

# Real-World Data Governance

## Aligning Data Governance with Corporate Social Responsibility (CSR)

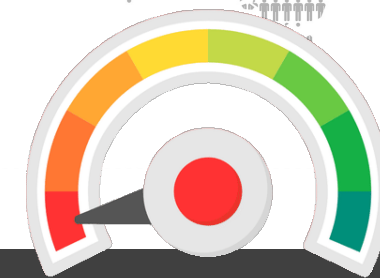
Monthly Webinar Series Hosted by DATAVERSITY

Robert S. Seiner – KIK Consulting

July 17, 2025 – 11:00 a.m. PT / 2:00 p.m. ET



The RWDG series is for informational purposes only and should not be considered legal or professional advice. Seiner and KIK Consulting are not responsible for any losses, damages, or liabilities that may arise from the use of information provided in this webinar. The views expressed in this webinar by the presenter may not necessarily reflect those of the host. The webinar is not meant to replace professional advice.



1

# Aligning Data Governance with CSR

## Introduction

### Real-World Data Governance – Monthly Webinar Series

**August 21, 2025:** Enhancing Metadata Governance for Better Data Quality  
Third Thursday each Month @ 2pm EST – Register at TDAN.com, KIKconsulting.com, DATAVERSITY.net

### Non-Invasive Data Governance / Non-Invasive Data Governance Strikes Again Books

**2014:** ISBN 9781935504856 / TechnicsPub.com / Amazon.com (NIDG)  
**2023:** ISBN 9781634623599 / TechnicsPub.com / Amazon.com (Strikes Again)  
**2025:** ISBN 9781634625937 / TechnicsPub.com / Amazon.com (Unleashed)

### Non-Invasive Data Governance / Metadata Governance Online Learning Plans

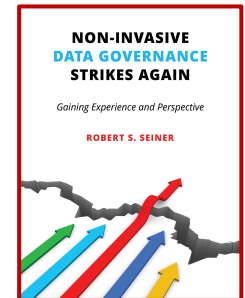
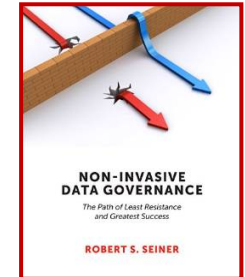
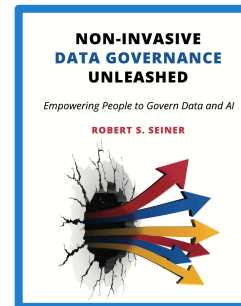
**Most Recent:** Business Glossaries, Data Dictionaries and Data Catalogs  
DATAVERSITY Training Center – <https://training.dataversity.net>

### KIK Consulting & Educational Services

**KIKConsulting.com**  
The Home of Non-Invasive Data Governance®

### Carnegie Mellon University (CMU)

**Adjunct Faculty/Instructor:** Heinz College Executive Education  
Chief Data and AI Officer (CDAIO) Certificate Program



# Aligning Data Governance with CSR

## Abstract

- In this webinar, I will talk about ...
  - The Intersection of Data Governance and CSR
  - Ethical Data Practices That Support CSR Initiatives
  - Integrating Governance Principles Into Social Responsibility Strategies
  - Promoting Sustainability Through Data Governance
  - Examples of CSR-Aligned Data Governance



# Aligning Data Governance with CSR

## Definitions

- **Data Governance** – The **execution and enforcement** of authority over data.
- **Data Stewardship** – **Formal accountability** for data.





# Aligning Data Governance with CSR

## Definitions

- **Corporate Social Responsibility (CSR)** refers to an organization's accountability for the broader impact of its operations – not just in terms of financial performance, but also its social, ethical, and environmental responsibilities. For data management and data governance professionals, CSR means ensuring that data is collected, used, and shared in ways that respect privacy, promote transparency, and support ethical decision-making. It's about going beyond compliance to foster trust – both internally and with the public – by treating data not just as an asset, but as a reflection of the organization's values.
- In practice, CSR in data governance involves implementing policies that minimize data misuse, actively managing data bias in AI models, and ensuring equitable access to information. It also means being transparent about how data is sourced and used, protecting sensitive data with care, and aligning data practices with broader goals like sustainability, equity, and community benefit. When governance aligns with CSR, it empowers organizations to do the right thing with data – by design, not by accident.



# Aligning Data Governance with CSR Definitions

- As I develop this, I am ...
  - Concerned about the level that organizations are addressing this right now!
  - Concerned about how much this will be important moving forward.
  - Concerned about what will happen if this just goes away.
  - Interested in learning about how many of you think about this as part of your business.
  - Interested in helping to make certain that this topic does ... not go away.



