



CSR DEVELOPMENT

2015 CphBusiness - Project 1
Website

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INTRODUCTION

Corporate social responsibility (CSR), also called corporate conscience, corporate citizenship or responsible business, is a form of corporate self-regulation integrated into a business model. CSR is about how companies manage their business processes to produce an overall positive effect on society.

This project focused on development of a website prototype for a company, and to communicate the company's CSR campaign.

Areas worked on:

- Analysis of the chosen company
- Definition of CSR strategy
- Presentation of CSR- initiatives
- Optimisation of the website for search engines (SEO)

Concept development

We considered different charities/causes, including the environment, homelessness and refugees. After that, we looked for a company that would fit the selected cause.

We faced the challenge of finding a company that did not already have a CSR. We considered many different possibilities, such as: Research fund for Volkswagen, Nemlig.com supporting the refugees, etc.

The final idea

Our final decision was to create a website for Nemlig.com and focus on their partnership with FødevarerBanken, because they do not promote this partnership on their existing website. Additionally, we have added the option that their customers can "round up" to the nearest round number, allowing the extra money to be donated to FødevarerBanken.

Furthermore, to be more environmentally friendly, we propose that Nemlig.com switch to electric vans versus petrol/diesel vans, and also replace their carrier bags for recyclable plastic bags.

PLANNING

When we had discussed the details of our concept, we went on to plan the project and started with a Gantt chart (click [here](#)) to have a better overview of the different tasks of the project, and from that we made a Work Breakdown Structure, WBS, to delegate the tasks. (click [here](#))

RESEARCH

The Company

Nemlig.com opened August 25, 2010 and today they are the largest online supermarket in Denmark.

They have more than 7,300 products on the shelves, including: more than 1.000 organic products, discount goods-price matched against Netto, large selection of quality brands, and many good offers every week.

In short, they created a 100% flexible supermarket that makes things easier for the customers.

Minimum order is 400 Kr with delivery from only 4 Kr. Delivery between 8-22, 365 days a year.

The Partner

FødevarerBanken.dk is a non-profit, non-political association, that since 2009, has received surplus food from food manufacturers, agriculture, supermarkets and wholesalers and distributed it among organizations working for and with society socially vulnerable - including children, ailing women and men, homeless people, drug addicts and the mentally ill.

The association has emerged in response to two social problems:

Food Waste - Every day there are huge quantities of food thrown away from both the public and private sectors.

Food poverty - There are larger groups of socially vulnerable, who experience both hunger and poor nutrition.

The Health protection branch has estimated that approximately 2.200 deaths occur every year related to the inadequate intake of fruits and vegetables.

FødevareBanken.dk creates on the whole value of the whole society. When the food bank will receive 1 Kr, the most conservative calculation shows it creates community value of 1,30 kroner. Making it equivalent to a social rate of return of 30 per cent.

The value for society is:

Based on the Health Protection Agency figures, the food bank helps potentially 566 people to get the recommended daily amount of dark bread, 757 people to get the recommended daily amount of fruit and vegetables, as well as 124 people to get the recommended daily intake of fish. The effect of this is potentially fewer deaths caused by too little fruit and vegetables, cardiovascular disease and cardiac death. Reduction in CO2 emissions by 782 ton CO2 equivalents, due to the reduction of food waste.

The electric vans

Switching from traditional to electric or plug-in hybrid vehicles.

The Transportation sector in Denmark produces significant amounts of air pollution. Vehicle use produces five key regulated air pollutants: (Nitric Oxide & Nitrogen Dioxide (NOx), Carbon Monoxide (CO), Sulfur Dioxide (SO2), Volatile Organic Compounds (VOCs), Particulate Matter (PM).

NOx and hydrocarbons combine to form ground-level ozone, which damage lungs and increase the vulnerability of plant life to disease. CO causes cardiovascular damage, and SO2 leads to acid rain. PM can contribute to lung cancer and respiratory problems at any ambient concentration. The World Health Organization estimates that it leads to 100,000 deaths per year in Europe.

