



# CSR SRI LANKA

*Your Facilitator for Responsible Business*



## VISION

We believe that businesses, public and private can make people smile for a better future

## MISSION

To improve the quality of life in Sri Lanka through the stakeholder transformational CSR as part of their business DNA

## CSR Sri Lanka – Board of Directors\*

<b>Chairman</b>	- Mr. Chandula Abeywickrema ( <i>Chairman, Lanka Impact Investing Network - LIIN</i> )
<b>Vice Chairman</b>	- Mr. Rizvi Zaheed ( <i>Managing Director, Hayleys Agriculture Holdings Limited</i> )
<b>Director</b>	- Mr. Rohan Pandithakorralage ( <i>Director/Chief Human Resources Officer, Aitken Spence PLC</i> )
<b>Director</b>	- Mr. Mahesh Wijewardene ( <i>Director, Sales and Commercial SINGER Sri Lanka PLC</i> )
<b>Director</b>	- Mr. Keerthi Kotagama ( <i>Managing Director/CEO, CIC Agri Businesses (Pvt) Ltd</i> )
<b>Director</b>	- Mr. Tharaka Ranwala ( <i>Senior Deputy General Manager, Consumer Banking, Sampath Bank PLC</i> )
<b>Director</b>	- Ms. Sanjeewani De Silva Ranasinghe ( <i>Head, Corporate Affairs / Brand &amp; Marketing- Standard Chartered Bank</i> )
<b>Director</b>	- Mr. Jithendra Gunatilake ( <i>Head of Finance Operations, Lanka ORIX Leasing Company PLC</i> )
<b>Director</b>	- Ms. Shevanthi Jayasuriya ( <i>Country Director, Room to Read</i> )
<b>Observer</b>	- Mr. Bandula Nissanka ( <i>Senior Economic Advisor, USAID</i> )

\*As of April 2017

## Chairman's Message:

"Team effort at CSR Sri Lanka is to authenticate that transformative CSR focuses its activities on identifying and tackling the root causes as to why we are facing unsustainability in business organizations. You cannot run a business by totally eliminating the relationship with the society and environment. CSR has to be part of the business strategy. You have to bring transformation to all stakeholders. We have seen many organizations moving towards CSR once the damage has already been done to the society and the environment. For any business, it is a long journey. Allocating a small percentage of profits for social and environment transformation is not sufficient. Your profit has to be directed towards the sustainability of the planet and people.

Hereby, we have stated our purpose and way forward as the Sri Lankan CSR pioneer. We invite you to join us in our journey to accomplish CSR 2.0 for our country, our people and ourselves."

Chandula Abeywickrema, *Chairman of CSR Sri Lanka*

## Collaborative Partners



**USAID**  
FROM THE AMERICAN PEOPLE



# What is CSR?

Corporate social responsibility (CSR) is about doing responsible business while being aware of the impact your company's actions have on employees, customers, shareholders, society and the environment alongside profits.

CSR is not about being less bad. It's about being good. The importance of CSR has been identified as a long-term business strategy which delivers good business practice in return, that is bringing transformation to all stakeholders alike. CSR is the way of the future.



*CSR is a journey, not a destination. Your goals will shift in time and with each strategic decision. New challenges. New steps to achieve.*

*Source - Corporate Social Responsibility Passport, CSR Netherlands, Nieuwekade 9, 3511 RV Utrecht, © The Hague, 2014*

## CSR 2.0

Transformative Corporate Sustainability and Responsibility or CSR 2.0 is the modern business CSR that have emerged in the recent years, with its focus on identifying and confronting the root causes of the present unsustainability and irresponsibility. This is accomplished through innovating business models, changing their processes or products or services and promoting for progressive corporate policies. CSR 1.0 focused on philanthropy at micro level, supporting social or environmental issues that happened to align corporate leader's vision, without changing the overall strategy. But transformative CSR focuses on understanding the interconnections on society and eco systems at macro level and changes its strategy to optimize the outcomes for larger human and ecological wellbeing.



**BHAG (Big Hairy Audacious Goal)** - zero negative impact and going beyond 'no harm' to become a restorative business, to genuinely make things better and leave this world with a net-positive balance. Interface FLOR is the first company which has applied the modern transformative CSR.

