
CASI

Global Certification
body for CSR &
Sustainability

www.csrand sustainability.com

Integrating CSR & Sustainability within business models is an approach that creates long-term stakeholder value by appropriately optimizing opportunities across the economic, environmental and social bottom lines and ensuring sustainability in products, processes and policies.

A CASI Pro title holder is a certified professional with an expertise in Integrating CSR / Sustainability within business models.

"I would like to see people applying for a job.. to show in their cv.. that they are committed to social causes"

Michael Hastings : Global Head of Citizenship and diversity: KPMG |



Objective

The underlying objective behind the CASI Pro credential is to equip professionals with an advanced knowledge of CSR and sustainability. And to award them with a world class title recognized and coveted the world over.

CASI Philosophy

CASI is the global certification body for CSR & Sustainability & it promotes the causes through certifications, seminars and virtual presence through regional and student chapters. (Memberships to these regional and student chapters is free*)

- *“Corporates prefer CSR certified Employees” &*
- *“Stake Holders Reward Responsible Corporates”* (In terms of Sustainability, CSR Practices, Policies, Processes and Products)



The CASI CSR Pro

For Finance Professionals

- For Finance Professionals working for large & mid-sized corporates certifying CSR spend on the balance sheet

The Balance sheet contains details on the CSR spend and activities undertaken by your company. When you sign a balance sheet; you automatically agree to the CSR spend and the corresponding tax deductions.

We encourage

Finance Professionals

Impact Investors

Fund managers

Company Secretaries to enrol

Professionals like CA/ CFA/ Lawyers / CS with 5 to 10 years of experience will benefit from this program.



The CASI CSR Pro

For Human Resource Professionals

- For Human Resource Professionals responsible for CSR / employee engagement


One of the best ways to engage your employees is through An Employee CSR activity. Research suggests that such activities not only help retain but also are a great way to motivate your employees. As a Human Resource professional it is imperative that you get certified in CSR. The CASI Pro is Ideal due to the global recognition it carries.

“Employees who believe that management is concerned about them as a whole person— not just an employee—are more productive, more satisfied, more fulfilled. Satisfied employees mean satisfied customers, which leads to profitability

- Anne M. Mulcahy | Former CEO of Xerox |



The CASI Sustainability Pro

s aimed at Senior to middle management professionals from the following industries

- ✓ Manufacturing
- ✓ Engineering
- ✓ Supply Chain
- ✓ Warehousing
- ✓ Chemicals & Fertilizer
- ✓ Power
- ✓ Infrastructure
- ✓ Information technology
- ✓ Warehousing & Sourcing
- ✓ White & brown goods
- ✓ Automobile

✚ Professionals from above mentioned businesses – going forward – will be under constant pressure from all stake holders, environmentalists, activists & governments to cater to stringent norms year by year on



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all three fronts: Socio – Political, Economic and Ecological fronts: the CASI Pro prepares you.

- ✦ Fund managers, Impact investors and credit officers keen to understand impact of sustainability norms on investee companies are also encouraged to enrol.

The CASI Pro will help you understand implications of responsible investing and risks associated with lending to corporates who do not follow the principles of responsible investing

- ✦ If you work for European or American corporates, then chances are; your company is subject to “**Principles of Responsible Investing.**” It is imperative you enrol for the CASI Sustainability Pro.

“SUSTAINABILITY IS NOT AN OPTION BUT A
BUSINESS IMPERATIVE FOR US”
Infosys Sustainability report 2013 – 14



Make this Your Visiting Card:



- Use the Tittle CASI Global Pro
- Use the CASI Logo on your visiting cards & official letters.
- Subject Matter Expert Positioning



Program Details

- CASI Global Pro is a 9 month Program
- Batches begin: Jan | Apr | Jul | Oct **
- Admissions process: 90 days prior to batch
- Exam: Online exam Plus Thesis on CSR or Sustainability
- Cost: INR 35,000/- *

Format of Online Exam

100 questions

90 Minutes

Refer website for reading Material

Topics for the Thesis

The participant may opt for any one of the following topics for the thesis.