Nemlig's CSR programme includes switching to electric or plug-in hybrid vehicles. A conventional gas vehicle emits 260 grams of CO2 per km. A plug in hybrid electric vehicle emits 72-145 grams of CO2 per

km, and a fully electrical vehicle emits less than 72 grams of CO2.

These modifications will not only help the environment, but plug-in cars offer a number of potential savings compared to conventional vehicles. A full charge will cost around 19 to 29 Kr and will give a typical range of 100 kilometers. Driving 100 km in a petrol or diesel car will cost around 60Kr to 130Kr in fuel. That is around six times the cost of the electric car. Service costs and maintenance costs will be potentially lower, due to fewer mechanical components than conventional vehicle.

Paper vs Plastic

Paper Bags are considered to be a better alternative than plastic; however, paper bags have negative impacts on the environment. The American Forest and Paper Association stated that "in 1999, the US alone used 10 billion paper grocery bags," which translates to the destruction of many trees. Both compostable and paper bags require more material per bag in the manufacturing process, meaning greater consumption of raw materials and greater energy and fuel use in the manufacturing and transport.

Plastic bags outperform paper bags environmentally – on resource use, on manufacturing, on reuse, and on solid waste volume and generation. One should keep in mind; however, that effectiveness depends on the type of bag that is reused. Numerous life cycle assessments demonstrate that conventional plastic bags are better for the environment than paper bags.

Homelessness

A new report from the national welfare research centre, SFi has revealed an increase in the number of homeless people in Denmark. The report showed there are 6,138 homeless people in Denmark, which is 318 more than two years ago.

Food products in total	423 ton
Total meals	1.006.736
Familie's food waste	4027 families

ANALYSIS

Stakeholders

Internal: Employees, Manager, Owner.

External: Customers, Communities, Suppliers and Partners, Creditors, The Government, Society.

Click to see **SWOT & TOWS**

SEO

To optimise the SEO of the website we had to consider the keywords in the text on the page, the name of photos and the description text. It would also be optimised further by other websites linking to our page and it is also important that the website is mobile friendly.

As we chose to make our website in wix.com, we were restricted to only use the SEO recommendations of Wix and we were not able to add our own code.

The title of the website is; *Nemlig.com - Our Mission*

The description which would show up on Google is; *Nemlig.com is collaborating with FødevarerBanken.dk to help the homeless and so-*

cially vulnerable people in Denmark. Nemlig.com - Our Mission.

Wix suggested to add the title/search phrase to the description, so we added "*Nemlig.com - Our Mission*" at the end.

We have one Headline (H1) which is "Our Mission". This is also a word in the title and description, so it should help make the site more SEO friendly.

We have added the search phrase "Nemlig.com - Our Mission" to the images on the website and the text contains keywords that are relevant to the site content. Searchers will find what they are looking for when they search using these keywords.

Some of the keywords we have been especially aware of adding are: FødevarerBanken, Environment, Homeless and Recycling.

DESIGN BRIEF

The layout and feel of the website is made to match Intervare.dk which is the parent company of Nemlig.com. We have used the colours of Nemlig.com and the icon style of Intervare.dk. The text is structured in columns, with pictograms that visually summarize the content.

Overall, the website is clean and simple, in order to emphasize the most important aspects of the CSR.

Fonts

Nemlig.com uses Arial, so we decided to keep the same font. The overall treatment of the curves is softer and fuller than in most industrial-style sans serif faces. Terminal strokes are cut on the diagonal which helps to give the face a less mechanical appearance.

For our headlines we chose the Sans Serif font Lulo Clean in bold as it is modern and simple and fits well for headlines.

We have chosen to set a larger leading to make the text easier to read. Text is divided into columns, left aligned.

Colours

We have chosen the same orange and green used on Nemlig.com's website. The orange brings spontaneity and a positive outlook on life, keeping us motivated to look on the bright side of life, which links with the the Corporate Social Responsibility.

Green promotes a love of nature and it is the colour of rebirth. Nemlig.com, in partnership with FødevareBanken, are helping people to start over. Green is representative of an environmentally friendly company. .

