

UKSTT Corporate Social Responsibility (CSR) Policy



Mankind is facing many challenges. Through the advancement of science and technology we believe that we will be able to meet and overcome many of these challenges. We have embedded this aspiration into our new sustainability strategy

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Introduction to CSR

Corporate Social Responsibility, or CSR, refers to the way in which businesses regulate themselves to ensure that all their activities positively affect society as a whole. CSR policies aim to guarantee that companies work ethically, considering human rights as well as the social, economic, and environmental impacts of what they do as a business.

In the last two decades, the concept of sustainability has gained prominence across the globe. While understanding of sustainability varies, the most commonly accepted definition states that 'Sustainable development is development that meets the needs of the present generation without compromising the ability of future generations to meet their own needs'. So how does this statement apply to a company or organisation, in short it means adopting business strategies and activities that meet the needs of the enterprise and its stakeholders today while protecting, sustaining and enhancing the human and natural resources that will be needed in the future'.

Sustainable development is defined by the World Commission on Environment and Development (WCED) as development that meets the needs of the present without compromising the ability of future generations to meet their own needs. For sustainability to be meaningful, it must refer to maintaining, renewing, and restoring something specific, but it should also encompass the ethical dimension of fairness of trade-off between current economic pressures and the future needs of the environment.

Organisations should become good corporate citizens and socially relevant. "Corporate governance is concerned with holding the balance between economic and social goals and between individual and communal goals...the aim is to align as nearly as possible the interests of individuals, corporations and society" The key challenge for good corporate citizenship is to seek an appropriate balance between the expectations of shareowners for reasonable capital growth and the responsibility concerning the interests of other stakeholders of the organisation.

Strategy

For the UKSTT to succeed in its CSR policy it must build the strategy around its core competencies. Whereas CSR was once seen as a peripheral approach to boosting business performance and legitimacy, today's best CSR initiatives are squarely brand aligned and central to the operational strategy. Therefore, Connecting CSR to business strategy is increasingly a corporate best practice and the Society should align its CSR strategy with its key objectives, strengths, knowledge and partnerships.

Strengths

The Society has great wealth in industry knowledge and experience. It uses these assets to education the Trenchless Industry on the latest innovations, practices and advance the technology for the benefit of all stakeholders.

Research

The Council members and the Society continually engage other international organisations to constantly research the markets for inventions and innovations. These are then shared around it membership as the industry.

Knowledge

The UKSTT has a vast knowledge base, with access to the International Society for Trenchless Technology's peer reviewed articles and in-depth case studies from the global community.

Partnerships

Partnerships are important to any business particularly when looking at the population in general. With this in mind, the Society have formed and are actively promoting their cooperation with the Pipeline Industries Guild on the Green Alliance.

Sustainability Management Process

For the Society to achieve its CSR objectives it should employ a sustainability management process and should ideally be repeated on an annual basis and includes the following activities:

- secure committed corporate leadership
- engagement of all stakeholders
- identification of material sustainability issues
- embedding a sustainability culture
- mitigating sustainability risks and turning opportunities into actions
- developing performance measures
- managing sustainability information
- reporting and assuring sustainability
- evaluating performance

Clear responsibilities, sufficient time and adequate management support are essential for projects to be successful. In the case of sustainability management, it is therefore necessary to appoint a sustainability officer who sets up the management system and ensures that it works well. Once the sustainability management system has been implemented, the sustainability officer fulfils the tasks that have been identified and listed. This way it is ensured that the company effectively manages its sustainability risks, saves costs and opens new business opportunities. The analysis of the frameworks for sustainability management found that the most important management tool to promote improvements are goals with related measures and deadlines.

Goals should be SMART:

- **S**pecific – goals should express clear expectations
- **M**easurable – goals should be able to be tracked and monitored
- **A**chievable – goals should be realistic and attainable
- **R**elevant – goals should support achievements of relevant aspects
- **T**imebound – goals should include a date for completion

The pillars of CSR

There are 4 basic pillars in CSR as noted in the diagram below. They are the community, the environment, the marketplace, and the workplace.



