

EXAMPLES OF ORGANIZATIONAL GOAL-RELATED INDICATORS | GUIDE



Critical success factors	Employee Increase internal CSR knowledge	Communication Increase sustainable brand & customer awareness	Sales Increase revenue from green product line
Input KPI	- Time spent by team members to build and implement internal CSR campaign - Costs for CSR campaign material (workshops, flyers, video etc.)	Costs for developing and implementing brand campaign	Costs for producing green product line (e.g getting certified)
Process KPI	Attendance rate of CSR workshops by employees	Exposure of sustainable brand campaign in various communication channels	Time to process invoices & orders for new product line
Output KPI	No. of employees who know about CSR initiatives	Nr. of customers who associate company with sustainability	Increase in revenue from green product line
Outcome KPI	Greater employee satisfaction & retention after knowing what the company is doing in terms of CSR	- Brand awareness - Greater customer retention & loyalty after knowing what the company is doing in terms of CSR	- Market share - Customer satisfaction & retention - Brand awareness

