



HR's Role in Promoting Corporate Social Responsibility across a Global Workforce

The world is a smaller place thanks to the Internet, global trading and new communication and technology advances. More U.S. companies are expanding overseas, and now manage a global workforce that has unique benefits, rules/laws, and different languages and currencies. With this global expansion comes a “responsibility”. When companies are global, an important challenge in garnering success is to respect other cultures and workforce environments and start forming a global profile or social consciousness.

A wonderful way to recognize these differences is to have a sound Corporate Social Responsibility (CSR) plan that can simultaneously increase shareholder value, boost employee engagement and increase employer brand recognition. Human Resource Departments play a critical role in ensuring that the company adopts corporate social responsibility programs. Furthermore, HR can manage its implementation and monitor its adoption proactively, while documenting (and celebrating) its success throughout the company.

You might ask, “How can human resources technology help with a Corporate Social Responsibility program, including reducing the company’s carbon footprint to benefit the planet?”

A good start revolves around these areas:

- Implement and encourage “green practices”
- Foster a culture of social responsibility
- Celebrate successes
- Share and Communicate CSR value to company, and community

Implement/Encourage Green Practices

Implementing several “green practices” can assist in environmental waste reduction, while promoting and encouraging stewardship growth, better corporate ethics and long-lasting practices that promote both personal and corporate accountability.

With the recent rise in oil and gas prices, the ability to get green practices off the ground has become even easier. Embracing green aspects of corporate responsibility is clearly understood, given the direct impact that rising energy and utility costs has on everyone’s pocketbook. Conservation has become a universally accepted means of making our planet healthier. Reducing each employee’s carbon footprint is a great way of getting energy conservation and recycling waste initiatives off the ground. A few suggestions that would gain universal are:

1. **Recycle** – paper and bottles in the office; and recognize departmental efforts
2. **Collect food and donations** for victims of floods, hurricanes and other natural disasters around the globe
3. **Encourage reduced energy consumption** – subsidize transit passes, make it easy for employees to car pool, encourage staggered staffing to allow after rush hour transit, and permit telecommuting to the degree possible
4. **Encourage shutting off** lights, computers and printers after work hours and on weekends for further energy reductions
5. **Work with IT to switch to laptops** over desktop computers. (Laptops consume up to 90% less power).
6. **Increase the use of teleconferencing** – rather than on-site meetings and trips
7. **Promote “brown-bagging”** in the office to help employees reduce fat and calories and live healthier lives (reduces packaging waste too)

Foster a Culture of Social Responsibility

Creating a culture of change and responsibility starts with HR. Getting the younger workforce, who are already environmentally conscious, excited about fresh CSR initiatives is a great way to begin. Having a committed set of employees that infuse enthusiasm for

such programs would enable friendly competition and recognition programs.

Over the past few years, major news organizations have been consistently reporting on large, trusted companies that have failed employees, shareholders and the public (i.e. Enron, Lehman, WaMu), which in its wake has created a culture of mistrust among the corporate world. All too often, employees and employers of all levels who competed for advancement and recognition in harsh workplaces were forced to accept corporate misconduct and waste as “business as usual.”

Employer brands are being eroded and the once sacred trust that employees once had with stable pensions, defined benefits and lifelong jobs, are being replaced with pay for performance and adjustment to new learning goals.

CSR can go a long way in rehabilitating the employer brand with potential new hires and society at large. It can help defeat the image that corporate objectives are rooted in being a single minded profit machine at the expense of society and the environment. Social and community connections that are encouraged by employers give workers the permission to involve their companies in meaningful ways with the community.

Employers can connect with their employees and the community thorough

1. Company matches to employee charitable contributions
2. Community programs/volunteer days
3. Corporate sponsorship of community events
4. Encouraging employees to participate in walkathons, food banks, etc.

