

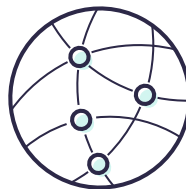
Corporate Digital Responsibility (CDR)

What is CDR?

Corporate Digital Responsibility (CDR) provides guidelines for navigating the current digital landscape, which is often complex and constantly evolving. It offers companies many opportunities for committing to a responsible approach to challenges posed by the digital landscape, particularly with regards to sustainable and ethical digital development. It offers companies clear advantages, allowing them to stand out in the digital world and make a positive contribution to society, moving towards greater social justice.

There are four axes to CDR:

- Economic responsibility
- Technological responsibility
- Environmental responsibility
- Social responsibility



Implementing a CDR approach

- **Helps** prevent cyber risks by anticipating potential threats.
- **Supports** technological governance in the company and more efficient information through better control of data and tools.
- **Contributes** to responding to major social challenges, such as employability and sustainability.
- **Strengthens** trust between the company, its partners and customers.

« CDR is an opportunity for companies to continuously improve their digital maturity and internal dialogue, whatever the starting point, to better understand the digital transition in a responsible, sustainable way. »

Jean-Henry Morin, Associate Professor of Information Systems and Services at the University of Geneva



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Learn more

Economic responsibility: CDR for competitiveness and innovation

The foundations of CDR



- Preventing cyber risks and protecting data.
- Reducing the environmental footprint of digital technology.
- Complying with data processing and protection regulations.
- Assessing the impact of new technologies on society, well-being and employment.
- Taking into account the ethical dimensions of business models.
- Adopting transparent digital practices.
- Establishing a digital responsibility charter.
- Adopting new technologies to participate in economic growth.

The benefits of CDR



- Aligning company values with those of customers and suppliers.
- Increased popularity and improved image.
- Business continuity through preparing to deal with incidents properly.
- Increased productivity.
- Increased efficiency.
- Sustainable (economic) activity.
- Innovating and consolidating your business model.
- Strengthening the bond of trust between the company, its teams, customers and partners.
- Developing the company's digital expertise.
- Risk reduction (legal, industrial, economic, image).
- Standing out from the competition.
- Acquiring new market shares.

Technology *Responsibility*
Digital restraint **Governance** **Sustainability**
Information society **Digital** *Employability*
Artificial Intelligence *Digital transition*
Cyber risk **Data**

Technological responsibility: proactively managing cyber risk and data protection

The digital transition, through digital technologies and data mining, leads to new business models being developed, but it can also pose new risks for companies.

The degree of trust that customers and partners place in companies is closely linked to measures implemented to anticipate and manage cyber risks.

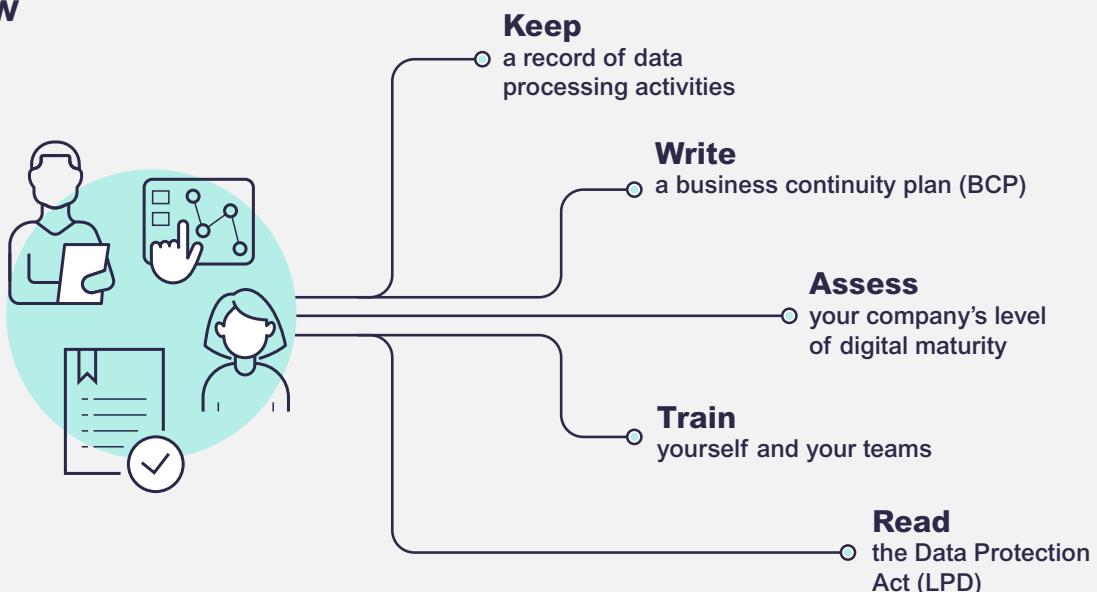
By being proactive and anticipating potential risks, the company can minimise operational disruptions, ensure business continuity and avoid potential financial and legal sanctions.