1. Any one the ten principles of United Nations Global Compact



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2. Any one of the nine principles of national voluntary guidelines: India
3. CSR or Sustainability processes and work undertaken at their own company, provided their company qualifies under the companies act to use 2% of the profits for CSR.
4. Combining CSR in a Business model: specific Industry to be targeted (any industry)
5. Combining Sustainability in Business Models (specific industry needs to be targeted: any industry can be opted for)

Thesis Format

30 to 50 pages, Including case studies supporting the principles from your country of origin

Plus Interviews of 1 senior working professional involved in CSR or sustainability:

Please note that this thesis is an open document and CASI reserves the rights to publish the same on its website or other communication material.



Honorary Office Bearer

A CASI Global Pro applicant is bestowed upon a honorary position at our regional chapter. He serves as a honorary general secretary / Officer depending on the current team in place.

This is a honorary position & does not entail any emoluments. It is a very prestigious role & enables the recipient to network with some of the finest minds in the world.

Over 250 CxO's are currently serving at CASI as Honorary Regional Directors / Officers.

Maintain Certifications

CASI credentials give you two distinct advantages

1. World Class Certification
2. A Coveted Title “ Global Pro”



This title has to be maintained.

The goal of the CASI Continuing Professional Education Policy is to ensure that all credential holders maintain an adequate level of current knowledge and proficiency in the field of CSR, Sustainability and accountability

After obtaining Associate, Student associate, Pro, Fellow or Trainer certifications, credential holders have an incentive to maintain these eminent titles. The following explains the benefits.

A primary benefit of holding a CASI certification is its requirement of credential holders to adhere to a program of continuing professional education. In this manner the organizations that they serve can be assured that CASI credential holders are:

1. Committed to the cause of sustainability & CSR, in whatever profession they serve



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2. Constantly engaged in professional development activities to maintain a high level of current knowledge and proficiency
3. Better prepared to perform their jobs efficiently and effectively
4. Bound by a code of professional ethics and conduct
5. Efficacy towards understanding & working towards causes leading to them being better citizens of the world.
6. Networked with some of the best minds from across the world

The Goal: why is maintenance required?

The goal of the CASI Continuing Professional Education Policy is to ensure that all credential holders maintain an adequate level of current knowledge and proficiency in the field of CSR, Sustainability and accountability

CASI credential holders who comply with the continuing professional education policy will be better equipped to manage, design, oversee and assess a corporate's business model sustainability and CSR activities. They will be



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able to ensure that the organizations business is integrated with sustainability on a continual basis.

The responsibility for setting the continuing professional education requirements rests with the CASI management. The Board oversees the continuing professional education process and requirements to ensure their applicability.

What is maintenance really all about?

The vision of CASI is to promote the knowledge of CSR, Sustainability and Accountability.

Maintenance requires spending a certain number of hours to reading, training, lecturing and application of this knowledge.

Certification Requirements

The CASI policy requires the attainment of a minimum number of training hours in addition to other requirements over an annual certification period. CASI credential holders must comply with the following requirements to retain certification:



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1. Attain and report an annual minimum of pre specified hours used towards promoting the goal of CASI. These hours are referred to as QPA & differ based on the qualification you opt for.
2. Submit annual maintenance fees
3. Submit required documentation of continuing education activities
4. Comply with CASI Code of Professional Ethics.
5. Credit for these continuing education hours may be used through the **following qualifying professional activities**
 - a. Activities that qualify for QPA (qualifying professional activities) QPA include staff & managerial training. This training must be directly applicable to the field of governance / CSR / Sustainability
 - b. To ensure that a proper balance of professional development is attained. QPA hours related to management skills must be relevant to CSR / Sustainability / Accountability or governance
 - c. In addition to training, the following categories of qualifying activities have been approved by the CASI management and are



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acceptable for QPA:

- i. CASI conferences, seminars, workshops, chapter programs and meetings and related activities.
 - ii. Please note that chapter programs and meetings may not always be reported to the CASI central monitoring team; please retain proof of attendance.
 - iii. Non-CASI professional education activities and meetings including in-house corporate training, university courses, conferences, seminars, workshops, and professional meetings and related activities
- d. Teaching/lecturing/presenting: These activities include the development and delivery of professional educational presentations and the development of self-study/distance education courses related to the field of CSR / sustainability
- e. Publication of articles, research reports, interviews and books: Submissions must appear in a formal publication or web site and a copy of the article or the web site address must be made available, if requested. For books and research papers: a copy of the transcript post publication must be available.
- f. Working on CASI Boards/Committees: These activities include active participation on a



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CASI board, committee, subcommittee, task force or active participation as an officer of an CASI chapter.

g. Mentoring & coaching new members: coaching prospective members: Activities include mentoring efforts directly related to coaching, reviewing or assisting with CASI exam preparation or providing career guidance through the credentialing process either at the organizational, chapter or individual level. The mentoring activity must be an activity supporting a specific person in preparation for their CASI exam or certification career decisions.

