Corporate Social Responsibility
bringing FM to the next level

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Meet Our Presenters

Dr. Alexander Redlein, IFM
University Professor
Vienna University of Technology

Pat Turnbull, MA, LEED AP, IFMA Fellow
President and COO
Kayhan International

Plus Special Guests!
Overview

CSR: bringing FM to the next level

- What is CSR?
- Reasons Businesses are pursuing sustainability & Green buildings.
- Risks of going Green and not going Green
- CSR and the European Commission (as well as other guidelines). **Connection to FM**
- CSR plan: ‘How to’ Discussion
“Corporate Social Responsibility” (CSR) is a strategic initiative. The term is used interchangeably with:

- corporate responsibility
- citizenship
- ethics
- governance
- social enterprise
- sustainability
- sustainable development
- triple-bottom line

It encompasses what companies do with their profits AND how they make them.

It goes beyond philanthropy & compliance. It addresses how companies manage their economic, social, and environmental impacts, as well as their relationships in all key spheres of influence:

- the workplace
- the marketplace
- the supply chain
- the community
- the public policy realm

Source: http://www.hks.harvard.edu/m-rcbg/CSRI/init_define.html
Reasons Businesses are Pursuing Green Buildings & Practices

- **Historically:**
  - 5-6 years ago had to *convince* enterprise
  - A few made a choice:
    
    *prestige, PR, believe in benefit…*

- **Current:**
  - Required by Law (Mandates, Codes, Policy)
  - Real Estate Value
  - Attract & Retain tenants/employees
  - Lower Insurance Rates,
  - Business Commitments (driven by Investor groups, employee groups, shareholders)

*How do these things combine to create a business case?*

*Source: Greg Shank – Business & Sustainability*
Increasing demand for FM expertise

- CSR no longer only a message about conservation (doing more with less). CSR offers REAL cost savings, a REAL business case and opportunity for quality of life impact.

**Increasing Demand** for EB expertise!

Opportunity for people who understand how buildings work, with skill sets to assess building performance...where there is energy saving potential, water saving opportunity, etc.

Source: Greg Shank – Business & Sustainability

Source: When Bad CSR happens to Good Companies

6 03 2011 Corporate Social Responsibility | Nov 18, 2010
Understanding
Risk is really important

**Risk of Building Green**

- New technology ‘bugs’
- Matching Technology with People
- No longer ‘should I’ build green? Now Sustainability has to perform / meet demands of how society works, how projects get done, how investments get made.
- Just doing it doesn’t mean it is having desired impact. Must make sure buildings are working & delivering savings!

**Risk of NOT Building Green**

- Professional standard of care (possible negligence if you don’t meet minimum requirements).
- Leaving money on the table (gov’t, utility & local tax incentive programs).
- Market expectations for Healthy, Sustainable work environments.
- Impacts on lives/society in global market place

Source: Greg Shank – Business & Sustainability
October 2011, the European Commission (EU) published a new policy on Corporate Social Responsibility. It states that:

‘CSR is the responsibility of enterprise for their impacts on society’

‘Enterprise should have a process in place to integrate social, environmental, ethical, human rights and consumer concerns into their business operations and core strategy’

Policy implies companies are responsible for actions towards society and the environment, over and above their legal obligations.

Once on the strategic agenda, enterprise can anticipate and take advantage of fast changing societal expectations / operating conditions.

…driving the development of new markets and creating opportunities for growth.
Other Guidelines

- OECD Guidelines for Multinational Enterprises
- The Ten Principles of the United Nations Global Compact
- The ISO 26000 Guidance Standard on Social Responsibility
Status/Results:

- A growing number of companies now disclose social and environmental information.

- SMEs often communicate such information informally and on a voluntary basis.

- CorporateRegister.com estimates that about 2,500 European companies publish CSR or sustainability reports.

- There are a number of international frameworks for the disclosure of social and environmental information, including the Global Reporting Initiative.
Basis:
BSD Consulting, Switzerland provides CSR Reports for Companies located in AT, CH and DE according to GRI Format

Sample 90 CSR

Report Content
(Results of Study by Ferdinand Fuke)
# CSR and FM

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## FM Activities Included (acc. to GEFMA 100-2)

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Corporate Social Responsibility | bringing FM to the next level
## CSR and FM Activities

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Research Conclusion:

- CSR is gaining more and more importance
- CSR = Sustainability
- FM is not often mentioned, but often responsible
- Targets of CSR correspond to a high degree with FM activities
  - At the moment, FM only data deliverer
  - FM has to act proactively on the strategic/tactical/operational level
- Not cost factor but business driver!

FMers: Managers of the Built Environment
Meet Our Panel

Special Guests:

Alice Hogueisson, CFM
SVP Global Environmental Manager,
US Director of Facilities
Edelman

Walter Geml
Operations Manager
Ace Hardware
CSR ‘How to’ Discussion:

- Vision -> clarifies, excites and electrifies
- Measure -> Establish Baseline (starting point)
- Plan -> Build Bridge from Idea to Action
- Gain Support & Consensus
- Design & Green your Facility
- Extend plan beyond Building Maintenance
- Energy Audit
- Getting to Zero
- Turn your Waste into a Profit Center

FMers: Managers of the built environment

http://www.csrplus.co.uk/blog/?p=2940
Thank You!

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