Source - CSR 2.0: Transforming Corporate Sustainability and Responsibility, Wayne Visser, 2013

## Principles of CSR 2.0



Source: CSR 2.0: Transforming Corporate Sustainability and Responsibility, Wayne Visser, 2013

## DNA of transformative CSR

- Value Creation
- Good Governance
- Societal Contribution
- Environmental Integrity

The CSR 2.0 DNA Model		
DNA Code	Goal	Key Indicators
Value Creation	Economic development	Capital investment Beneficial products Inclusive business
Good Governance	Institutional effectiveness	Leadership Transparency Ethical conduct
Societal Contribution	Stakeholder orientation	Philanthropy Fair labour practices Supply chain integrity
Environmental Integrity	Sustainable ecosystems	Ecosystem protection Renewable resources Zero-waste production

Source: CSR 2.0: Transforming Corporate Sustainability and Responsibility, Wayne Visser, 2013

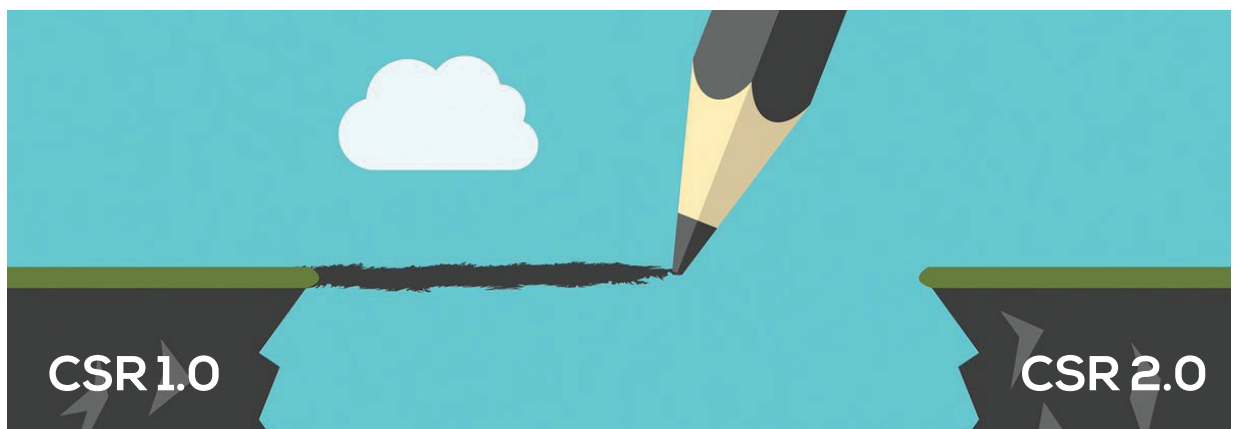
## We @ CSR Sri Lanka

CSR Sri Lanka is your facilitator, challenging your company's Corporate Social Responsibility to take a step further to exercise the modern international CSR practices. Initiated and steered by a group of private sector companies and corporate leaders, CSR Sri Lanka commenced its operations in 2013 and is backed by the United States Agency for International Development (USAID). The motivation drive for the formation of CSR Sri Lanka is the existing gap between *ad hoc* CSR and corporate leaders' desire to create sustainable value by delivering strategic direction and essential resources.



CSR Sri Lanka is a knowledge sharing and networking organization that encourages corporate sustainability and responsibility. The sole intention of CSR Sri Lanka is to create the missing link between existing requirements of the country and the goals of private sector CSR, resulting in sustainable benefits to all.

## CSR Sri Lanka bridges the gap



## Our Prospects: 2020

- To be the pioneer of developing of a national “CSR Master Plan” to improve the quality of CSR in Sri Lanka.
- To be the apex body of a functional and a dynamic CSR cluster of businesses in Sri Lanka.
- To be the epicenter of building Public-Private Partnerships (PPP) for promoting sustainable development in Sri Lanka.
- CSR Sri Lanka to be the focal point for international CSR collaborations with the Sri Lankan private and public sector for improving business performance.
- To be the leader in professional CSR education and capacity building.
- To be the advocate for transformative CSR to the public and private sectors.

## Member Benefits

- Technical assistance and consultancies on the company’s sustainability and responsibility
- Training and guidance on CSR 2.0
- Access to the CSR 2.0 international assessment tool
- Opportunity to participate in educational and awareness creation programs on topical concerns
- Access to a pool of resources to enhance skills in sustainability and social responsibility
- Partnerships with international organizations and sustainability experts
- Access to Mahoga platform for resources and support
- Wide recognition in the corporate sector for commitment towards sustainability and social responsibility

Being the transformative CSR facilitator in the country, CSR Sri Lanka has opened doors to the Sri Lankan corporate sector to engage in a new era of CSR activities. If you are interested in transforming the way you do your CSR into the internationally accredited level, please do join us.

