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**Corporate Social Responsibility  
Impact Checklist  
& Gap Analysis**



# From Intention to Action: A Roadmap to CSR Success

Companies are expected to do more than generate profit—they're called to serve and uplift the communities where they operate. This tool offers a clear, actionable approach for organizations to evaluate areas of opportunity as they shape their Corporate Social Responsibility (CSR) initiatives, helping them create meaningful impact.

Built to empower teams at every level, this tool guides organizations through essential questions and benchmarks, uncovering both strengths and areas for growth. More than just a checklist, it's a roadmap for transformative action.

Whether your organization is beginning its CSR journey or looking to deepen its commitment, this tool provides the framework for impactful change.

# Introduction

To make the most of this CSR Impact Checklist & Gap Analysis, approach it as a dynamic resource that grows with your organization. Begin by using the tool to evaluate your current practices across key areas: Environmental, Ethical, Philanthropic, and Economic Responsibility. Identify not only areas of strength but also opportunities for improvement.

As you set goals, update the tool regularly to capture progress and adjust strategies as needed. Engaging team members across departments will ensure that CSR efforts remain integrated at every level of your organization. Consider it a living document that evolves with your goals, helping you track momentum, inspire commitment, and drive continuous, positive change.

This tool will help you:

1. Assess your organization's current CSR practices.
2. Identify areas for improvement.
3. Develop actionable steps to enhance CSR initiatives.
4. Track momentum and impact.

This questionnaire is designed to evaluate your organization's current CSR practices and readiness across each CSR category. Answer "Yes," "Partial," or "No" for each question.

## Environmental Responsibility Checklist

Needs	Yes	No	Partial	N/A
Does your organization have a policy to reduce overall resource consumption (water, energy, materials)?				
Are there goals in place for reducing greenhouse gas emissions?				

## Environmental Responsibility Checklist (continuation)



Needs	Yes	No	Partial	N/A
Does your organization actively work to minimize waste in production or daily operations?				
Are there initiatives to eliminate single-use plastics within the organization?				
Is there a recycling program in place for paper, plastic, electronics, and other recyclables?				
Does the organization participate in or support conservation efforts (e.g., biodiversity projects)?				
Are products or services designed with sustainability in mind, considering life cycle and disposal?				
Does your organization actively monitor and report its environmental impact?				
Is there an environmental sustainability policy communicated across the organization?				
Are employees trained on sustainable practices (e.g., energy saving, waste reduction)?				

# Ethical Responsibility Checklist



Needs	Yes	No	Partial	N/A
Is there a comprehensive ethics policy that guides employee behavior?				
Does the organization ensure fair wages and fair treatment across all employment levels?				
Are there measures to prevent discrimination, harassment, and promote inclusivity?				
Do you perform regular audits to ensure ethical compliance in your supply chain?				
Are there policies ensuring fair trade practices when sourcing materials?				
Does the organization regularly review and update its ethical standards and code of conduct?				
Is there a whistleblower policy that protects employees who report ethical violations?				
Are suppliers held to the same ethical standards as internal employees and stakeholders?				

## Ethical Responsibility Checklist (continuation)

Needs	Yes	No	Partial	N/A
Does the organization make efforts to support diversity in hiring and leadership positions?				
Are transparency practices in place for customers regarding product sourcing and ethical practices?				
Does the organization maintain policies on avoiding conflicts of interest?				
Is there an ethics training program for employees and leadership?				
Does the organization make efforts to support diversity in hiring and leadership positions?				

## Philanthropic Responsibility Checklist

Needs	Yes	No	Partial	N/A
Does the organization have a structured philanthropy program with defined focus areas (e.g., education, health)?				
Are employees encouraged and supported to volunteer within the community (e.g., paid volunteer hours)?				

## Philanthropic Responsibility Checklist (continuation)



Needs	Yes	No	Partial	N/A
Is there a corporate giving or donation-matching program for employees?				
Does your organization support nonprofit partnerships or collaborate with community organizations?				
Is there a commitment to supporting underserved or marginalized communities?				
Does the organization sponsor local community events or support community-driven projects?				
Are philanthropic initiatives publicly communicated to stakeholders?				
Does the organization have a foundation or charitable arm that manages giving efforts?				
Are employees involved in decision-making for charitable contributions or community projects?				
Is there an annual goal for corporate donations or volunteer hours?				

## Philanthropic Responsibility Checklist (continuation)

Needs	Yes	No	Partial	N/A
Does the organization track and report on the impact of its philanthropic activities?				
Are charitable contributions aligned with the company's mission and values?				

