



BSR's Service Offerings

An Introduction

January 2012

Introduction

Our mission is to work with business to create a just and sustainable world. While every company faces a unique set of circumstances, we believe that business can most effectively contribute to this goal and achieve long-term success by:

- » Fully integrating sustainability objectives into business strategy, operations, and planning
- » Using its presence in local markets to create lasting and tangible social benefits
- » Proactively managing the value chain, both upstream in manufacturing and downstream in the product-use phase
- » Developing solutions to climate change and proactively mitigating its impacts
- » Respecting human rights
- » Participating in mutually beneficial engagements and partnerships with stakeholders
- » Supporting informed sustainability decision making by disclosing sustainability performance with clarity and transparency

We work with business to achieve our mission through [service offerings](#), [industry practices](#), [working groups](#), and [collaborative initiatives](#). This paper describes our seven service offerings.

Strategy and Integration

Lasting change starts with the right strategy. For this reason, we help companies identify sustainability priorities that support both their business model and the expectations of their stakeholders. To fully implement these priorities, companies must integrate sustainability into their short- and long-term decision making. We also help companies establish effective governance structures and realistic milestones that align the whole company—from the factory and the farm to the board room—around meaningful sustainability goals.

Sustainable Local Benefits

Companies have the potential to create lasting social benefits through their presence in a market, especially in emerging markets where communities may lack access to basic services. However, sustainable local and business benefits do not arise automatically. Instead, they require close attention to job creation, workforce development, and strategic investments in education and health. We work with companies to engage local communities and identify value-creation opportunities. We apply techniques based on risk management, accountability, and innovation that build local capacity, support new or adapted product and service offerings, and maximize benefits arising from the company's value chain.

Supply Chain Sustainability

The potential for positive change extends well beyond corporate walls—it lies up and down the supply chain, and across the globe, where leading companies work with local suppliers and partners to address social, economic, and environmental impacts. BSR helps companies review supply chain risks and opportunities, and develop and implement sustainability strategies at every stage—from farm and factory to the board room, and from product design to sustainable consumption.

Climate Change

Business is central to addressing the grave social, environmental, and economic impacts arising from climate change. Extreme weather and strains on natural resources are already having a material impact. We work with companies to identify and mitigate climate change risks relevant to their business, develop solutions to climate change, and create climate change strategies and action plans.

Human Rights

With the endorsement of the UN Guiding Principles on Business and Human Rights, we now have more clarity around governments' duty to protect human rights and business' responsibility to respect human rights. At the same time, the responsibility to respect human rights requires a tailored approach that fully considers the unique features—the products, services, technologies, business model, strategy, and geographical presence—of a business. We work with companies to undertake human rights impact assessments and establish human rights policies, strategies, and management systems that fulfill a company's responsibility to respect human rights.

Stakeholder Engagement

Meaningful stakeholder engagement, both in the company and with the community, is essential for lasting change. We work with companies to prioritize stakeholders, define avenues for engagement, and build lasting partnerships. Whereas in the past, stakeholder engagement was primarily undertaken to identify and mitigate risks, we believe there are significant value-creating opportunities to work with stakeholders to identify the products, technologies, and solutions best suited to address global, regional, and local sustainability challenges.

Reporting and Communications

Clear, credible, and comparable information provides the foundation for productive decision making by customers, policymakers, and stakeholders. A robust sustainability reporting approach can crystallize a strategy, inspire improved performance, and enhance trust between business and society. Accordingly, we work with companies to create substantive and credible sustainability reports that convey the interdependence between company strategy and sustainability, and communicate performance against sustainability goals.

Bringing it Together

We believe that the corporate responsibility field is moving from the “why” to “how” of addressing big global sustainability challenges. This shift requires a focus on service offerings and solutions that are practical, business-relevant, and built upon both sustainability and industry expertise. To fulfill our mission, these service offerings are designed to meet the immediate demands of a single project as well as inform, shape, and challenge companies' objectives and strategies in the longer term.