Celebrate CSR Successes

Celebrating successes is important to sustain the momentum of any CSR program. Having the leadership of the company involved, and praising the success of these initiatives, gives the program real meaning. In the rapidly expanding global workplace, the celebration of these successes not only drive the implementation of CSR initiatives, but also allow sound corporate HR practices to enable them.

Additionally the publicity around these successes creates an understanding of the cultures of each region within the company. The local population would know that in addition to providing jobs, the company takes an active interest in, and participates in, local issues.

Three Key Areas of CSR

Focusing on three key areas for Corporate Social Responsibility can help create a cohesive map for the present and future:

- 1) Community Relations
- 2) Training and Development
- 3) Cohesive Global CSR Platform.

Encouraging Community Relations through your HR team includes implementing reward programs, charitable contributions and encouraging community involvement and practices. Examples of these programs include emails and company newsletters to staff members highlighting employees and managers involved in community relations and/or creating monthly reward programs to recognize efforts by individuals within the company.

Training and Development programs that explain the connection between the company's core products or services to

the society at large, its value to the local community and ways in which to get involved in the correct CSR project would go a long way in sustaining and directing these initiatives.

Global CSR policy centrally managed would be important to acknowledge successes and measurements along accepted standards.

Central to measuring and communicating these results is the use of a web-based HRIS that is available globally to employees and managers with any web browser.

In order to encourage and maintain a clear and cohesive Global workplace, it is critical for the entire global workforce of a company to be on a single, multi-functioning HR platform, which allows for distributing a sound corporate responsibility plan.

Having a global HR solution that offers companies the flexibility, ease of use and the right mix of tools is essential to the success of both employees and employers alike, as they manage and maintain a work/life balance and thrive in a changing environment that includes taking on social responsibility.

The screenshot shows a web browser window displaying the NuViewHR Corporate Social Responsibility Calculator. The interface includes a search bar, a table of search results, and a sidebar with navigation options. The search results table is as follows:

Employee Name	Question	Score	Question Weight	Score
Austin, Steven	My Charitable Giving	High	15	150
Austin, Steven	My Participation in Community Cleanups	Average	5	75
Austin, Steven	My Participation in Walk-athon/Run/Feed Drives/etc	High	15	150
Austin, Steven	Participation in Car Drive-off/Car Wash/Car Wash	Average	5	75
Austin, Steven	What type of Computer do you use	Laptop	8	80
Austin, Steven	Days Per Week I Work	5	8	40
Austin, Steven	Days Per Week I Eat Fast Food	1	2	20
Austin, Steven	Days Per Week I Eat Healthy at Restaurants	2	7	14
Austin, Steven	Please Describe All Other Equipment Used In My Business	2	10	20
Austin, Steven	Recycle my Glass/Aluminum/Bottles	All	5	50
Austin, Steven	Recycle My Paper	Some	3	30
Austin, Steven	Have Recycled Ink or Printer	Some	3	30
Austin, Steven	Use Recycled Paper	Yes	10	100
Austin, Steven	Days I Commute To Work Each Week	2	40	80
Austin, Steven	Days I Drive to Work Per Week	3	4	20
Austin, Steven	Days I Use Public Transportation to Commute Per Week	2	4	20
Austin, Steven	Hours I Drive to Work Per Day (One Way)	Less Than 10	10	100
Austin, Steven	Type of Vehicle I Drive To Work	High Mileage Vehicle > 30mpg	5	20

NuViewHR's Corporate Social Responsibility Calculator

At NuView Systems, we believe that success of your CSR plan is possible with an HRIS that provides the capability to effectively plan, control and manage your goals, achieve efficiency and quality, and improve employee and manager communications.

The flexibility of your HRIS system is critical to tracking and pursuing a sound Corporate Social Responsibility plan and a web-native system provides an unparalleled level of both scalability and accessibility to implement your CSR plan at a global level

We look forward to helping you in this important and increasingly important endeavor, as companies, societies and people coexist productively and in harmony, across the planet we all inhabit.

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