



Policy 21: Corporate Social Responsibility Policy

21.0 Outline

The British Aikido Association's CSR approach takes into account that it has no employees and is effectively is a social enterprise with a range of members.

Corporate social responsibility (CSR) is an approach that contributes to sustainable development by delivering economic, social and environmental benefits for all stakeholders.

The four types of Corporate Social Responsibility are environmental sustainability initiatives, direct philanthropic giving, ethical business practices and economic responsibility.

Social responsibility is an ethical theory, in which individuals are accountable for fulfilling their civic duty; the actions of an individual must benefit the whole of society. In this way, there must be a balance between economic growth and the welfare of society and the environment.

Community responsibilities are an individual's duties or obligations to the community and include cooperation, respect and participation. The concept goes beyond thinking and acting as individuals to common beliefs about shared interests and life. Each individual is part of a larger community.

The most common examples of corporate social responsibility: Reduce carbon footprints to mitigate climate change. Improve labour policies and embrace fair trade. Engage in charitable giving and volunteer within your community.

21.1 BAA Approach

At National level the BAA will promote: -

- Mindfulness, mental health and healthy living initiatives including anti drug support
- Support for young people in terms of education and healthy living
- Development of a charitable fund to help young people

At Local level the BAA encourages all its clubs and members to adopt the following approach at a local level.

- Engage in charitable giving and volunteering efforts within local communities
- Engage with the education and persona development of young people
- Strengthen Citizenship
- Support Anti Drugs and Substance misuse
- Support Healthy Living and Mindfulness.
- Support local social issues



21.2 Outcomes

CSR should not be viewed as a drain on resources; carefully planned CSR can enhance the organisation, clubs and membership.

The outcomes of the CSR programme should

- Develop and enhance relationships with the local community
- Attract, retain and maintain a happy club
- Enhance the reputation of the association and clubs
- Provide a realistic and lasting presence in the local community
- Differentiate Aikido from other martial arts
- Generate alternative and innovative approaches to learning and enhance local influence
- Generate positive publicity and media opportunities due to our ethical approach

There is no one model for a club to adopt this enables flexibility and innovation of approach and a focus on localised benefits.

The association is keen to support local initiatives, where it can, and sponsor national initiatives, which will be annually reviewed, that will benefit all member clubs.