# Aligning Data Governance with CSR

## BWGS ... Key Intro Points

- Those being my concerns ... There is a framework used by organizations, investors, and stakeholders to evaluate how a company manages risks and opportunities related to three key sustainability pillars:
  - **Environmental:** How a company impacts – and is impacted by – the environment. This includes issues like carbon emissions, climate change, energy use, waste management, and natural resource conservation.
  - **Social:** How a company manages relationships with employees, suppliers, customers, and the communities where it operates. This includes labor practices, diversity and inclusion, human rights, community engagement, and customer satisfaction.
  - **Governance:** How a company is governed and held accountable. This includes board structure, executive compensation, ethics, transparency, data privacy, compliance, and decision-making practices.
- It is called ... oddly enough ... ESG – **An Environmental, Social, and Governance Framework.**



# Aligning Data Governance with CSR

## BWGS ... Key Intro Points

- You may be asking, right about now, what does CSR and ESG have to do with data (data governance)?
  - In the context of data management and governance, ESG depends on **high-quality, auditable data to track performance, demonstrate compliance, support disclosures, and drive strategy.**
  - Organizations that manage their ESG data formally (structured reporting, role accountability, defined processes, etc.) are **better positioned to meet regulatory requirements, attract investors, and build trust with stakeholders.**



# Aligning Data Governance with CSR

## BWGS ... Key Intro Points

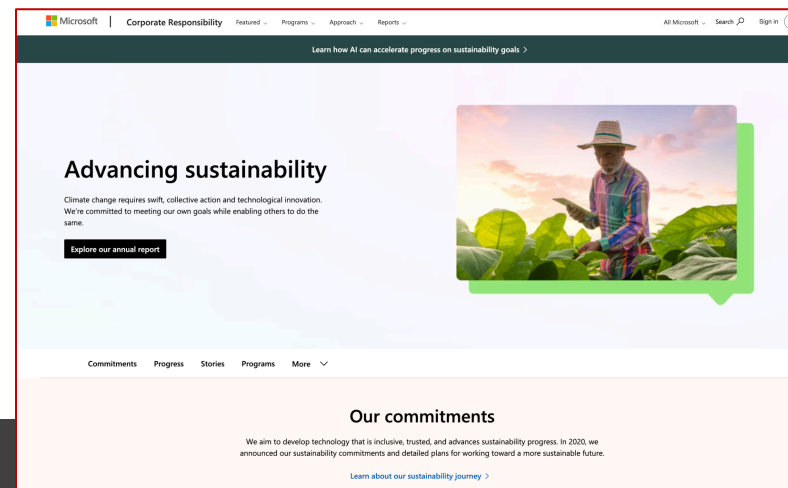
- You'll find CSR / ESG initiatives in every industry because performance increasingly affects:
  - Access to capital (ESG-focused investing)
  - Regulatory compliance (especially in Europe and growing in the U.S.)
  - Brand reputation and customer loyalty
  - Employee engagement and retention
  - Long-term sustainability and risk mitigation
- CSR / ESG has become a critical strategic and operational lens through which all industries are being evaluated.
- And that evaluation is done through data. **Hopefully – formally governed data.**



# Aligning Data Governance with CSR

## BWGS ... Key Intro Points

- Microsoft – Carbon Negative by 2030 (ESG/CSR)
  - Microsoft has committed to being carbon negative by 2030 and to removing all the carbon it has emitted since its founding by 2050. Its ESG strategy spans environmental stewardship, accessibility, responsible AI, and digital inclusion.
  - They've developed detailed **sustainability dashboards and advanced data platforms** to measure emissions, energy use, water consumption, and social impact in real time – making data governance essential to transparency and accountability.
  - <https://www.microsoft.com/en-us/corporate-responsibility/sustainability>