Note:

1. Each of the above mentioned activity earns the CASI credential holder a certain number of hour credits. This number may vary for different levels of CASI credential holders. Please refer the specific chart to understand your QPA requirements.
2. Failure to comply with these certification requirements will result in the revocation of an individual's CASI credential. In addition, as all certificates are owned by CASI, if revoked, the certificate must be returned immediately.

Annual maintenance fee

Renewal fees are applicable for renewal of your CASI certifications, depending on the certificate



opted for. Please check the site for details.
Please note that annual fees are subject to change without prior notice.

Your KRA as a CASI Pro

As a CASI Pro, there is a certain responsibility and accountability on you. It is imperative that you coach younger generations on concepts & applications of CSR and sustainability.

There is a specific KRA in place for every CASI Pro credential holder. (Announced yearly)

The following KRA is set as of now: *

1. Lectures: A credential holder has to conduct a minimum of 12 lectures per year at corporates or any education institute.
2. Writing white papers and Articles: A minimum of 1 article per year to be submitted to CASI or
3. Interviews: A minimum of 1 interview per year on CSR / Sustainability to be submitted.
4. Conferences / seminars: Optional




requirement, But essential to submit details if the credential holder has participated as a speaker on any sustainability / CSR seminar / conference.


Why KRA?

1. Continuous engagement
2. Continuous enhancement of knowledge
3. Sharing best practices
4. Promoting the cause of sustainability & CSR
5. Handholding corporates & professionals in the field of CSR & sustainability
6. Regular Networking

Ensures your journey
“From Knowledge to Behavioural Change”

 Over 90% of consumers in US say environment influences their day to day purchase decisions



 Over 26% actively seek such products

This will change the way you market, this will change the way you train, this will change the way you recruit!!!!

Why Chose CASI?

1. With a CASI qualification, you will join the apex institute for CSR & sustainability.
2. You will be able to use the CASI certification / Logo and be part of a truly global network.
3. This is not only a certification; but a thought process; a way of life.
4. At CASI you have the opportunity to join millions of like-minded professionals with varied business backgrounds.
5. As a CASI certified professional, you not only earn the respect of corporates and communities alike but also get priority on various fronts



including placements.

6. As a CASI certified professional, it is imperative that the worlds looks at you differently.

You bring a sustainability guarantee.

With millions of corporates struggling to build in sustainability within their business models, the CASI certified professional stands apart and is often looked upon to bring in CSR and sustainability angles with businesses and business models.

Why should a working professional (HR or NON HR) get a CASI credential?



The essence of strategy is choosing a unique and valuable position rooted in systems of activities that are much more difficult to match, with the final idea being ‘better and higher output for lower inputs’ Strategy is at the core of any corporate and is at the forefront of factors dramatically reshaping the economy. Strategic management is a fast-paced and intellectually stimulating career option that attracts some of the best and most ambitious minds. To operate at the cutting edge of this industry and stretch the boundaries of knowledge and practices in such a competitive environment demands professionals who are able to combine extensive field expertise, outstanding analytical & research skills with critical thinking.

Today sustainability and CSR are an integrated part of strategy.

Regardless of your function and area of expertise, CSR / Sustainability is at the core of



what you do. A CASI credential helps you establish this.

It's about how companies earn profits and not how they spend profits.

The CASI certification is a powerful differentiator.

With millions of students graduating every year from various business and other schools, the differentiator is a single question, “what else do you bring to the table? What skill sets do you have, which set you apart from others?”

Combine CSR / Sustainability with Business

There is simply no option.

More and more corporates are searching for the perfect cause to support. Identifying a cause is no longer easy. In the yesteryears corporates identified the cause which was closest to the heart of the promoters, or even



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the cause which was a fad. A few corporates identified causes which helped build a stronger and a better nation and a society.

Going forward, causes will no longer be identified and supported this way.

The right cause is one which your business model supports.

“CSR is not the way you spend your profits, but the way you earn it in the first place” is now the underlying philosophy adopted by all corporates globally.

