



Commercial companies – Improving your CSR profile?

Few companies can ignore the expansion of factors that make up the bottom line. No longer are financial values the only concern and Corporate Social Responsibility (CSR) is an important ingredient to success. So much so that some companies are moving to a 'Triple Bottom Line' composed of Financial, Social and Environmental factors. But what has that to do with IT?

Selling or bidding for new business is no longer just about the traditional elements of price, product and quality. Large companies, ['The Third Sector'](#) and public organizations expect their suppliers to demonstrate good social responsibility and have socially responsible policies.

Social responsibility has a number of facets including how the company benefits the community, and the efforts made by the company to minimize any negative impact they have on the environment.

So what has Social Enterprise IT and your company's IT operation have to do with CSR?

We can help your company in a number of ways.

- Procurement of IT equipment. Careful choice of IT equipment can reduce your carbon footprint dramatically without sacrificing performance or value for money. seIT can help your company choose power efficient equipment that in some cases can reduce power consumption to less than 10% of current values. A double win scenario by reducing running costs and your company can demonstrate a positive social policy to carbon emissions.
- Further if equipment is purchased through seIT, not only will you get great deals and guidance on the best equipment, but we also your offset carbon emissions by planting trees. In some cases these make your desktop IT electricity usage carbon neutral, a great CSR selling point. seIT works in partnership with the Moor Trees Trust to plant trees on your behalf in this country.
- Since Jan 2007, businesses must dispose of computer equipment in adherence to the WEEE directives. This demands special handing and disposal through certified organizations. At seIT we can take over that task and ensure proper disposal. We can also certify any data on hard disks are destroyed and that the disposal meets WEEE requirements.

Your spend with us directly benefits the community

As a result of buying services and product through Social Enterprise IT your company is supporting the community through spending money with a company with social objectives. Social Enterprise IT is a not for profit organization and any surpluses made

are plowed back into projects to benefit the community. As a regulated Community Interest Company you can be sure your custom with us is supporting the community.

What does that mean in practice?

- seIT has already been able to supply £800 worth of free work to the Arts gateway in Milton Keynes .
- In partnership with Women and Work, seIT has supplied hundreds of pounds worth of free database training to unemployed people.
- It has enabled us to provide low cost services and solutions to charities such as Age Concern.

In summary, through working with seIT we can help you win new business by improving and helping you demonstrate good Corporate Social Responsibility.

Let us help you to help the planet.

[Social Enterprise IT CIC Ltd](#)

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