



CSR – Sustainable development

AFNOR Éditions publishes *ISO 26000 in the digital age*.

Towards sustainable co-development within everyone's reach!

What is the point of structuring your activity, your *business model*, its organization, around a CSR approach? Why do companies engaged in this path cope better with crises and develop sustainably? How can we co-build human and digital solutions to bounce back in the post-Covid-19 era?... So many questions to which the author provides all the clear and operational answers.

In this work, Corinne Coulet-Demaizière offers insight into the methodology described by the ISO 26000 standard. She gives the keys and tools to appropriate and “customize” this normative framework within the reach of everyone and all organizations. , private sector as well as public or even associative...

Through numerous testimonies and examples, the author guides leaders, micro-entrepreneurs, managers, employees, civil service agents, etc. who wish to deploy an identity-based DD-RSE approach, carrying values and sense.

Based on its expertise in the ISO 26000 standard, labels and other tools that draw inspiration from it or serve it, feedback and sharing of good practices, it offers a snapshot of the possibilities available to everyone to activate “responsible” performance levers. Levers of positive impacts for overall success, both financial and extra-financial, of your activity, your company, your community, your business, your association...

Enough to surprise, even reassure, many of those who already do CSR... without knowing it! And reinforce economic actors already openly engaged in an authentic DD-CSR approach.

The author

Consultant-Trainer, project facilitator, in the field of sustainable development and Corporate Social Responsibility (CSR), Corinne Couillet-Demaizière works with structures of all sizes and in all sectors of activity. A graduate of the IEP (Sciences Po 1985), journalist for more than twenty years, she today supports business creators, managers of VSEs and SMEs, agents and elected officials of local authorities, collaborators and volunteers of associations, craftsmen and traders... in the design and structuring of their DD-CSR approach, the organization of information and dialogue with their internal and external stakeholders. She is the author of two works. *Beyond ecology – Sustainable development* (2010) and *ISO 26000 in action – Results and feedback* (2012), published by Afnor Éditions

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