## Economic Responsibility Checklist

Needs	Yes	No	Partial	N/A
Does the organization prioritize sourcing materials or products from local or small-scale producers?				
Are there policies for supporting employee health and well-being (e.g., mental health support, benefits)?				
Does the organization offer opportunities for employee growth and development, including training programs?				
Is there an emphasis on providing competitive, fair wages and benefits for all employees?				
Are decisions about product pricing and offerings made with accessibility in mind (affordable options)?				



## Economic Responsibility Checklist (continuation)



Needs	Yes	No	Partial	N/A
Does the organization reinvest a portion of its profits back into community development initiatives?				
Are there guidelines or practices for minimizing economic impact on local ecosystems?				
Is there a commitment to financial transparency with stakeholders, including sharing impact reports?				
Does the organization support local economies through job creation or other economic contributions?				
Are financial decisions evaluated for their long-term impact on stakeholders?				
Is there a plan for continuous improvement and innovation in economic responsibility practices?				
Are financial resources allocated toward improving social and environmental outcomes?				
Does the organization reinvest a portion of its profits back into community development initiatives?				

# Next Steps: From Insight to Impact

**Congrats! You've completed the CSR audit and uncovered where your organization shines and where there's room to grow. Now, it's time to turn these insights into action. Here's how to take the next steps:**

## **1. Spot the Quick Wins and Big Opportunities**

Take a look at the areas where you can make the most immediate impact. Whether it's reducing energy use or boosting community engagement, prioritize the actions that align with your values and get everyone excited.

## **2. Set Inspiring, Achievable Goals**

Break down your vision into specific, reachable goals. Set clear milestones, so it's easy to track progress and celebrate along the way. Think quarterly check-ins and small wins that keep the momentum going.

## **3. Get the Right People on Board**

Assign ownership for each goal and equip your team with the tools they need to make things happen. Whether it's budget, training, or a brainstorming session, ensure everyone's ready to dive in and drive change.

## **4. Make CSR Part of the Everyday**

Keep CSR front and center by weaving it into your daily operations. From internal updates to team shout-outs for hitting goals, create a rhythm that keeps the energy alive and progress visible.

## **5. Evolve and Improve as You Go**

CSR is a journey. Schedule regular check-ins to revisit your goals, adapt to new priorities, and keep the fire alive. Remember, this tool isn't a one-and-done—it's a living guide to help you keep raising the bar.

# CSR Action Planning Worksheet

Use this worksheet to organize and plan your next steps based on the CSR audit results. Each section guides you through setting priorities, defining goals, assigning responsibilities, integrating CSR practices, and planning for ongoing improvement. Answer each prompt with specific actions, resources, and check-in plans.

## 1. Spot the Quick Wins and Big Opportunities

Identify immediate actions that align with your core values.

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List high-impact areas where we can see results quickly.

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What short-term wins can we celebrate to build momentum?

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# CSR Action Planning Worksheet

## 2. Set Inspiring, Achievable Goals

Define specific, measurable goals for each priority area.

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Outline quarterly milestones to track progress.

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What success metrics will we use, and how will we celebrate each milestone?

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# CSR Action Planning Worksheet

## 3. Get the Right People on Board

Identify team members responsible for each goal.

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What resources, training, or budget allocations will they need?

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How will we support and encourage accountability among team members?

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# CSR Action Planning Worksheet

## 4. Make CSR Part of the Everyday

List ways to integrate CSR goals into daily routines and operations.

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How can we keep CSR efforts visible and valued across the organization?

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What ongoing recognitions or updates will keep the team engaged?

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# CSR Action Planning Worksheet

## 5. Evolve and Improve as You Go

Schedule regular check-ins to review and refine goals.

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How will we adapt goals based on changing CSR priorities?

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What methods will we use to track and document ongoing progress?

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# Moving Forward: Your CSR Journey

With your audit and action planning complete, you've set a solid foundation for a meaningful CSR program.

This process is about more than just checking boxes—it's about creating lasting, positive change that aligns with your organization's values and serves the communities you touch.

CSR is an ongoing journey, evolving alongside your organization and the world around us. Use this document as a living resource, regularly revisiting it to measure progress, adapt to new goals, and celebrate achievements. Every action you take, big or small, contributes to a greater impact. Your commitment to this journey makes a difference.

**Thank you for investing in a better future.**





We create brand impact through the synergy of public relations and marketing, harnessing the power of storytelling to forge meaningful connections between you and the people who matter to you. In today's ever-evolving media landscape, the fusion of public relations and marketing emerges as a formidable catalyst for driving brand and business impact.

We do more than just capture attention. We cultivate authentic relationships. We don't just attract your audience. We encourage them to support you, forming a community founded on trust and shared values. **Together, we can unlock the potential to not only enhance brand visibility but also drive tangible outcomes.**