

McGill Sustainable Events Certification Program

Corporate Social Responsibility (CSR)

What?

Corporate Social Responsibility (CSR) can be defined as “(...) voluntary activities undertaken by a company to operate in an economically, socially, and environmentally sustainable manner.” [Source]

CSR activities may include:

- Company policies that insist on working with partners who follow ethical business practices,
- Reinvesting profits in health and safety or environmental programs,
- Supporting charitable organizations in the communities where a company operates,
- Promoting equal opportunities for men and women at the executive level. [Source]

Why?

Even the smallest events can produce impacts reaching far beyond their immediate time and place. Whether through their direct operations or investments, firms of all sizes can pose significant risks to ecology and humans alike. It is important to consider partnerships with organizations and sponsors that have positive reputations for consideration and mitigation of the potential environmental, social, and economic impacts of their operations.

How?

For the McGill Sustainable Events Certification, we recommend finding sponsor(s) that have a public statement on their website or media channels regarding CSR. If such information cannot be found online, we suggest the event planner communicate with the sponsor(s) and inquire a clear indication or explanation of any CSR policies implemented by the sponsor(s).

Alternatively, there are a number of lists and rankings that include certified socially responsible firms to consult: [B-Corp](#), [Fair Trade](#), [1% For the Planet](#), and the [Corporate Knights Global 100](#) list, among others.

As much as possible, be clear with event attendees on the intent of the sponsorship agreement. Being transparent and up-front with information on where the money goes and why the partnership exists may build more trust between all event stakeholders.