

The What and Why of CSI and CSR

What is Corporate Social Investment?

CSI encompasses projects that are external to the normal business activities of a company and not for purposes of increasing company profit. These projects have a strong developmental approach and utilise company resources to benefit and uplift communities and are not primarily driven as marketing initiatives.

Corporate Social Responsibility and Corporate Social Investment

Corporate social investment originated from philanthropy when the value it added to the reputation of the organization was recognized. Previously, the terms CSI and CSR were used interchangeably, but have now been defined separately. CSR refers to an organization's total responsibility towards the business environment in which it operates. CSR describes the broader solution to triple-bottom-line matters of the 3Ps – profit, people and planet. CSI is one of the sub-components of CSR and aims to uplift communities in such a way that the quality of life is generally improved and safeguarded.

Why develop a CSI Strategy?

What can CSI do for you?

- By becoming a good corporate citizen you can improve your organisation's competitive edge in terms of attracting and retaining investors, clients and employees.
- CSI demonstrates the 'heart' of your company and can enhance your credibility.
- Improve the living conditions of your employees, their families and the communities in which you operate, thereby creating a sense of employee satisfaction and loyalty.
- Contribute to and support your marketing tools: i.e. brand awareness.
- Align your company with industry charters: SRI (Social Responsibility Index) and GRI (Global Reporting Index).
- Stabilise the social and economic environment.
- Generate new business ideas.
- Generate inquiries about your business operations.
- Enhance your company's corporate image and ultimately your Return On Investment.

CSI Investment Portfolios

- Social Entrepreneurship Development
- Adult Basic Education and Training (ABET)
- Agriculture and food security
- Arts and Culture
- Early Childhood Development (ECD)
- Education
- Energy
- Environment
- Health
- Information Communications Technology (ICT) and Telecommunications
- Infrastructure
- Job Creation
- Orphaned and Vulnerable Children (OVC)
- Sports development
- Skills Development
- Youth Development