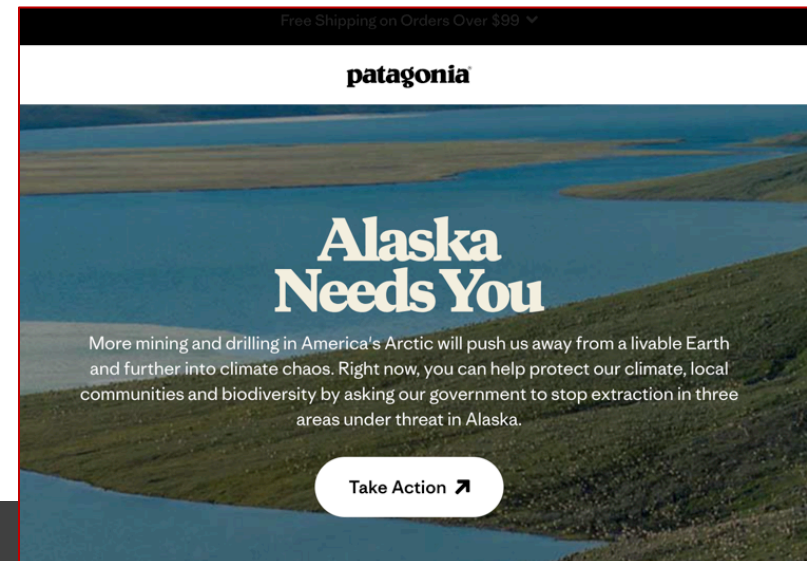




# Aligning Data Governance with CSR

## BWGS ... Key Intro Points

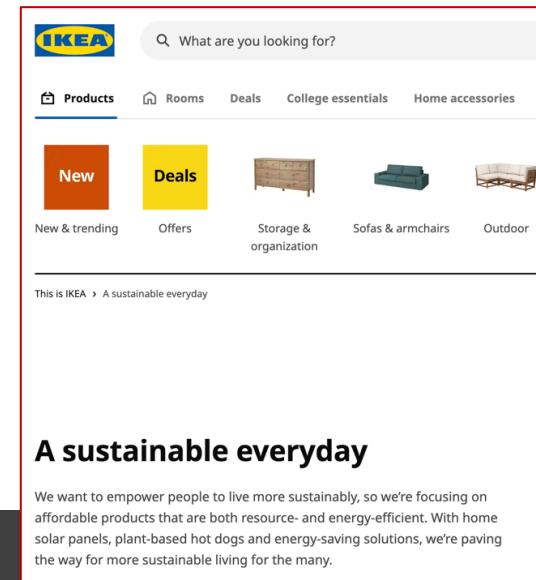
- Patagonia – Environmental Activism and Ethical Supply Chain (CSR)
  - Patagonia integrates environmental activism into its business model – donating 1% of sales to environmental causes, pushing for ethical labor, and making supply chain sustainability a top priority.
  - Data governance supports traceability of materials, supplier compliance, and lifecycle analysis, helping the company ensure their ethical and environmental standards are met and communicated clearly.
  - <https://www.patagonia.com/activism/>



# Aligning Data Governance with CSR

## BWGS ... Key Intro Points

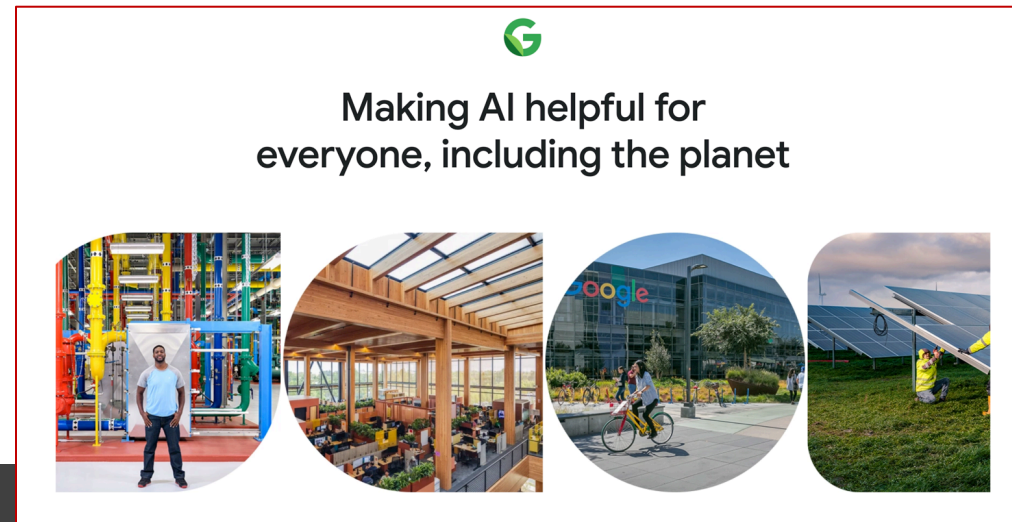
- IKEA – People & Planet Positive Strategy (ESG/CSR)
  - IKEA aims to become a fully circular and climate-positive business by 2030. Its People & Planet Positive strategy includes sourcing 100% renewable energy, offering sustainable products, and supporting fair wages and working conditions.
  - IKEA uses structured data collection and governance across its vast global supply chain to ensure ESG data integrity, enabling them to track progress and meet regulatory and stakeholder expectations.
  - <https://www.ikea.com/us/en/this-is-ikea/sustainable-everyday/>