Adopt a responsible approach



- Ensure that data belonging to the company, customers and all partners is protected and kept confidential, in compliance with legal requirements.
- Introduce cyber security solutions to protect the company and all its customers and partners.
- Strengthen your security levels by drawing up continuity plans, establishing clear and transparent data protection protocols, and training your employees in best practices.

Best practices to follow

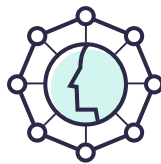


Environmental responsibility: digital sustainability for businesses

The use and production of digital technologies has a very real environmental cost. In 2019, this amounted to 15.6% of global electricity consumption and 4% of greenhouse gas emissions (**Green IT**).

According to a **study by the Ethos Foundation**, the growth in the use of connected devices, communication networks and artificial intelligence algorithms based on the mining of massive data-sets will result in an exponential increase in the digital environmental footprint over the coming years.

Adopt a responsible approach



- Before purchasing equipment or subscribing to an online service, ask yourself what it will bring to the company and whether it's really needed.

- Leverage digital technologies to optimise the way you manage resources, flows and logistics processes.
- Follow practices around responsible purchasing, resource pooling and renewal policies, aimed at making the most of your equipment's hardware and software capabilities, extending their lifespan and favouring recycling and reconditioning.
- Develop a company culture of continued learning to promote the optimal use of digital tools and skill building.
- Do not minimise your environmental impact and energy consumption, particularly linked to online storage (the cloud) and the use of online services and platforms.

Best practices to follow



Extend

the life of your digital equipment

Favour

sustainable, repaired or reconditioned purchases

Pool

your resources and share the use of your equipment

Include

environmental clauses when choosing a service provider

Recycle

electronic waste using the appropriate channels

Social responsibility: the impact of new technologies on the world of work

The rapid evolution of technologies and advances in IT, particularly artificial intelligence, are transforming jobs and businesses.

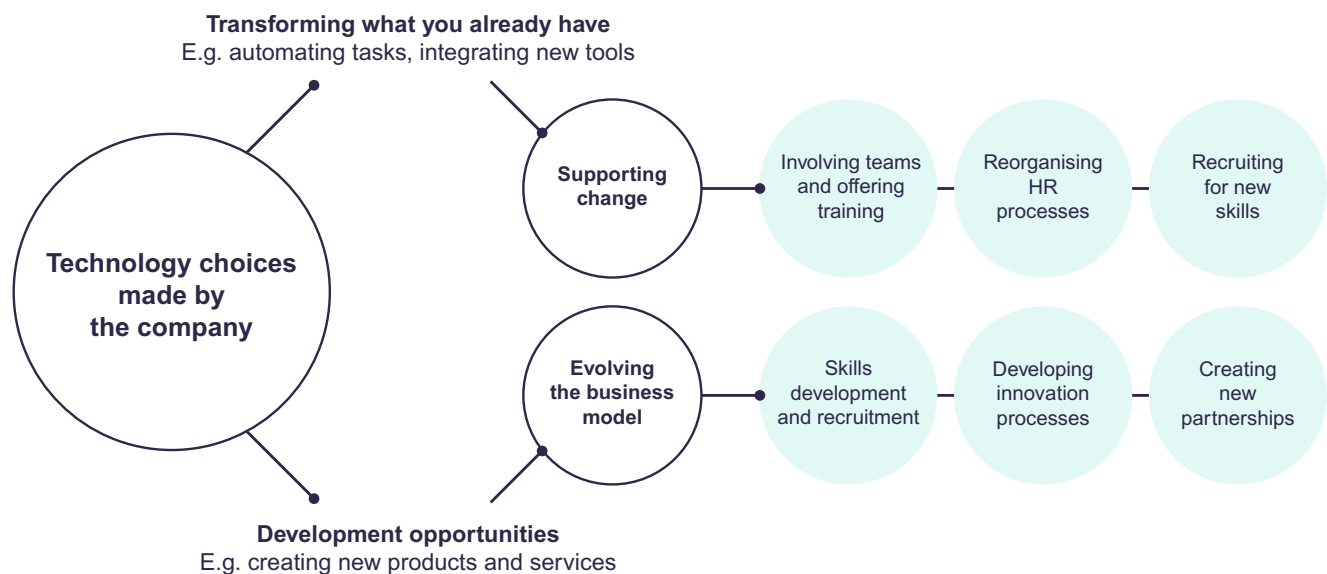
Technology choices have significant repercussions for employees, as well as customers, company partners and, more broadly, society as a whole.

