

DO'S

&

DON'TS

for CSR

SAFETY4SEA

Corporate Social Responsibility includes all voluntary actions by companies towards society and the environment and reflects their responsibility for their impacts. All industries, including shipping, have realized its importance. Therefore, companies develop sustainable business and build trust by communicating and supporting cooperation to motivate stakeholders to become more active in CSR. Below are key points for both consideration and avoidance illustrating how companies may integrate CSR effectively into their operations.

✓ DO'S

1. Develop a clear strategy

Make your CSR accountable; embed CSR in business culture and values



2. Plan and share ideas

As with everything, CSR ideas will work better if discussed and planned



3. Communicate with stakeholders

Define accountabilities for every stakeholder; maintain communication at all levels for feedback



4. Establish CSR Training Program

Not all people are familiar with the concept of CSR; built awareness via training programs and briefings



5. Report results

Honesty is always the best policy; CSR reporting ensures transparency and boosts company's image



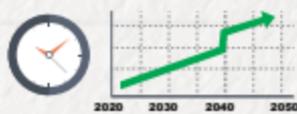
6. Encourage Teamwork

Team building develops socially responsible attitudes towards company as well as others outside the corporate walls



7. Focus on the long term

Assessing a company's social impact presents more of a challenge; be patient to reap the benefits in the long term



✗ DON'TS

1. Overpromise

Try to deliver what you have promised; take small steps and simple ways of CSR engagement. Over-commitment creates imbalance



2. Consider it as PR

Have in mind that CSR is for doing things for the right reason and not for self-promotion only



3. Forget to record achievements

Keep records of what you have achieved, how and why, retain KPIs; all these are considerable data for your annual reporting



4. Think CSR is only for the environment

Try to keep a balance in CSR three dimensions: environmental, social and economic/ethical



5. Think CSR is just about giving money

Allocate time, resource, goods and services at any CSR effort you support



6. Think it as useless activity

Just because you cannot see the benefits of CSR promptly it doesn't mean it is a waste of time effort



7. Get caught in the past

Keep your mind open to new ideas and possibilities; innovation always contributes to a more sustainable development



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