# Aligning Data Governance with CSR

## BWGS ... Key Intro Points

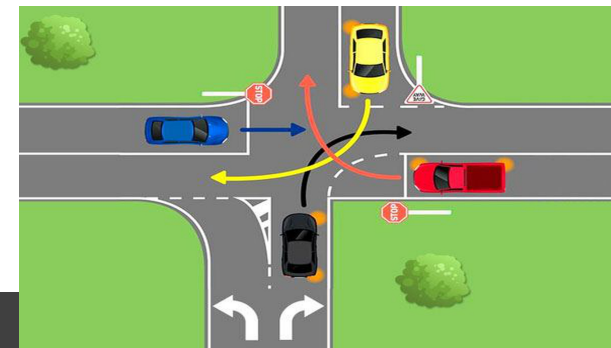
- Google (Alphabet Inc.) – Environmental Stewardship & AI Ethics (ESG/CSR)
  - Google has long invested in renewable energy, carbon neutrality, and AI ethics initiatives. The company aims to run all of its operations on carbon-free energy 24/7 by 2030.
  - It backs these efforts with meticulous ESG reporting, **extensive data analytics**, and **AI governance** frameworks to ensure the responsible use of AI and data – both internally and through the products it offers.
  - <https://sustainability.google/>



# Aligning Data Governance with CSR

## The Intersection of Data Governance and CSR

- You Can't Be Responsible Without Reliable Data
  - Corporate Social Responsibility **relies on a trustworthy narrative – one built on accurate, complete, and timely data**. Whether it's tracking carbon emissions, ensuring ethical sourcing, or reporting diversity metrics, organizations must prove their social and environmental promises with verifiable information. That's where data governance becomes a critical enabler – not through vague support, but through the formal assignment of accountability for how CSR data is defined, produced, used, and protected.
  - By applying Non-Invasive Data Governance principles to CSR data, organizations can ensure that those **already handling sustainability or social responsibility information** do so in a way that's documented, repeatable, and aligned with the company's mission. Governance assures that the data behind CSR claims holds up under public and regulatory scrutiny – because nothing damages credibility faster than inaccurate reporting or unverifiable metrics.



# Aligning Data Governance with CSR

## The Intersection of Data Governance and CSR

- Transparency Requires More Than Good Intentions
  - CSR efforts often **promise transparency** – yet without governance, that transparency can become either behaviorally based or error-prone. Stakeholders, including investors, consumers, and regulators, demand to see **where data comes from, how it's validated, and who is responsible for it**. Data governance delivers the structure needed to make that transparency authentic, consistent, and auditable.
  - For example, if your organization releases an annual sustainability report, the **reputational and legal risks of getting something wrong** are too high to leave data collection and verification to chance. Governance brings **formal discipline** to the data supply chain behind CSR reporting, embedding controls and clear ownership so stakeholders know your transparency isn't just a marketing term – it's a standard you live by.



# Aligning Data Governance with CSR

## The Intersection of Data Governance and CSR

- CSR Is a Data Story – Make Sure It's a Good One
  - Every CSR initiative **tells a story**: how your organization is reducing harm, improving lives, or operating with integrity. But stories that lack substance don't land. Governance ensures the data behind your CSR narrative is **complete, meaningful, and consistent across time and platforms**. If you want people to believe in your commitments, your data must support the story you're telling.
  - Formal data governance practices help align CSR metrics with enterprise definitions, ensure consistent language across departments, and prevent conflicting reports. When everyone is working from the same data playbook, the story you share externally becomes **a story people can trust** – and that trust is the currency of any successful CSR initiative.





# Aligning Data Governance with CSR

## The Intersection of Data Governance and CSR

- Ethical Responsibility Starts with Ethical Data
  - An organization cannot be socially responsible if it neglects its **responsibility to manage data ethically**. Whether handling personal data, AI models used in social programs, or supply chain traceability, ethical use of data is at the heart of CSR. Data governance brings **clarity to permissions, policies, and practices** – protecting people and reinforcing responsible behavior.
  - When governance and CSR intersect, ethical data use is not only encouraged – it's expected and formalized. Organizations that **proactively define data stewardship**, protect sensitive information, and enforce policies on data usage will be better positioned to fulfill both their **legal obligations and their social commitments**. Ethical governance is no longer optional – especially in a world where data is under constant scrutiny.



