

**New batch of Corporate Social responsibility (CSR) case studies launched  
22<sup>nd</sup> July 2008**

Article 13, the CSR and sustainability expert, has published a new batch of case studies profiling the initiatives being undertaken by four 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: Arup, DHL Express, HMG Paints and National Grid. This CSR case study series is published quarterly by Article 13 in partnership with the CBI.

Arup has been selected for its efforts to develop and implement a corporate sustainability strategy and framework which resonates with the company's founding values. This global firm is taking steps to articulate and report on its activities related to environmental, social and economic issues after recognising the non-financial risks inaction was exposing the company to. Staff engagement and innovation are central to Arup's 'journey' to sustainable development. Read more [http://www.article13.com/csr/cbi\\_csccasestudies.asp](http://www.article13.com/csr/cbi_csccasestudies.asp)

DHL Express UK is taking practical steps towards improving carbon efficiency by 10 per cent by 2010 and embedding the programme in the business. The company has recognised that transport emissions and the carbon agenda are an intrinsic part of running a delivery business, but equally appreciates the need to address corporate responsibility and environmental factors to ensure the ongoing sustainability of the business. Read more [http://www.article13.com/csr/cbi\\_csccasestudies.asp](http://www.article13.com/csr/cbi_csccasestudies.asp)

HMG Paints is an SME with employee engagement at the heart of its business growth and performance strategy. With support and involvement from top management, HMG Paints fosters a culture of respect and safety by actively developing enthusiasm and passion amongst staff using engagement tools at every stage and level of an employee's career. Examples referred to in this case study include recruitment and induction procedures, flexible working, social initiatives and youth placements. (Read more [http://www.article13.com/csr/cbi\\_csccasestudies.asp](http://www.article13.com/csr/cbi_csccasestudies.asp))

National Grid is using employee engagement on safety to embed and integrate a CSR framework. In response to staff feedback about the company being too controlling, National Grid has developed the 'Trusted to Work Responsibly' programme which gives back the initiative to employees to create continuous improvement on safety, health and environment issues. Read more [http://www.article13.com/csr/cbi\\_csccasestudies.asp](http://www.article13.com/csr/cbi_csccasestudies.asp)

For further information on these case studies or to have your organisation's CSR initiatives profiled;

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Article 13 are experts 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, coach-mentoring and thought leadership.

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