

CSR Primer

The primer is a basic guide on the subject of Corporate Social Responsibility. It outlines the philosophy, genesis, evolution, scope, framework, theories, models, standards, drivers of CSR, business case and future perspectives. The primer will serve as a ready reference and guide for managers and practitioners of CSR.

The primer focuses on the importance of the inner and outer dimensions of CSR. The spirit of compassion, giving and sharing is an intrinsic part of CSR, which forms the inner dimension. Equally important is the outer dimension, the structure and framework within which CSR has to exist and function. CSR practice has to be context specific and be responsible to the developmental priorities and needs of the country. 'Do no harm' being the first premise, do well within with the planet, with people and all stakeholders.