# Aligning Data Governance with CSR

## Ethical Data Practices That Support CSR Initiatives

- Permission Before Collection
  - Before gathering data – especially personal or sensitive information – organizations must ask: Should we collect this? **Not everything that can be collected should be**, especially when it **touches real people and their rights**. Ethical data governance begins with **purposeful collection**: limiting intake to what's truly needed, getting proper consent, and being clear about how the data will be used.
  - For CSR initiatives, this matters even more. Whether it's collecting employee feedback, community impact metrics, or environmental data tied to personal behavior, **responsible collection protects people and builds trust**. Governance ensures that **collection methods are documented, reviewed, and held to ethical standards**, aligning directly with a company's responsibility to do no harm.



# Aligning Data Governance with CSR

## Ethical Data Practices That Support CSR Initiatives

- Bias In, Bias Out
  - CSR depends on fairness and equity – yet biased data undermines both. If your data is incomplete, skewed, or historically unbalanced, the insights you draw (and the policies you drive) will reflect those flaws. **Ethical governance calls for proactively identifying, documenting, and mitigating bias** at the source.
  - This means building in checks on data lineage, training staff to spot data that is skewed, and requiring **stewardship reviews before sensitive data is used in CSR** reporting or AI models. Non-Invasive Data Governance supports this work by embedding responsibility for accuracy and fairness into existing roles, not bolting it on. **Bias is not just a technical issue – it's a governance one**, and CSR success depends on getting it right.



# Aligning Data Governance with CSR

## Ethical Data Practices That Support CSR Initiatives

- Right Data, Right Use
  - Ethical data practices demand that information be used **only for its intended – and communicated – purpose**. Repurposing employee, customer, or partner data for unrelated objectives without consent **erodes the trust** CSR seeks to build. This isn't just about compliance; it's about respect.
  - Governance ensures that data usage policies are known, applied, and revisited when new use cases arise. When tied to CSR, this **clarity reinforces the organization's ethical commitments**. For example, if data was collected to improve accessibility in the workplace, it shouldn't be fed into unrelated performance metrics. Keeping data usage **aligned with intention** is what separates good governance from good intentions.

# Aligning Data Governance with CSR

## Ethical Data Practices That Support CSR Initiatives

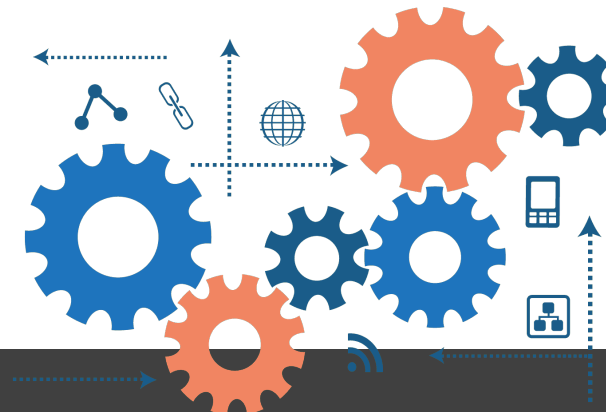
- Accountability Isn't Optional
  - Every CSR promise your organization makes is ultimately fulfilled – or broken – by people. And when it comes to data, **shared ownership without clear accountability often leads to gaps in ethics and quality**. Data governance ensures that someone is always responsible for how data is defined, accessed, shared, and protected.
  - Ethical governance means **recognizing roles that fit into everyday operations**, not creating entirely new ones. When accountability for data is linked to the **people already handling it** – as Non-Invasive Data Governance recommends – ethical decisions are more likely to be made in the moment, not after the fact. This transparency helps CSR initiatives withstand scrutiny and gives stakeholders confidence in the data behind the cause.



# Aligning Data Governance with CSR

## Integrating Governance Principles Into Social Responsibility Strategies

- Governance Is a CSR Strategy Multiplier
  - Good intentions alone won't carry your CSR program to the finish line – especially when those intentions rely on data. By integrating data governance principles from the start, organizations increase the credibility, measurability, and sustainability of their social responsibility strategies. **Governance ensures that the data supporting CSR goals is accurate, consistent, traceable, and protected.**
  - Think of governance as the infrastructure behind every ethical, environmental, or social promise your organization makes. Whether you're reporting carbon emissions, tracking diversity benchmarks, or managing community feedback, trusted data is the backbone. When governance is built into the CSR process – not bolted on afterward – your **initiatives gain strength, structure, and a path to continuous improvement.**





# Aligning Data Governance with CSR

## Integrating Governance Principles Into Social Responsibility Strategies

- Transparency Runs on Governance
  - Stakeholders expect more than polished headlines – they expect proof. Transparency in CSR depends on **reliable, accessible, and explainable data**. Governance provides the **policies, standards, and accountability structures** needed to support that transparency, from how data is collected to how it's shared.
  - When you apply governance to CSR reporting, you move beyond marketing and toward **meaningful disclosure**. A well-governed approach ensures that reported metrics – like community investment or ethical sourcing – can be **traced to their source and verified**. That's not just good practice; it's increasingly a business requirement. In a world of **ESG audits and public scrutiny**, transparency without governance is a house built on sand.