Colour codes:

Orange #ff6e1a

Green #5bb43c

Images

We chose an image of nature for our header, as it signals nature and ties in with the environmental part of our CSR plan.

Icons

We made the icons to look consistent with Intervare.dk. They are simple black outline icons with a touch of the colours from Nemlig.com.

See **Design Elements**

Sources:

www.foedevarebanken.dk/

<http://www.worldwatch.org/node/579>

http://www.afdc.energy.gov/fuels/electricity_benefits.html






























<http://www.isfoundation.com/campaign/environment-fight-club-plastic-bags-vs-paper-bags-vs-reusable-bags-round-4#sthash.AjEjwjI9.dpuf>

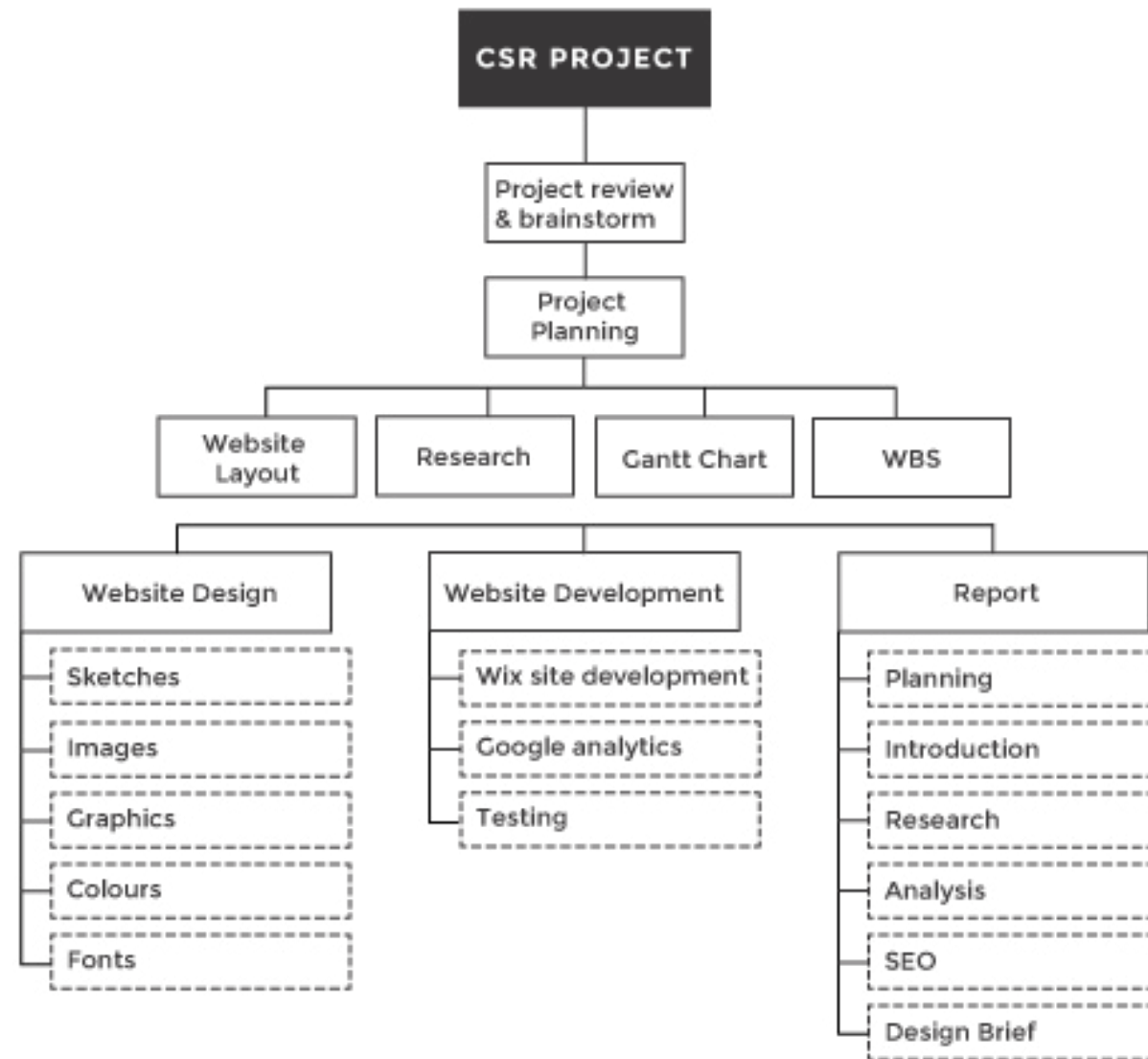
<http://publications.environment-agency.gov.uk/PDF/SCHO0711BUAN-E-E.pdf>

