

## **Key strategies for CSR Platform 2017-2018**

### **Background**

Corporate Social Responsibility (CSR) or Responsible Business Conduct (RBC) are concepts with many definitions and practices. CSR/RBC involves sets of guidelines that describes social, environmental and economic responsible behavior of organisations.

Cambodia has a dynamic economic sector, plenty of small and medium enterprises, several Chambers of Commerce and supportive stakeholders. However, to overcome the impediments for the promotion and deployment of CSR/RBC in Cambodia there is an urgent need to develop a common understanding of CSR/RBC, while strengthening national governance and creating a favorable regulatory environment.

For this reason, the platform started in March 2015 with 17 private companies, 3 Chambers of Commerce and 7 CSO members. In the first quarter of the year 2017 the platform had 39 active members, of which 24 companies and Chambers of commerce and 15 NGO's.

The purpose of this strategic plan is to point the direction of the platform and set the boundaries. Detailed plans on activities, communication and finances will be developed in addition to this strategic plan.

### **Goals of the CSR platform**

To promote responsible business in Cambodia, e.g., CSR/RBC guidelines, tools and principles are widely known in Cambodia; companies, CSOs and government institutions know, start adopting and implementing CSR/RBC guidelines, tools and principles.

Key Strategies:

#### **1. Linking, learning and capacity building:**

- Learning, networking, information sharing and best practices at platform meetings.
- Dissemination of theoretical and practical knowledge among stakeholders in line with, for example, the UN Global Compact and UN Guiding Principles on Business and Human Rights, ISO26000 Guidance on Social Responsibility and GRI Sustainability Reporting Guidelines.
- Increase CSR/RBC competencies through the development of local service providers, training and information dissemination.
- Promote integration of CSR/RBC into core business operations.

#### **2. Advocacy, lobby and networking**

- Advocate and lobby at the national level for a supportive legal environment for responsible business, e.g., work together with other stakeholders like Chambers of Commerce.
- Identify specific opportunities for promoting CSR/RBC in various business sectors and work with stakeholders to facilitate their implementation.
- To contribute to national CSR/RBC agenda setting and raise relevant and material issues which facilitate or inhibit the development of CSR/RBC
- To involve researchers and academics for policy recommendations/suggestion.
- Generate attention for CSR/RBC among the public through media, e.g. work together with newspapers, use social media, promote the CSR platform website.

## Short term (1-3 years) strategy:

### 1. Funding:

- The annual membership is 300USD per member, starting in 2018. The membership fee is justified by membership benefits (see below).
- CSR platform events might be open to non-platform members. In that case non-members might be asked full participation, free/ discount for members.
- Connect with impact investors or partners such as ACN to seek their support.

### 2. Organisational structure

- The secretariat is responsible for the implementation of platform activities.
- Steering committee:
  - o Preferable seven (7) SC members; five must be present at SC meetings
  - o Minimum 5 out of 7 or 3 out of 5 at SC meetings should be corporate members.
  - o The SC appoints a chair(wo)man. The chair should be a corporate member.
  - o Term = 3 year. Consecutive re-election: 1 times (total serving 2 terms, 6 years).
- Official registration of the platform / legal status:
  - o to be considered by the SC. A business association is easiest to register. Company registration brings official compliance which is an administrative task in Cambodia (tax/labour/business licenses).
  - o Once the platform is officially registered it can become members of ACN.
- Platform members / membership conditions
  - o The platform strives to maintain a healthy balance between different stakeholders, e.g. Corporate, CSO, institutional. The steering committee has the authority to put applying members on a waiting list to maintain the agreed upon balance.
  - o Focus on quality, not quantity. Steering committee and secretariat to apply membership criteria to allow companies to become and stay members.

## Membership Criteria

1. Willing and able to contribute a yearly membership fee.
2. Members should be willing and able to actively participate in the platform and are asked to describe what they intend to contribute to the platform when they apply for membership.
3. Members can be of any size, local or international registered in Cambodia.
4. Members must be committed to CSR/RBC (both internal and external).
5. Noticeable commitment to follow guidelines / standards on responsible business, e.g. OECD, UNGPs, ISO, etc
6. Members are expected to respect all relevant Cambodian laws and the platform maintains a zero-tolerance policy regarding child labour, forced and bonded labour, remuneration (minimum wage).
7. All members should uphold the good name of the platform.
8. The steering committee has the authority to exclude or expel members who fail to pay their membership contribution, violate basic human rights, the law, or damage the reputation of the CSR platform.

## Benefits

### 1. Improve your business

- Being a responsible business opens the international market – for many international businesses, CSR is required.
- Being legal compliant means less issues with audits or government check-ups.
- Being a responsible business entails good governance, which will lead to improved organisational health.
- Responsible businesses treat their employees fair, which has a positive effect on productivity.
- Learning opportunities through training, workshops, field visits, etc.

### 2. Enhance your visibility as responsible business

- Your company description and logo on the CSR platform website under Member Directory.
- You may share a short video about your RBC activities on the CSR platform website.
- You can contribute to CSR platform events and activities (for instance the yearly event), or host platform meetings at your venue.
- The Steering Committee has created a marketing package for platform members. Available upon request. Note: this marketing package is NOT a CSR certificate or standard, just an acknowledgement of the fact that the organisation is member of the platform. Members are expected to be sincere in the usage of the marketing materials.

### 3. CSR platform and network opportunities

- Meet and learn from like-minded organisations at CSR platform meetings / network events.
- Through the platform you will be able to find partners for RBC/CSR activities.
- Through the platform members can collectively address common concerns.
- The CSR platform strives to contribute to ongoing policy dialogue with Royal Government.
- Through the platform you will get updates on important Government Policy and regulatory changes on CSR/RBC-related issues and laws.
- Get access to regional and global networks on CSR, e.g. CSR Asia, Asean CSR Network (ACN).
- Learn state of the art CSR/RBC through meetings and annual CSR events with expert speakers.