentiation in today's marketplace.

In the past, corporate investment in community and environmental initiatives were often seen as 'obligations' or simply philanthropy; added costs that had to be borne to minimise operational risks and protect reputation, yet *Creating Shared Value* redefines many of these obligations as opportunities to strengthen the business long term – adding value for shareholders and your stakeholders.

Focusing on sustainability through building a defined stretch vision and delivery plan offers the opportunity to use existing foundations as a springboard to growth, enhancing the customer value proposition whilst building lasting value for the business.



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