- Transforming current ways of working
- Automating processes and tasks
- Seeking different skills

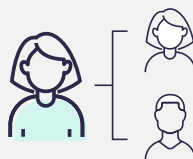
Employability

Employers have a key role to play in anticipating which skills will be needed in the future and enabling teams to train up.

Find out more : employabilite.ge.ch



Best practices to follow



Train yourself and your teams



Draw up a CDR charter for your company



Consult teams to understand their needs

Drawing up a digital responsibility charter

A digital responsibility charter specific to your company is an excellent way of demonstrating your values and bringing your teams together. This document can be in a form that suits you (paper document, PDF, poster, illustrated charter, etc.). It lists the best digital practices that you and your teams have decided to apply in your work environment on a daily basis, reflecting your values and ethics.

The charter can be revised each year. Please note, a charter is different to a corporate digital strategy: it should be developed collectively and state commitments that all company employees can apply on a daily basis. It will therefore identify principles and best practices that are applicable to and approved by everyone.

1 Take stock of the situation



Where does your company sit in the digital transition? If necessary, learn about this concept and assess your company's maturity level.

[State of Geneva – Working document to take stock of your company's level of digitisation](#)

[State of Geneva – Digital Observatory – Self-assessment tool for SMEs](#)

Introduce the theme by meeting with your teams to talk about their relationship with digital technology in the company, as well as their needs and suggestions.

[State of Geneva – Model questionnaire on company digital practices – Working document](#)

2 Lay the foundations



Do you know the principles of CDR? Are your teams aware of them? Train yourself and your teams according to need..

[State of Geneva – Online training to understand CDR](#)

[State of Geneva & HEG – A day of continued learning in digital corporate responsibility](#)

Organise a session to introduce your vision, explain why you feel it is important to work on this charter and its benefits for the company. Specify means and objectives

Ensuring sustainable development

CDR contributes to a corporate culture where the use of IT and services among employees is harmonised, supporting the company's growth in the long term.

Drawing up a digital responsibility charter

3 Define your commitments



If necessary, divide your teams into work groups and give each one a different theme, with the task of making suggestions on company goals, along with the best practices to put in place to achieve these goals.

Theme 1

Economic responsibility

Organise one or more group sessions to learn about the suggestions from the different work groups. Together, identify and define the company's common values and endorse best practices that will make the company's CDR commitments a tangible reality.

Theme 2

Technological responsibility

List the best practices that can be implemented, aimed at reducing risks and increasing levels of trust in the company internally and externally.

[!\[\]\(274fd520e03b61c1b9ffc861754cacdc_img.jpg\) PPDT info sheet - Data security - Legal and practical aspects](#)

[!\[\]\(f219cfc00b8db0cd1a81ae1fc9afaf28_img.jpg\) State of geneva - Training](#)

Theme 3

Environmental responsibility

List best practices that can be put in place to reduce the environmental impact of the company's digital resources.

[!\[\]\(8aa05b4b06c05d58ddd90cdbf335b307_img.jpg\) FUN MOOC - Environmental impacts of digital technology - Online course](#)

Theme 4

Social responsibility

List best practices that can be put in place to improve working conditions, as well as inclusion and respect for people..

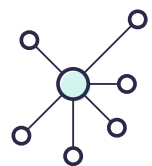
[!\[\]\(488d36215f31304317ffb20d512ebb61_img.jpg\) Centre NTE - Demand for digital skills in Swiss labour markets](#)

4 Make it official



Apply a style guide to your charter and publish it in a format fit for your purposes (internal and/or external communication, publishing online, poster, etc.).

5 Share it



Use your charter as a means of communicating with your teams, customers and partners. Spread awareness of the charter and communicate any updates and developments that may follow.