

Welsh Government's vision

The Welsh Government is committed to sustainable development as its core principle: this means improving the long-term quality of life for Welsh people and communities. We are working with businesses to deliver this commitment through our approach to promoting corporate social responsibility.

Corporate Social Responsibility

Corporate social responsibility is about businesses integrating social and environmental concerns in their operations and in their interaction with their stakeholders on a voluntary basis.

We are committed to a future for Wales where businesses:

- **build healthy, safe and fair workplaces**, by providing leadership, setting targets and policies, and reporting performance on: staff satisfaction, training and development, absenteeism, emotional resilience, equality and diversity, and health and safety;
- **have good community relationships**, by reducing their environmental impact as a whole and on local areas, providing employment opportunities for local people, encouraging volunteering and charitable giving, and investing in community and third-sector projects (especially in poorer areas);
- **operate in a low-carbon, resource efficient and sustainable way**, by reducing their usage of energy and raw materials, and increasing the reuse, recycling and redirection of products and effluents to increase the span of their useful life;
- **act fairly in the marketplace**, by operating ethically and transparently, treating customers and suppliers fairly, and managing the impact of products and services on vulnerable people.

Corporate social responsibility principles

To make Wales a sustainable and prosperous nation, we need business to work with us to deliver these objectives. Corporate social responsibility should be a real organising set of principles, relevant to all types of businesses.

By adopting these principles, and making corporate social responsibility central to the way they operate, businesses will be able to demonstrate promoting and delivering well-being through their decisions and operations, by:

- ensuring that all decisions promote the long-term well-being of people and communities, and do not promote short term actions that lock us into unsustainable ways of doing business;
- ensuring that all decisions take full account of, and where possible fully integrate,

the various social, economic and environmental outcomes that are being sought;

- engaging with, and involving, the employees, communities, customers and suppliers that will be affected by these decisions, so that working in partnership for sustainable well-being becomes part and parcel of the way we work.

Corporate social responsibility - the benefits to businesses

Businesses adopting the corporate social responsibility principles will:

- become more efficient, for example, through cost savings achieved by increasing efficiency and minimising waste;
- improve staff recruitment and retention rates, as a result of a better business reputation and good workplace practices and conditions;
- improve risk management and innovation, and identify new markets, through the development of positive relationships with suppliers, customers and communities; and
- win new customers and investors, who are attracted to a business with a good social and environmental reputation.

The Welsh Government commitment

We commit to embedding corporate social responsibility in our decision making and operational processes. This means we will:

- be clear about our role, responsibilities and commitments in relation to corporate social responsibility;
- provide clear leadership for corporate responsibility, within our organisation and with those we work with;
- promote continuous improvement so that we can continue to reduce the environmental impact of all of our activities;
- embed corporate social responsibility into all of our decision making;
- strive to be an exemplar organisation, to lead and inspire others to act.

To demonstrate our commitment to corporate social responsibility, we will:

- share examples of how we are considering social and environmental issues, and the promotion of wellbeing, in our decision-making;
- show how we are promoting the wellbeing of our staff;
- demonstrate our thinking and vision for the future, and the role that we as an organisation play in that; and

- provide examples of the work that we have done to promote corporate social responsibility within Wales.

Next steps

The Welsh Government will support the development of the corporate social responsibility principles and will promote commitment from businesses and other stakeholders to these principles.

We will work with our stakeholders to share learning and experiences with others, and to showcase business best practice examples.

Progress will be published through business.wales.gov.uk

Businesses will not be subject to the duty to consider sustainable development which the Welsh Government is currently proposing for itself and other public bodies. However, forward thinking businesses are already adopting this principle as excellent business practice.

One way in which organisations can join this group is to sign up to the Welsh Government's Sustainable Development Charter and 'Healthy Working Wales' work and health programme (www.healthyworkingwales.com), and become part of a network of organisations sharing ideas and successes through the Charter, and on improving health and well-being in the workplace. Details are available on our [website](#)