

Build Your First Corporate Social Responsibility Program in 5 Easy Steps

Corporate social responsibility programs are voluntary—you won't find Big Brother knocking on your boardroom door with a list of must-haves for community or environmental accountability. However, doing good tends to be good for business, including potential for improved reputation, productivity, loyalty, and reduced business risk.

Plus, business tends to be better when society is thriving.



What is corporate social responsibility or CSR?

There's no universally accepted definition of CSR, but there are common elements to most definitions, including a focus on people and the planet.

An article in the [Harvard Business Review](#) calls CSR "the broad goal, simply, of contributing to the well-being of the communities and society [that companies] affect and on which they depend." The definition in ISO 26000 (the social responsibility standard) says that the objective of social responsibility is to contribute to sustainable

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