

CORPORATE SOCIAL RESPONSIBILITY JOINS PRACTITIONER SERIES

Today, the IEMA and csrnetwork launch a new Corporate Social Responsibility (CSR) publication to set standards and create future field leaders.

CSR now sits firmly on the mainstream business agenda, yet there is still a fog of confusion surrounding what CSR actually is. For managers given responsibility for CSR, it can be a daunting brief to set up a programme from scratch, or for more advanced practitioners to become leaders.

The IEMA (Institute of Environmental Management & Assessment) has therefore published the latest in its Practitioner series, **Corporate Social Responsibility: A guide to good practice** compiled by international consultancy, **csrnetwork**. Launched **TODAY** (Friday 17th August), it is a practical, step-by-step guide to setting up and implementing a CSR programme, combining expertise in CSR with down-to-earth advice.

Co-author and director of **csrnetwork**, Mark Line, says, "CSR has come in from the cold. It's not just about business doing the right thing but also about doing the smart thing, because being responsible and accountable also brings significant commercial advantages.

"This practical guide aims to show CSR managers how to create an environment where social, environmental and ethical management practices are embedded at the heart of their business."

By using easy to follow case-studies, the Practitioner Guide covers all the essentials, from drawing up a strategy, explaining key CSR concepts, to managing performance on a day-to-day basis. It can be used as a guide for setting up a CSR programme from scratch, but also points the way for more experienced practitioners to advance their skills.

Claire Draper, Director of Membership Services of the IEMA says, "As a leading environmental body, the latest development in our Practitioner series is welcomed and introduces the important subject of corporate social responsibility. This practical publication is an essential addition to the series and is sure to be a valuable resource and point of reference for any environmental professional."

Corporate Social Responsibility: A guide to good practice is available NOW, as are all other Practitioner titles, priced at £15.00 and available from www.iema.net/shop.

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iema
Institute of Environmental
Management & Assessment

and

csrnetworkTM
making csr a reality

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Notes to Editors:

IEMA

1. The Institute of Environmental Management and Assessment (IEMA) is a non-for-profit membership organisation established to promote best practice standards in environmental management, auditing and assessment.
2. The Institute offers ongoing support to environmental professionals and aims to promote sustainability through improved environmental practice and performance.
3. With over 11,000 individual and corporate members, the IEMA is now a leading international membership-based organization, dedicated to the promotion of sustainable development and to the professional development of individuals involved in the environmental occupation across many industrial sectors.
4. For more information on the IEMA, its events, services, products, membership, training and publications, please visit www.iema.net.
5. For Press and Public Relations information regarding the IEMA, please contact Katrina Pierce on 01522 540069 or at k.pierce@iema.net.

csrnetwork

1. **csrnetwork** is one of the UK's leading corporate social responsibility (CSR) consultancies. Founded in 1999, its purpose is to help business worldwide meet their social and environmental responsibilities. **csrnetwork's** team of experienced specialists, with extensive practical experience in implementing CSR practices that reflect stakeholder expectations, supports clients in five main areas: benchmarking; stakeholder engagement; strategy and systems development; communications and reporting; and independent assurance of sustainability reports.
2. www.csrnetwork.com
3. For press information, please contact Penny Adair, Tel 0117 9040173 or penny@pennyadair.co.uk

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