

SOCIAL COMMITMENT



THE CHALLENGES

Community involvement is one of the seven core issues defined by the ISO 26000 standard, under the heading “Community and local development”. The aim is for the company to contribute, directly or via local public or private actors, to improving the quality of life and to the economic and social development of the populations and areas affected by the company.

For the company, this commitment represents a number of benefits:

- Employee commitment: involvement of teams within the company, increased pride in belonging, etc.
- Enhancing the company’s image: differentiating it from the competition, recruiting talent, etc.
- Development: identification of new markets (customer segments, geographical areas, etc.), development of new practices, new activities, etc.

- Acceptability and territorial anchoring: establishing new relationships with stakeholders, anticipating and limiting risks

Societal commitment is a “creative” part of CSR, an “open” field in the face of a wide range of challenges:

- issues (education, environment, social inclusion, occupational integration, health)
- stakeholders (local targets, global targets)
- models (“non-profit” models through to “for profit” models)
- partners (customers, NGOs, social entrepreneurs, public institutions, suppliers)

It gives the company freedom of initiative and opens the way to experimentation. It should be a showcase for the company’s values and culture. It is governed by three main principles:

- Social commitment is not limited to philanthropy
- The aim is to ensure that the company addresses issues that are relevant to its business and expertise.
- This applies to all companies, whatever their size, turnover, activities, etc.

WHAT DOES THE LAW SAY?

CSRD

Several CSRD ESRS standards in Europe require companies to report on their social commitment: workers in the value chain (ESRS S2), communities affected by the activity (ESRS S3), consumers and use of products or services (ESRS S4), business conduct (ESRS G1).

SPONSORSHIP

In the European Union, most Member States offer tax incentives to encourage companies to engage in financial sponsorship. However, the rules and benefits vary from country to country. In France, for example, companies can benefit from a tax reduction equal to 60% of the amount of donations made. Germany, Italy, Spain, Belgium and the Netherlands are other countries where donations are eligible for tax relief.

WHERE TO START?

- Make an inventory of all the company's existing commitments, often sponsorship for associations, but it can also be support for suppliers or skills sponsorship for a cause or an annual operation with the town hall, etc.
 - Classify these actions according to criteria: relevance to your business, involvement of your employees, concrete results obtained (number of beneficiaries, for example) and delete actions that do not meet these criteria.
- Communicate these actions internally and offer participation within a formalised framework
 - Value results
 - If you have not done anything, brainstorm with a group of employees about the causes that would be consistent with your business. These causes could also lie within your value chain.
 - Once you have identified these criteria, you can call on employees to propose actions, but you can also look for associations or stakeholders that correspond to what you want
 - Don't hesitate to use the many platforms that exist to encourage engagement (Day One, Vendredi...)

THEY DID IT

ACTIONS RESULTING FROM APPLICATIONS FOR THE SILMO 2023 CSR PRIZE

SPONSORSHIP

- 1.5% of turnover devoted to donations and sponsorship in 2022 (which is more than the 1% for the Planet) + skills sponsorship for several local associations – **OPAL DEMETZ**
- Creation of a grant to support local student projects and provision of products to local optics schools – **SI INTERNATIONAL**

INSERT

- Working with an ESAT for product labelling and packaging – **OPAL DEMETZ**
- Working with the Prison Employment Service to make spectacle cases – **FRIENDLY FRENCHY**

INVOLVEMENT OF EMPLOYEES

- Provision of one day of voluntary work per year for employees – **BOLLE BRANDS**

COMMITMENT TO NETWORKS

- Involvement in trade unions (local eyewear manufacturers' union, national union) – **MANUFACTURE DE LUNETTERIE THIERRY**
- Involvement in the Recycloptic association, which organises the recovery and recycling of glasses and aims to build a complete recycling chain (display lenses, used and broken glasses) – **VICTOIRE FAMILY EYES**