Community Pillar

The community pillar of CSR refers to your company's contribution to the local community. Community involvement can take many forms. For example, some businesses choose to:

- support a local charity with financial contributions
- sponsor a local event
- organise clean-up events
- volunteer in local schools or community projects

For most businesses, it makes commercial sense to get involved in community-based CSR related to their product or service. This lets you use your expertise and show the human face of your business at the same time. For example, some restaurants provide food to local homeless groups, while some builders give free labour and materials to community projects. Looking for opportunities that will mutually benefit you and your community - e.g., by generating publicity, or improving the neighbourhood around your premises.

Environment Pillar

The second pillar of CSR is the environment. The simple fact is that people around the world are becoming much more environmentally aware. You can be quite certain that a percentage of your customers and/or clients have environmental concerns. Environmental CSR aims to reduce any damaging effects on the environment from your business processes. Activities may focus on:

- energy use
- water use
- waste management
- recycling
- emissions
- eco-friendly office and business travel policies

Some of these are significant from both environmental and financial points of view.

So, what are the advantages of environmental or Green CSR. It can reduce business risk, improve reputation, and provide opportunities for cost savings. Even the simplest energy efficiency measures can generate savings and make a difference to your business. For example:

- switching off lights and equipment when not in use
- reducing the use of water
- reducing the amount of paper, you waste

Caring about the environment can increase revenue too, many customers prefer to be involved with responsible companies.

You can reduce your business' environmental impact in many ways. For example, you can:

- create products that can be recycled
- optimise your product life cycle
- source responsibly (e.g., using recycled materials and sustainable timber)
- reduce packaging

- buy locally to save fuel costs
- create an efficient (and fuel-efficient) distribution network
- work with environmentally conscious suppliers and distributors

Marketplace Pillar

The third pillar of CSR is the marketplace. Proper corporate social responsibility includes the responsible utilisation of advertising, public relations, and ethical business conduct. Another key element in the marketplace pillar is adopting fair treatment policies towards suppliers and vendors, contractors, and shareholders. In other words, the marketplace aspect of CSR means rejecting exploitative business practices in favour of fairer and more equitable business practices.

Marketplace Principles include:

- respect your customers
- support vulnerable customers
- seek potential customers within excluded groups
- manage the impact of product or service
- actively discourage product misuse
- actively manage responsibility in your supply chain
- treat suppliers as partners
- work with the rule makers
- have consistent standards.

Some best practices for these Principles include:

- anticipate trends
- execute with skill
- place it at the heart of the business strategy
- make it part of the culture
- encourage and motivate responsible behaviour

- make it mainstream
- share best practice within the business
- be consistent

Workplace Pillar

The final pillar of CSR concerns the workplace. In the workplace pillar, CSR encourages the implementation of fair and equitable treatment of employees, as well as observing workplace safety protocols and embracing equal opportunity employment and labour standards.

Just as CSR cultivates goodwill and loyalty from clients, it too can have the same effect internally. Making CSR a priority creates a positive work environment that inspires and unites employees. It supports recruitment, retention and employee satisfaction. Good CSR tends to attract employees who are eager to make a difference in the world, which is mostly millennials, and can help attract top-tier talent who are looking for jobs that have meaning and impact, not just a generous salary.

Social responsibility empowers employees to leverage corporate resources to do good and those collective employee efforts can achieve substantial results. This, in turn, increases workplace morale and boosts productivity. Having a sense of pride in the company they work for creates engaged workers who are happy in their jobs and committed to their employers. Put simply, they are more likely to stick around.