# Aligning Data Governance with CSR

## Integrating Governance Principles Into Social Responsibility Strategies

- Ethics Are Operational, Not Aspirational
  - CSR is built on doing the right thing. But without governance, “the right thing” is left up to **interpretation, inconsistency, or even neglect**. Embedding governance into social responsibility strategies means moving ethics from the poster on the wall into the workflows that define day-to-day decisions.
  - This includes enforcing ethical use of AI, securing personal data, and ensuring that environmental metrics are not just hopeful guesses. Governance makes sure the **data your CSR strategy depends on is stewarded with care, verified with discipline, and used with integrity**. When governance becomes part of your organization's ethical fabric, your CSR efforts stop being symbolic – and start being systemic.



# Aligning Data Governance with CSR

## Integrating Governance Principles Into Social Responsibility Strategies

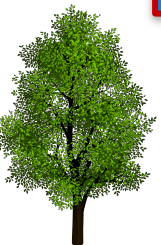
- From Compliance to Commitment
  - Regulations may require certain ESG or CSR disclosures – but governance can **elevate those disclosures into real commitments**. When organizations treat governance as a partner in achieving social impact, they begin to move from simply checking boxes to creating real change.
  - This shift comes from putting **formal structures around how data is defined, validated, and aligned** with corporate responsibility goals. Governance reinforces that CSR isn't just a department – it's a company-wide accountability. With data governance embedded into CSR workflows, organizations can turn external pressure into internal progress, transforming compliance into commitment and risk into opportunity.



# Aligning Data Governance with CSR

## Promoting Sustainability Through Data Governance

- Good Data = Green Decisions
  - You can't improve what you can't measure – and sustainability goals are only as strong as the data behind them. Whether it's tracking energy consumption, managing supply chain emissions, or evaluating product lifecycle impact, **data governance ensures the accuracy and consistency of the environmental data** that informs decision-making.
  - Data governance provides the backbone for reliable sustainability reporting, reducing the risk of greenwashing or misreporting. It **ensures that data sources are validated, definitions are standardized, and responsibility for data quality is clearly assigned**. When data is governed well, organizations are empowered to make greener decisions with confidence – and prove it with credibility.



# Aligning Data Governance with CSR

## Promoting Sustainability Through Data Governance

- Sustainability Starts With Stewardship
  - Data stewards aren't just guardians of spreadsheets – they're **enablers and catalysts of responsible action**. Recognizing accountability for environmental and sustainability data helps ensure that carbon metrics, water usage reports, waste audits, and recycling rates are not only captured but also **curated for action and improvement**.
  - Formalizing stewardship roles for sustainability data means that someone is always watching, questioning, improving, and ensuring integrity in the data lifecycle. This doesn't require new staff – it requires **recognizing who already stewards the data** and equipping them to steward it with purpose. That's how data governance becomes a lever for **lasting environmental responsibility**, not just a compliance exercise.



# Aligning Data Governance with CSR

## Promoting Sustainability Through Data Governance

- Governance Lights the Path to Net Zero
  - Ambitious goals like net zero emissions don't happen by accident – **they require intentional, well-governed systems to get there**. From tracking emissions to identifying inefficiencies in logistics, a governed data ecosystem enables organizations to take meaningful steps on the sustainability journey.
  - By **embedding governance into sustainability data collection and analysis**, organizations ensure consistency over time and alignment across departments. The path to net zero is paved with small wins, and governance makes sure none of them are lost to poor documentation or unclear accountability. It's how you make climate strategy operational – not just aspirational.





# Aligning Data Governance with CSR

## Promoting Sustainability Through Data Governance

- From Data Hoarding to Resource Harmony
  - Sustainability isn't just about energy or emissions – it's also about **using organizational resources wisely**. Data governance helps **break down silos and reduce redundant data** efforts, leading to more efficient operations and better alignment with sustainability values.
  - When everyone works from the same definitions, datasets, and standards, energy isn't wasted chasing conflicting reports or rebuilding the wheel. That efficiency translates into **real-world resource savings** – fewer servers, smarter data centers, and leaner digital footprints. By treating data like a **shared resource**, governance promotes the kind of harmony that sustainability strategies thrive on.