http://www.sfi.dk/the_danish_national_centre_for_social_research-2631.aspx

APPENDIX

Gantt Chart

		Name	Duration	Start	Finish	Predecessors	Resources
1		 Report	8.21d?	02/02/2016	12/02/2016		
2		 Introduction	0.21d	12/02/2016	12/02/2016		
3		Concept Development	1.67h	12/02/2016	12/02/2016		Cecily,Catherine,Fabiana
4		Final Idea/Concept	1h	12/02/2016	12/02/2016		Cecily,Catherine,Fabiana
5		 Planning	0.13d	05/02/2016	05/02/2016		
6		Gantt Chart	1h	05/02/2016	05/02/2016		Cecily
7		WBS	1h	05/02/2016	05/02/2016		Cecily
8		 Research	1d?	02/02/2016	02/02/2016		Catherine,Alexandru,Fabiana
9		The Company - Nemlig.com	0.67h	02/02/2016	02/02/2016		Cecily,Catherine,Fabiana
10		The Partner - FødevareBanken.dk	1h	02/02/2016	02/02/2016		Cecily,Catherine,Fabiana
11		The Environment - Electric vans & Recycle bags	1h	02/02/2016	02/02/2016		Cecily,Catherine,Fabiana
12		Homeless	1h	02/02/2016	02/02/2016		Catherine
13		 Analysis	0.13d	09/02/2016	09/02/2016		Catherine
14		SWOT	1h	09/02/2016	09/02/2016		Fabiana
15		TOWS	1h	09/02/2016	09/02/2016		Fabiana
16		Stakeholders	1h	09/02/2016	09/02/2016		Alexandru
17		SEO	1h	02/02/2016	02/02/2016		Cecily
18		 Design Brief (written)	0.5d	02/02/2016	02/02/2016		
19		Fonts	1h	02/02/2016	02/02/2016		Cecily,Catherine,Alexandru,Fabiana
20		Colours	1h	02/02/2016	02/02/2016		Cecily,Catherine,Alexandru,Fabiana
21		Images	4h	02/02/2016	02/02/2016		Cecily
22		Graphics	1h	02/02/2016	02/02/2016		Cecily
23		 Website	7.38d	09/02/2016	18/02/2016		
24		Layout	5h	09/02/2016	09/02/2016		Cecily
25		Icons for website	5h	12/02/2016	12/02/2016		Cecily,Mehvish
26		Text for website	3h	18/02/2016	18/02/2016		Cecily,Catherine
27		Report layout (InDesign)	3h	19/02/2016	19/02/2016		Cecily

