

New batch of corporate social responsibility (CSR) case studies launched

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Article 13, the CSR and sustainability experts, have published a new batch of case studies profiling the initiatives being undertaken by two members of the Confederation of British Industries (CBI) to embed and integrate corporate social responsibility in their mainstream business strategies. The CBI members showcased in this edition are: Barclays and BMW Group.

Barclays has been selected for its [financial inclusion programme](#). By taking a long-term, partnership approach to improving access to banking, Barclays is achieving economic gains for its customers, the communities in which it operates and the bank itself. Barclays believes financial inclusion is an area of key importance for the banking industry in the 21st Century, affecting developed as well as developing economies. The three pillars underpinning the Barclays financial inclusion strategy are commercial sustainability, improving lives and promoting economic regeneration. Efforts have focused on two areas: helping to reduce the number of unbanked people and improving access to affordable credit. (Read more...

http://www.article13.com/A13_ContentList.asp?strAction=GetPublication&PNID=1463)

The other company profiled in this batch of CSR case studies is BMW Group for its education programmes in the UK. BMW has been supporting [education and the environment](#) by running a Discovery Day at Plant Hams Hall to demonstrate to students how wildlife and technology can co-exist, hosting school visits and work experience pupils, providing expertise in support of a specialist engineering college's bid to become an Academy and acting as the 'principal partner' of the Lichfield Festival. This approach to community involvement demonstrates CSR because it has been developed in response to stakeholder feedback, involves mutually beneficial partnerships and proactively addresses future risks to business. (Read more...

http://www.article13.com/A13_ContentList.asp?strAction=GetPublication&PNID=1464)

These latest CSR case studies can be accessed from the Article 13 home page (<http://www.article13.com>). The CSR case study archive is also a useful tool for CSR practitioners, containing a large range of case studies within the categories of community, education, environment, governance, new product development, strategy, supply chain and workplace.

Article 13 is an expert in business responsibility, typically in the areas of corporate social responsibility (CSR), sustainability and governance. Article 13 seeks to embed and integrate responsible business practices in organisations by means of consultancy services, training, coaching-mentoring and thought leadership.

For further information on these case studies or to have your organisation's CSR initiatives profiled, contact Jane Fiona Cumming on jane@article13.com or phone +44 (0)20 8840 4450.



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