**Please refer to our contact details to become a member!**

## Activities & Partnerships

### *CSR Sri Lanka Partnership with USAID*

**CSR Sri Lanka is in partnership with the USAID with the intention of transforming the Sri Lankan corporate sector to adopt principles of sustainability.**

The overall purpose of project Stakeholder Collaboration for Sustainable Development (SCoSD) is to support the Sri Lankan corporate sector to build a strong collaboration for sustainable development by pioneering the implementation of a national corporate sustainability and responsibility strategy that is recognized by the private sector, public sector and other stakeholders, for the creation of sustainable value to the business, economy, society and environment.

#### SCoSD Activities

1. Training of businesses to use CSR in their corporate agenda to improve business performance.
2. Introduction of the international CSR standards such as CSR 2.0 to Sri Lankan corporates.
3. Creation of an online digital platform for CSR collaborations.
4. Promotion of public-private partnerships for corporate sustainability and social responsibility.
5. Establishment of international technical collaborations for improving CSR.
6. Implementation of a national “CSR Master Plan” for promoting the sustainable development agenda.

## *CSR 2.0 Training and Assessments*

**CSR Sri Lanka uses Dr. Wayne Visser's 'CSR 2.0 Self-Assessment Diagnostic Tool' in association with CSR International to assess the current status of CSR in organizations. CSR Sri Lanka holds the exclusive rights to use the tool in Sri Lanka.**

The tool will assess on;

1. The status of five stages of CSR (defensive, charitable, promotional, strategic and transformative)
2. The five principles of CSR 2.0 (creativity, scalability, responsiveness, glocality, circularity)
3. The four DNA elements of CSR 2.0 (value creation, good governance, social contribution and environmental integrity).

CSR Sri Lanka is already licensed under "CSR 2.0 Assessors and Advisors" by CSR International.

## *Mahoga Web Platform for CSR Collaboration*

**Mahoga, which is developed by Millenium IT as part of their CSR, is a revolutionary matchmaking platform that has opened the way for businesses to engage in impactful CSR activities.** Mahoga is to match an investor who is willing to contribute for CSR with an implementer that is in need of resources and support. Sri Lankan corporates were in need of a systematic way to connect with organizations that engage in development projects and know best where resources should be channeled. Mahoga fulfills the gap. Mahoga is also a marketing tool and is accessible free.

Stakeholders who are interested in moving to transformative corporate sustainability and responsibility are invited to join Mahoga platform which is managed by CSR Sri Lanka.

<http://www.mahoga.csrsrilanka.lk/index.php>

## *International CSR Collaborations*

**CSR Sri Lanka is in collaboration with MVO Nederland, an independent expertise and network organization on Corporate Social Responsibility established by the Dutch Ministry of Economic Affairs.** The partnership is being supported by the Embassy of the Netherlands in Sri Lanka. MVO Nederland shares experiences and ideas with CSR Sri Lanka in a knowledge exchange program.

## *CSR Sri Lanka & UN-WFP Partnership over Food Security and Nutrition*

**CSR Sri Lanka and UN-WFP's ongoing partnership brings the private sector together for recommendations for food security and nutrition.** More than 50 representatives from leading agro and food processing companies convened to exchange ideas and to provide recommendations on how to address food security and nutritional issues in Sri Lanka. A core group was formed to continue engagement with the private sector to delineate their key roles, expecting outcomes in support of the UN's Sustainable Development Goal Two: "Zero Hunger".

## *Promoting Professional CSR Education with Durham University UK*

**CSR Sri Lanka has identified the necessity for professional learning on corporate sustainability and responsibility in order to equip the CSR roles emerging in the corporate sector in the present age of responsibility.** In order to achieve that, CSR Sri Lanka is negotiating terms with the Durham University, UK to establish CSR education in Sri Lanka.

## Our Members\*

**SINGER**

*Authen Spence*

**LIN**  
Lanka Impact Investing Network

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The World Of  
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 **brandix**  
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 **give2lanka**

 **Nestlé**

 **PLC**  
People's Leasing & Finance PLC  
(A Subsidiary of People's Bank)

 **fusion**  
SARVODAYA ICT4D Movement

 **DSI Samson Group**

\*As of August 2017

**To become a member, call, email or visit us!**

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**Join Us to Transform  
Your Company's CSR**