WBS

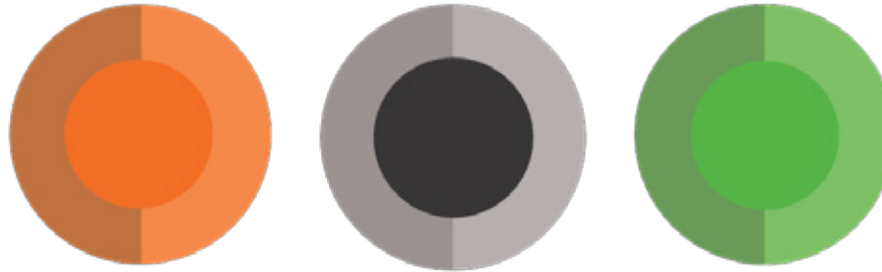
SWOT

INTERNAL FACTORS	
STRENGTHS	WEAKNESS
<ul style="list-style-type: none"> • Unique concept – a “Supermarket for all”, tailored to the customer’s personal requirements and lifestyle. • Cost advantages - lower costs lead to higher profits. • Innovative culture - unique products and services that meet customer’s needs. A large selection of the best specialty food stores. • Size Advantages - the larger Nemlig gets, the more resources they have to pursue new markets and defend themselves against rivals. • Technology - superior technology allows to better meet the needs of customers in ways that competitors can’t imitate. • 24/7 business – allows Nemlig to be accessible; customers are able to place their orders at any time of the day. 	<ul style="list-style-type: none"> • New concept - takes time to be established. • Minimum purchase of Kr. 400.
EXTERNAL FACTORS	
OPPORTUNITIES	THREATS
<ul style="list-style-type: none"> • Expanding as a vegetable and fruit supplier for companies and restaurants in DK. • Innovation - greater innovation can help Nemlig to produce unique products and services that meet customer’s needs. • New services - new services can expand the business and diversify customer base. • New technology - improved products and services. 	<ul style="list-style-type: none"> • Emergence of new competitors, market attractiveness - competition is rife in the grocery market. • Substitute Products - The availability of substitute products hurts Nemlig’s ability to raise prices, because customers can easily switch to another product or service. • Concerns about online services - fraudulent use financial data and privacy issues or identity fraud.

TOWS Analysis

			EXTERNAL OPPORTUNITIES (O)	EXTERNAL THREATS (T)
			1 - Expanding as a vegetable and fruit supplier for companies and restaurants in DK. 2 - Innovation - greater innovations can help Nemlig to produce unique products and services that meet customer's needs. 3 - New services - new services can expand the business and diversify customer base. 4 - New technology - improved products and services.	1 - Emergence of new competitors, market attractiveness. 2 - Substitute Products - The availability of substitute products hurts Nemlig's ability to raise prices, because customers can easily switch to another product or service. 3 - Concerns about online services - fraudulent use financial data and privacy issues or identity fraud.
INTERNAL STRENGTHS (S)	(SO) "MAXI-MAXI" STRATEGY	(ST) "MAXI-MINI" STRATEGY		
1 - Unique concept – a “Supermarket for all”, tailored to the customer's personal requirements and lifestyle. 2 - Cost advantages - lower costs lead to higher profits. 3 - Innovative culture - unique products and services that meet customer's needs. 4 - Size Advantages - the larger Nemlig gets, the more resources they have to pursue new markets and defend themselves against rivals. 5 - Technology - superior technology allows to better meet the needs of customers in ways that competitors can't imitate. 6 - 24/7 Business – allows Nemlig to be accessible; customers are able to place their orders at any time of the day.	- Use current strength to increase and pursue new markets. S1/O1 - Low cost leader can undercut rivals on price. S2/O2 - Customise services for new lifestyle requirements. S1/ S3/ O2 - New services can expand the business and diversify customer base. S6/ O1 - Technology also builds competitive barriers against rivals. S5/ O4	- Use current strength in order not lose existing base. S1/T1 - Initiate concept, add value to existent products, services and brand. S3/ S4/ S6/ T2 - Technology also builds competitive barriers against rivals. S5/ T3		
INTERNAL WEAKNESSES (W)	(WO) "MINI-MAXI" STRATEGY	(WT) "MINI-MINI" STRATEGY		
1 - New concept - takes time to be established. 2 - Minimum purchase of Kr. 400.	Social media marketing. W1/ O2 / O3 /O4 Advertising - through media channels and partners. W1/ O1/ O2/ O3/ O4	Competition is rife in the grocery market, monitor competitors. W1/ W2/ T1 Advertise and create the need to justify prices. W1/ W2/ T3 Use technology and customer services to establish credibility with your customers. W1/ T3		

Design Elements



Arial

ABCDEFGHIJKLMN
OPQRSTUVWXYZ

abcdefghijklmn
opqrstuvwxyz

The quick brown fox jumps over the lazy dog

LULO CLEAN

**ABCDEFGHIJKLMN
OPQRSTUVWXYZ**

THE QUICK BROWN FOX JUMPS OVER THE LAZY DOG

