



JULIANA LAX

Giving Back FILMS

The only UK carbon neutral video production

We are a B Corp making videos and animation with an added environmental and social value



Today

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- What is CSR
- Models and strategies
- What a successful CSR looks like
- Aligning businesses and charities
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JULIANA LAX

Co-Founder of GivingBack Films.

MSc Business Psychologist

Over 15 years of experience in the 3rd sector and CSR

My ultimate professional goal is to help companies to better communicate their commitment to the United Nations SDG - Sustainable Development Goals - Sustainability and Social Impact.

That's why GivingBack Films was created. We believe that you can inspire others with your actions and your business can lead the way into a sustainable future, but first you need to reach people with your message.

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What is CSR

Broadly speaking, Corporate Social Responsibility (CSR) is an umbrella term referring to business practices that:

- Are carried out for social or environmental purposes;
- Are voluntary as not prescribed by law.

In addition, many definitions of CSR distinguish it from philanthropy, emphasizing that CSR is generally related to the firm's core business and contributing to its profitability. CSR, so understood, can be conceptualized as a set of practices integrating social, environmental and profit-related considerations.

The ISO 26000 norm, one of the most widely adopted CSR standards, explicitly links CSR with Sustainable Development, by defining it as “the responsibility of an organization for the impacts of its activities on society and environment, through transparent and ethical behavior that contributes to sustainable development [...].”



Models and strategies

THE FOUR PILLARS OF CSR

ENVIRONMENTAL

AIR QUALITY
CAR SHARE
CYCLE TO WORK
EMISSION REDUCTION
ENERGY SAVING
NOISE CONTROLS
POLLUTION AVOIDANCE
RECYCLING
SUSTAINABLE MOTORING
SUPPLY CHAIN
WASTES MANAGEMENT
WATER SAVINGS

WORKPLACE

CUSTOMER CARE
DIVERSITY & INCLUSION
EQUAL OPPORTUNITIES
FAIR TRADE
GOVERNANCE
INVESTMENT
LEADERSHIP
EMPLOYEE BENEFITS
EDUCATION
FAMILY COMMITMENT
FLEXIBLE WORKING
OCCUPATIONAL HEALTH

COMMUNITY

LOCAL COMMITMENT
INNOVATION
INVESTMENT OF TIME
INVESTMENT OF EFFORT
INVESTMENT FUNDING
PARTNERSHIPS
SPONSORSHIPS
SCHOOLS
ADULT EDUCATION
SUPPLY MANAGEMENT
SUPPORT THE ARTS
IMPACT REPORTING

PHILANTHROPIC

CHARITABLE GIVING
COMMUNICATION
INVESTMENT OF TIME
INVESTMENT OF EFFORT
INVESTMENT FUNDING
SUSTAINABILITY
VOLUNTEERING TIME
VOLUNTEERING SERVICES
DONATION FINANCIAL
DONATION PRODUCTS
SPONSORSHIP
IMPACT EXPORTING

A model is how you chose to organise your CSR approach. Strategy is defining your objectives and how to assess, implement, evaluate and improve your practices in order to achieve your goals.

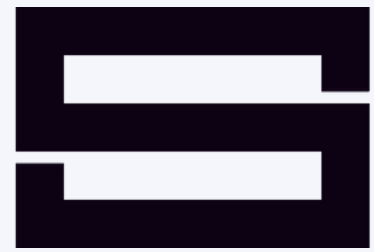


DIY WORKS BEST

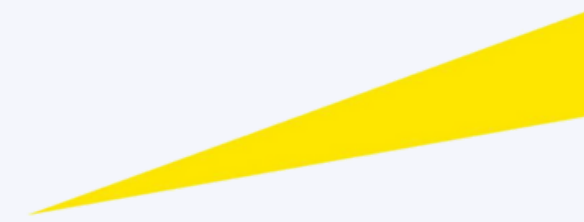
CSR success



Aligning businesses and charities - what our clients are doing



Social
Enterprise UK



EY

Building a better
working world



Cause related marketing & Brand building



As its name implies, cause-related marketing is the process of marketing a specific idea, cause, or goal, rather than a specific business, product, or service.



One of the biggest differences between cause-based marketing and ethical marketing is that cause-based campaigns typically focus on a specific objective, whereas ethical marketing focuses on broader marketing principles that apply to many different aspects of an organisation's marketing efforts.

Internal and external comms

Feel free to reach out!



Video used internally to celebrate and promote 1 year of the project



Video used for investors and awards entry



Video used externally to celebrate the end of the programme via emails and socials

Giving Back FILMS



Certified



Corporation

**This company meets the
highest standards of social
and environmental impact**



**CARBON NEUTRAL
COMPANY**

MY CARBON PLAN

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