# Aligning Data Governance with CSR

## Examples of CSR-Aligned Data Governance – Use Cases

- Clean Data for Clean Air – Environmental Impact Reporting
  - Environmental sustainability efforts rely heavily on precise, auditable, and timely environmental data. Data governance ensures that emissions tracking, energy usage reporting, and sustainability metrics are standardized and trustworthy. Without governance, organizations risk making decisions on incomplete or incorrect data – or worse, being accused of greenwashing.
  - In this use case, data governance is the foundation of credible ESG reporting. It enables automation, validates sources, assigns data stewards, and ensures that environmental data aligns with regulatory and investor expectations.
    - Standardizes emissions and waste data across all regions and suppliers
    - Defines and documents environmental data elements and reporting cycles
    - Assigns data stewards to oversee carbon footprint and energy metrics
    - Applies validation rules to reduce errors in sustainability dashboards



# Aligning Data Governance with CSR

## Examples of CSR-Aligned Data Governance – Use Cases

- Data That Respects People – Human Rights and DEI Reporting
  - Corporate Social Responsibility includes how companies treat their people. Diversity, equity, inclusion, labor rights, and workplace safety are increasingly measured – and governed – through data. Data governance creates consistency in how workforce demographics, salary equity, and labor policies are recorded and monitored.
  - This use case demonstrates how data governance supports social justice. It formalizes the process of collecting sensitive data, clarifies usage permissions, and ensures secure access to DEI data for decision-making and transparency.
    - Classifies DEI-related data with appropriate privacy and access controls
    - Documents clear ownership for labor and ethics-related datasets
    - Improves data collection processes for accurate workforce representation
    - Enables reliable metrics for DEI targets and CSR audits



# Aligning Data Governance with CSR

## Examples of CSR-Aligned Data Governance – Use Cases

- Trust in the Supply Chain – Ethical Sourcing and Vendor Governance
  - Ethical supply chains require transparency from farm to factory to fulfillment. Data governance enables organizations to track and verify supplier compliance with environmental and human rights standards. Without governed data, companies can't confidently validate the claims made by their vendors.
  - This use case shows how governance extends beyond internal operations. It enforces consistent supplier data management, verifies certifications (e.g., fair trade, labor standards), and integrates supplier risk data into decision-making processes.
    - Defines required fields and formats for supplier certifications
    - Applies stewardship to vendor master data and third-party risk profiles
    - Standardizes ESG-related performance indicators across vendors
    - Supports traceability from raw materials to retail shelves



# Aligning Data Governance with CSR

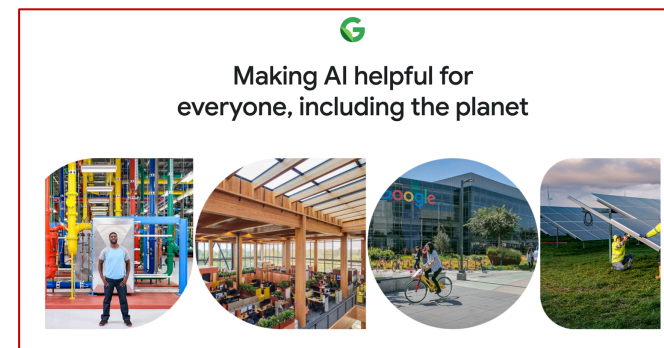
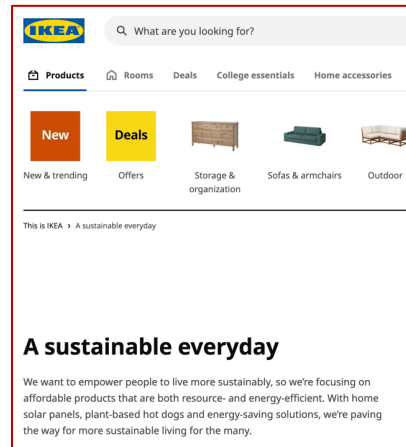
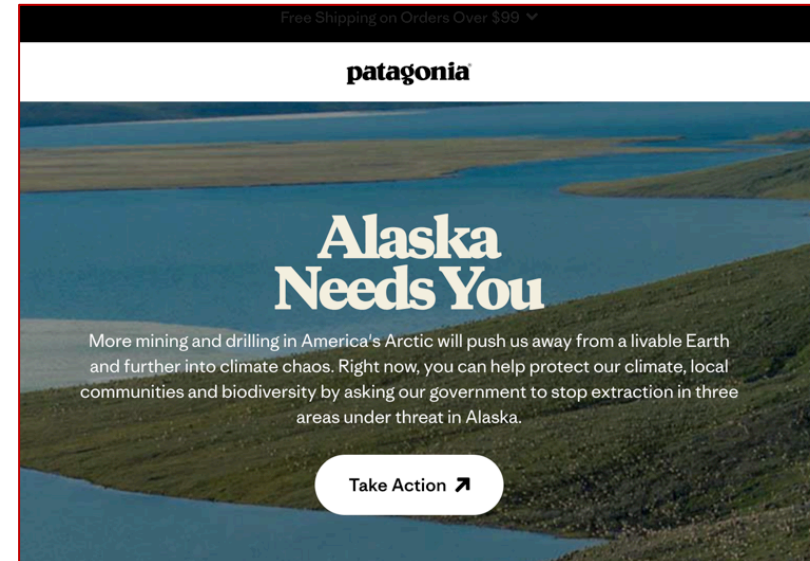
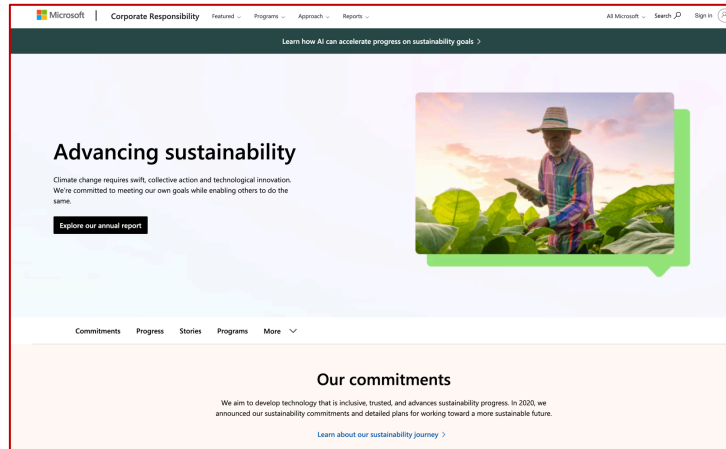
## Examples of CSR-Aligned Data Governance – Use Cases

