



PERSEUS
STRATEGIES

**CORPORATE
SOCIAL
RESPONSIBILITY**



WHAT IS CSR?

Corporate Social Responsibility (CSR) is a business practice that helps companies manage their social and environmental impact by integrating respect for internationally-recognized human rights, labor rights, and environmental sustainability standards into company management decisions and core operations.

Increasingly, CSR is required by law and by society at large. The United Nations Guiding Principles on Business and Human Rights, adopted by the UN Human Rights Council, will increasingly be embedded in state, national, and international legislative and regulatory frameworks. The sophisticated company will therefore take appropriate measures to get ahead of the legal curve. Moreover, most companies have already begun to embrace CSR to maintain their “social license to operate” with their various stakeholders.

WHY IS CSR IMPORTANT?

CSR HELPS COMPANIES:

-  Maintain Reputation and Brand Image
-  Comply with Government Law, Rules, and Regulations
-  Recruit and Retain Employees
-  Manage Risk
-  Maintain Consumer Loyalty
-  Gain Competitive Advantage
-  Save Money
-  Address Outside NGO and Community Concern
-  Create Value for Society

Whether your company is new to CSR or already deeply committed, Perseus Strategies offers a number of services to help you build upon your strengths and address any gaps.

SERVICES OFFERED

CSR Strategy 

Human Rights Impact Assessment 

Human Rights Due Diligence 

Stakeholder Engagement 

Indigenous Community Relationship Building 

Government Relations 

Crisis Management 



FIRM LEADERSHIP

Jared Genser is Managing Director of Perseus Strategies, LLC. He is also founder of Freedom Now, an independent non-profit organization that works to free prisoners of conscience worldwide. Previously, Jared was a partner in the government affairs practice of DLA Piper LLP and a management consultant with McKinsey & Company, the global strategy consulting firm. Jared has taught semester-long seminars about the UN Security Council at Georgetown University Law Center, University of Michigan Law School, and University of Pennsylvania Law School.

He was a 2006-2007 Visiting Fellow with the National Endowment for Democracy. His pro bono clients have included former Czech Republic President Václav Havel and Nobel Peace Prize Laureates Aung San Suu Kyi, Liu Xiaobo, Desmond Tutu, and Elie Wiesel. He holds a B.S. from Cornell University, a Master in Public Policy from the John F. Kennedy School of Government at Harvard University, where he was an Alumni Public Service Fellow, and a J.D. *cum laude* from the University of Michigan Law School. He also spent a year as a Raoul Wallenberg Scholar at Hebrew University of Jerusalem. Jared is co-editor of *The Responsibility to Protect: The Promise of Stopping Mass Atrocities in Our Times* (Oxford University Press 2011) with former Canadian Minister of Justice Irwin Cotler.

ILLUSTRATIVE PAST EXPERIENCES



Assisted multinational oil company in ensuring compliance with international human rights, labor rights, and environmental rights for a project in a sensitive part of the world by developing and staffing an independent panel of luminaries to visit, meet with relevant non-governmental organizations and communities, and regularly report about developments.



Advised large company in how to most effectively set up a charitable foundation designed to achieve specific public policy goals.



Supported large humanitarian organization to ensure that its proposed projects in a highly sensitive country would comply with best practices for such operations by consulting with international NGOs working in that country, independent experts, and U.S. and other foreign government officials.