UN Global Compact

Corporate sustainability starts with a company's value system and a principles-based approach to doing business. This means operating in ways that, at a minimum, meet fundamental responsibilities in the areas of human rights, labour, environment and anti-corruption. By incorporating the Ten Principles of the UN Global Compact into the Societies strategies, policies and procedures, and establishing a culture of integrity, we are not only upholding their basic responsibilities to people and planet, but also setting the stage for long-term success. This is a free signup commitment to uphold the values of the UN Global Compact and I feel that the UKSTT should be a part of this initiative.

UN Global Initiatives

The United Nations (UN) 2030 Agenda is a global plan to promote sustainable peace and prosperity and to protect our planet. Since 2016, countries and organizations have been working to implement this agenda with its 17 Sustainable Development Goals (SDGs). Our goal is for our business activities to create shared value that is both measurable and makes a recognizable contribution. In this context, we rely on the power of science and technology – with responsibility for the well-being of mankind




Within the UKSTT we have identified four of the UN Sustainable Development Goals (SDG). By signing up to these goals we are taking the first steps for the Society to make an impact in the world around of activities.





Good Health and Wellbeing

Covid-19 has shown the vulnerability of many global systems in a crisis setting, resulting in loss of human life and widespread economic downturn. With our education initiatives, we create a positive impact on the health and quality of life of people around the world. Through awareness of technological and scientific innovations, particularly in water activities, we are also helping to improve the health of underserved populations in low- and middle-income countries.



Gender Equality

Supporting women is essential to promote health and enhance business performance. Women equality in the workplace could add as much as \$28 trillion to global annual gross domestic product by 2025. However, if business as usual is maintained, it would take 202 years to achieve gender equality in the workplace. We see it as our responsibility to respect gender equality within our Society. That is why we are dedicated to upholding appropriate and fair labour and social standards. We want to drive gender equality through progressive resource efficiency. We are advocates for 'Women in Construction'.



Industry Innovation and Infrastructure

Innovation and technological progress are key to finding lasting solutions to both economic and environmental challenges, such as increased resource and energy-efficiency. The Society aims to support domestic technology development, research, and innovation, including by ensuring a conducive policy environment for, inter alia, industrial diversification and value addition to commodities. By using our expertise in science and technology to aid processes and infrastructure sustainable. In addition, we want to promote the work of Trenchless Technology worldwide with innovations and support programs for our members and the global industry.

17 PARTNERSHIPS
FOR THE GOALS



Partnerships for the Goals

We need strong partners in order to drive sustainable development within our Society and beyond and to better meet societal challenges.

No one actor within our industry is sufficient to address all the issues that are raised by CSR. A multitude of actions, initiatives and investments are necessary. The more coordinated and mutually reinforced these efforts are, the higher the likelihood of setting society on a transformative path towards a more resilient future. We therefore collaborate with a wide array of organizations, companies, federations, and networks.

Summary & Conclusion

The Society now needs to identify what areas it wishes to conduct their CSR in. Then the goals need to be set against the relevant UN sustainability development goals. These goals need to be achievable, not just within the scope of the goal but also the timeframe needs to be realistic. These are the first steps for the Society to start a journey for a more sustainable future for all its stakeholders. By signing up to the UN Global Compact it will set the Society on the first steps of this journey.

From a business perspective, CSR can help the Society better engage with customers and its membership. Many forms of CSR involve businesses interacting directly with members of society, who may also be customers or potential customers. You can get direct feedback on what you are doing right and what your company needs to improve on. Word-of-mouth is still an effective form of advertising, and customers who have been part of the social responsibility created by a company are able to tell other potential customers about the business.

In conclusion, businesses can no longer operate with the sole aim of making profits at the expense of the environment, society, economy, consumers and employees. Companies need to consider how they can give back to society, and this can help you attract customers and keep your best employees. Customer satisfaction and employee retention are the keys to any successful business, after all.

UKSTT Registered office:
Camden House, Warwick Road, Kenilworth, Warwickshire, CV8 1TH

E: admin@ukstt.org.uk
T: 07745 781500
W: www.ukstt.org.uk