- Transparency with Teeth – Data Governance in CSR Reporting
  - CSR is not just about doing good – it's about being seen doing good, transparently and credibly. Governance ensures that CSR disclosures, public dashboards, and ESG ratings are based on controlled, trusted data. This minimizes reputational risk and boosts stakeholder confidence.
  - In this use case, data governance strengthens external reporting. It helps reconcile data across systems, supports traceable audit trails, and ensures metrics are governed with integrity – transforming CSR claims into validated results.
    - Documents sources, definitions, and lineage for all CSR metrics
    - Implements controls to prevent manipulation or misreporting of data
    - Coordinates governance between CSR, compliance, and analytics teams
    - Supports assurance processes for third-party ESG evaluations



# Aligning Data Governance with CSR

## Examples of CSR-Aligned Data Governance – From the Intro



# Aligning Data Governance with CSR

## Summary

- In this webinar, I talked about ...
  - The Intersection of Data Governance and CSR
  - Ethical Data Practices That Support CSR Initiatives
  - Integrating Governance Principles Into Social Responsibility Strategies
  - Promoting Sustainability Through Data Governance
  - Examples of CSR-Aligned Data Governance





# Aligning Data Governance with CSR

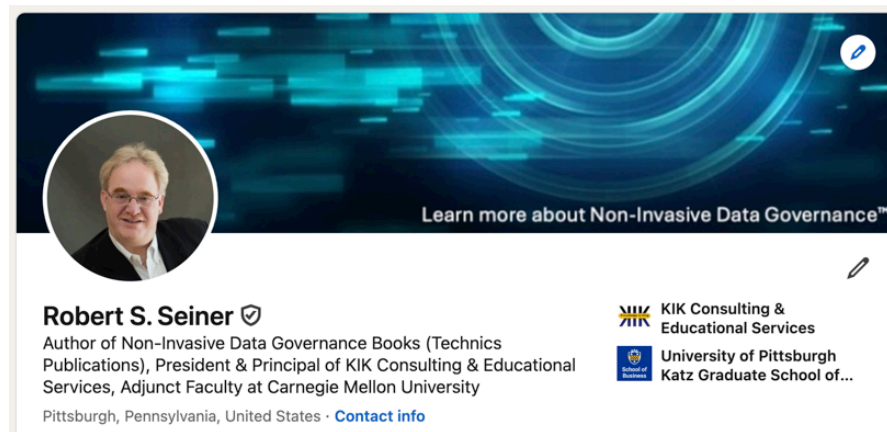
## Q & A - Contact Information

- Robert S. Seiner

KIK Consulting & Educational Services – [KIKconsulting.com](https://www.kikconsulting.com)

[rseiner@kikconsulting.com](mailto:rseiner@kikconsulting.com)

<https://www.linkedin.com/in/robert-s-seiner-445313/>



thank you!