Thus, an Increasing demand for employees with a certification in CSR and Sustainability

Combine Sustainability & CSR with Business Models

It's not the way you spend your profits: but how you earn it that describes your sustainability quotient!!



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The ability to combine business with sustainability is highly recognized by corporates; The CASI credential is the first step towards developing such ability.

Boost your earning Potential

While there are other candidates possibly with your experience and expertise, a CASI certification sets you apart.

Corporates are keen today to

1. Integrate their CSR & sustainability preferences with their core business models.
2. Have employees who can engage in CSR and societal welfare along with their regular jobs.
3. Given the 2% mandate from Indian government, corporates will scout for best available options and talent.

A CASI certification is the key.

“Every Product, Policy & Process of every Company, has to ensure it adheres to Sustainable Development Norms”



Management at CASI

CASI has a three tier system of management to ensure ethics, quality and continuation.

The Global Mentoring Board (GMB) is responsible for strategic decisions & cross country outreach program. Furthering the cause of CSR & Sustainability across borders; through Cross border Alliances & regional chapters is the KRA's. **30 countries are represented at the GMB.**

Regional chapters are managed by Honorary Regional Office Bearers. Promoting the dual causes of CSR & Sustainability through certifications, setting up free regional / student chapters and organizing and managing events is the KRA

The CASI Secretariat manages the day to day operations and coordination.



More about CASI

A CASI Students Chapter is a grass root level representation & collaboration towards promoting the cause of sustainability. Institutes / Colleges / Universities are encouraged to form a FREE student chapter headed by a faculty to promote the knowledge of CSR & sustainability. This gives corporates a chance to step on, display & further their commitment on CSR & sustainability. Such Student chapters are also an opportunity for corporates to discuss research on CSR / Sustainability with academicians.

A Regional Chapter is recognized by CASI as a virtual local constituent, with the objective to develop a platform & facilitate professionals to come together, meet, learn & interact on the theme of sustainability & CSR. A local chapter enables this, by organizing events and providing opportunities to its local community of



professionals for Volunteering, Networking, & Building Knowledge.

The primary goal of CASI:

To disseminate the knowledge of sustainability & CSR and to enable professionals from all walks of life to come together on a common platform: And is profoundly supported by local chapters.

Regional Chapters play a very important role and manages key stake holders including CASI credential holders, academia, industry and community at large.

Finally, it's all about empowering professionals with knowledge and skillsets to integrate sustainability within their business models.



“Corporations as well as B Schools should strive towards integrating CSR and Sustainability with their business strategies & Curriculum”



John Elkington, Originator of Triple Bottom Line concept

Why should I become a CASI certified credential holder?

Become better at your job

No matter what profession you are in or the business your company is in: sustainability is everyone's business. An affinity for sustainability in products, processes and policies will help garner customers and finally translate in to higher cents per dollar of profits.

Not only customers but every stake holder today is demanding that corporates and professionals have a business model intertwined with CSR and sustainability

Increase your value to your employer by expanding your skill sets



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A CASI credential is a proven way to expand your horizons. Such a credential is a guarantee of an additional skill set.

Add to that the great network support provided by the institute with free access to innovative ideas and blogging. And finally regional chapters which enable you to have a face to face interaction with local support groups, corporates and members.

Highlight your expertise by earning a professional credential

Our multiple certification programs enable you to showcase your expertise at various levels of the corporate hierarchy. Such credentials not only build your resume but also provide a constant assurance to your stakeholders that your company and department is striving in the right direction.

Position yourself in a global market

A CASI credential not only reflects positively on your candidature but also reflects the philosophy of your company. With governments and corporates across the globe



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striving for a focus on sustainability: a CASI certification helps you showcase yourself globally in line with share and stake holder expectations.

Moreover CASI's international certifications offer opportunities to learn more about business models, Sustainability actions & priorities, and best practices from around the world

Such a certification and continued up gradation gives you an insight in to demands of stakeholders and shareholders.

Position yourself for management opportunities

With CSR & sustainability becoming a key word in business, Corporates globally seek CSR certified employees. Corporates prefer CSR certified employees. A CASI credential helps your candidature.

What's in for you?

We at CASI, encourage you to undergo a formal study of CSR & sustainability. We are totally sold on the idea of every citizen having



an understanding of CSR and sustainability.

