



Title: **CSR STRATEGY AND ACTION PLAN FOR.....**(fill in the name of the company/organisation)

Authors: xxxxx

Xxxxx

XXXX

XXXX

Authorship of the individual part of the seminar work must be written – either here or with the individual part!!!

1. Company introduction

Basic information: name, registered office, year of establishment, owner/owners, number of employees (if the seminar paper is devoted to a branch of the company - number of employees of the branch and the whole organization), focus - products, markets, economic situation (if the data can be found) - including the development over the last 3 years.

Not all information needs to be provided, but the characteristics of the sector and the environment in which the business operates are important. The size, age, financial situation, industry drivers and barriers form part of the context relevant to CSR strategic management.

2. Business objectives and key competences

Define approximately the 3 most important objectives the company pursues/should pursue and the core competencies it possesses/should possess.

3. Company's mission and core values

State the company's mission and core values.

4. Key stakeholders

Definition and characterisation of key stakeholders including justification. A key stakeholder is a group that has both a great influence on the enterprise and high expectations of it. Use the attributes proposed by Mitchell et al. (1997): power, legitimacy and urgency and define the expectations and goals of these stakeholders. Also analyse the core legal requirements that are associated with stakeholder power, legitimacy and urgency and define the values that are important to key stakeholders.

5. CSR principles, strategic CSR objectives and CSR themes

Specify the CSR principles that the company should pursue in line with the business objectives and the expectations and strength of key stakeholders. Define the CSR strategic objectives of the enterprise taking into account the business objectives, core competencies, the mission of the enterprise and its core values and the values and expectations of key stakeholders. Articulate specific CSR themes for each key stakeholder and characterise their benefits to the business.

6. Action plan

Propose an action plan for a period of one year, which will contain sub-activities in line with the company's objectives, strategic CSR objectives and CSR themes for individual stakeholders, which will include the name of the activity, the target group, the objective of the activity, the "affiliation" to the company's objective, strategic CSR objective and theme, and the timing of its implementation, as well as the ways of stakeholder involvement. You can also use a table for a clear illustration. If possible, also indicate the cost of the activity.

7. Measuring and measures for the success of CSR strategy

Suggest appropriate ways of identifying and/or measuring the success of CSR strategy implementation, including suggestions for benchmarks or indicators and timing (when and how often).

**Common note for items 6 and 7 - proposals should include an answer to the "who" question. If you want and/or know, please also add. Absence of persons will not be considered as an underdeveloped assignment.*

8. Conclusion

Brief summary of the proposed strategy and action plan.