

Brief of a Corporate Social Responsibility Strategy

(CSR – Corporate Social Responsibility) for a Conceptual–Design Company in the Nutrition Sector

This brief presents the basic framework of my approach to planning a Corporate Social Responsibility strategy. It does not reflect the full scope of my methodological toolkit.

Sections marked with (...) are intentionally left blank, as their content depends on the organisation's internal policies (e.g., board structure, mission, goals, and values). They also indicate areas that may be expanded (e.g., criteria and implementation of CSR activities) and protect elements of my proprietary methodology. Sections marked with <> contain guidance on the type of content that may be included.

<Document title page>

Persons responsible for this document: (...) Persons involved in establishing the CSR policy: (...)

I. Company Information

- 1. Name:** (...)
- 2. Legal form:** (...)
- 3. Management board:** (...)
- 4. KRS registration number:** (...)

- 5. Location, operational scope (local, national, international), and company size (micro, medium, large):**

- Location: (...)
- Operational scope: (...)
- Company size: (...)

- 6. Industry description (products/services):** (...)

- 7. Values, mission, vision, and goals of the company**

Values (...)

Mission (...)

Vision (...)

Goals (...)

II. Stakeholders

1. Identification of stakeholders and their relationships

No.	Stakeholder	Ally or threat	Type of expectations	Type of power
1.	Customers	Ally or threat	Meeting needs (product features, quality, functionality, attractive product design, satisfying purchasing process, reliable customer service, personalised customer relations, positive company image, product safety)	Purchasing from competitors, rejecting products or companies whose strategies are inadequate
2.	Management	Ally	(...)	(...)
3.	Owners	Ally	(...)	(...)
4.	Employees	Ally	(...)	(...)
5.	Collaborators, promotion and marketing specialists	Ally	(...)	(...)
6.	Industry organisations	Ally	(...)	(...)
7.	Social organisations	Ally or threat	(...)	(...)
8.	Producers of dietary supplements	Ally	(...)	(...)
9.	Market regulators	Ally or threat	(...)	(...)
10.	Interest groups	Ally or threat	(...)	(...)
11.	Financial institutions	Ally	(...)	(...)
12.	Public opinion	Ally or threat	(...)	(...)

No.	Stakeholder	Ally or threat	Type of expectations	Type of power
13.	Local community	Ally or threat	(...)	(...)
14.	Media	Ally or threat	(...)	(...)
15.	Suppliers	Ally	(...)	(...)
16.	Scientists and opinion leaders	Ally or threat	(...)	(...)
17.	Competitor groups	Threat	(...)	(...)
	Companies		Fulfilling commitments, adhering to ethical standards, competent	
18.	co-organising projects and workshops	Ally	management, honest and concise cooperation, clear communication	Ability to end cooperation or collaborate with competitors
19.	Certification bodies	Ally	Fulfilling commitments, adhering to ethical standards, high service quality, compliance with standards relevant to the certification area	Refusal to grant certification
20.	Sanepid (Polish sanitary inspection authority)	Ally or threat	(...)	(...)

2. Stakeholder relationship map

<The graphical representation of the stakeholder map depends on the company's policy and stakeholder structure. It typically includes key internal stakeholders (e.g., management, employees) and external stakeholders (e.g., customers, government institutions). The map may also illustrate broader networks of relationships.>

III. CSR Policy

1. Foundations of a socially responsible company

- a) **Ethical criteria:** (...)
- b) **Environmental criteria:** (...)
- c) **Economic criteria:** (...)
- d) **Social criteria:** (...)

2. CSR tools used in Company XYZ (examples)

- Employee programmes: (...)
- Activities for the local community: (...)
- Pro-environmental initiatives: (...)
- Social reports: (...)
- Supply chain management: (...)
- Product labelling: (...)

3. CSR activities (example)

- Participation in *Szlachetna Paczka* (a nationwide Polish charitable initiative supporting families in need)
- (...)

4. Cause-related marketing (example)

- Funding school lunches for children in need – 5% of the revenue from a selected product will be donated to the initiative. (...)

- (...)

5. Initiatives undertaken as part of the company's social responsibility (examples)

- Employee training needs audit: (...)
- Employee newsletter: (...)
- Consumer opinion research to improve services: (...)
- (...)

6. Company policy (example)

- Engaging employees and owners in the decision-making process
- Monitoring the impact of projects on stakeholders
- Complying with legal requirements in business operations and stakeholder relations
- Supporting fair competition
- Providing transparent information about services
- Applying fair market practices
- Enabling consumers to express opinions about services
- (...)