A formal credential in CSR / Sustainability would have the following advantages;

- Your Income Potential Is amplified
- A certification in Sustainability / CSR gives heightened opportunities for advancement
- The marketplace is in a state of evolution & demands a CSR certification for success
- Universal appeal and recognition for the concepts of CSR and sustainability
- The calibre of people you interact with whilst pursuing a Sustainability / CSR certification will be higher
- Building valuable network, friendships or partnership with like-minded professionals
- Opportunity to learn from other students
- Sustainability / CSR credential holders, often offer greater experience to prospective employers
- A CSR / Sustainability certification will definitely help tick every box for HR & employers eager to hire



The Indian Scenerio

C SR & Sustainability; How it affects you

1. CSR in India is a Twenty Thousand Crore per annum Kitty, hence corporates are keen to employ people with knowledge of CSR & Sustainability
2. Responsible Investing Principles (commitment to integrate ESG issues into investment decision-making and active ownership processes) is now equal to 915 investors representing \$25 trillion. (That's 10 to 12 times the size of Indian economy)
(Only companies with processes policies and products in line with sustainable development have access to these funds....)
3. The new Government rule of 2% for CSR has created a huge demand for trained / certified professionals within all streams: be it finance, HR or manufacturing
4. Manufacturing in India is highly affected by sustainability norms
(This has created a demand for manufacturing & supply chain professionals with an understanding and certification in sustainability)
5. Over a million new jobs will be created due to effects / norms of CSR & Sustainability



CASI Placement cell

Corporates are keen to hire CSR certified employees. Be they at a management trainee level or at a director on the board level. Professionals who have a understanding of sustainable products and manufacturing would always be in demand.

Further the ability to intertwine sustainability in the business strategy is rare and in demand. One of the best option for corporates in to reach out to CASI certified professionals.

CASI certified academic leads, fellows and members have their brief curriculum vitae on the site. This is an excellent medium for corporates, placement agencies and think tanks to reach out to our credential holders.

In order to facilitate the recruitments and assist corporates, CASI has a placement cell.



Message from the CASI Secretariat

Dear Candidate,

We at CASI: The CSR and Sustainability Institute are dedicated to promoting the dual causes of CSR and Sustainability through certifications, events and a strong global network. We invite you to be a part of this network...this movement.

CSR and Sustainability have gained prominence in the last decade and now are a part of most corporates across processes, policies and products. With more and more corporates trying to imbibe sustainable process within their products and business models, stake holders are rewarding them with higher PE ratios on the bourses and governments are supporting CSR and Sustainability policies.

While corporates like Pepsi generate more potable water than they use in making aerated drinks, FMCG giants like HLL are teaching hygiene under CSR, benefitting the country and selling more soap do to this exercise. Moot point: every government, every corporate, every stake holder is taking notice and working towards a sustainable future. Even the Government of India has directed that 2 percent be contributed towards CSR.

Our Core Beliefs are

“Corporates prefer CSR certified employees”

“Stake holders Reward Corporates pursuing Sustainable Development”

A changing world order...towards CSR & Sustainability

To be effective in the work place, employees across grades need to understand how tactical decisions will impact the sustainability of the environment, stake holders and the country.

With most corporates having their sustainability & CSR strategy linked to their business models, even simple operating decisions can have an adverse impact on either one of them.

Skill sets, corporates require...



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The skill sets required by corporates for employment have changed drastically in the last decade. Skill sets required of students for entry level jobs and post graduate level studies are changing by the day with more and more emphasis on the ability to understand corporate strategy and the ability to integrate own action with in line with corporate strategy.

Why CASI?

CASI: the Certification body for CSR & Sustainability: the first & only such credential

Government rule of 2% to CSR makes it imperative for every corporate and corporate employee

Regional Chapters – Face to face networking events

Student Chapters – Free Regular Plus membership to students

Placement Assist – Free assistance by CASI

Regional Directors – Senior Management Practitioners serving as Regional Directors

Academic Lead Certification for Professors and Academicians (sponsored)

We would like to encourage you to get involved with our student chapters, regional chapters and network with senior management practitioners. We have over 100 regional directors / general secretaries committed to the cause and serving on a honorary basis.

If you represent a corporate or a university, please speak to the secretariat to organize a lecture on business models and how corporates imbibe sustainability within business processes, policies and models.

I further encourage you to review our website, meet our regional directors and general secretaries and take advantage of our exceptional learning opportunities.

Best Regards

CASI Secretariat | secretariat@csrandsustainability.com



The CASI Philosophy

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