



Corporate Social Responsibility

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What is CSR?

Corporate social responsibility (CSR) is a company's commitment to manage the social, environmental and economic effects of its operations responsibly and in line with public expectations.



CSR is **where businesses look at how they can better serve society as a whole**, thereby improving its public image and relations.

Examples include Google that invested \$1.5 billion into renewable energy, and Disney which invested \$100 million in children's hospitals.



Google™



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- **CSR is focused on the behaviour of the organisation itself** It is about the role of the organisation in its environment and managing how that interaction takes place.



Barriers to CSR

- The first and most important of these constraints is **cost**. Behaving in a socially responsible way for many businesses will raise their costs and given the pressure on them to maintain their global competitive advantage, they may be unwilling to change their method of operation. Firms may often act ethically when profits are high, but change their behaviour when under economic pressure.



- Business has a responsibility to the society in which it operates. Members of society are stakeholders (have an interest in how the business operates) and need to be treated accordingly.
- By being socially responsible firms hope to be seen as:
 - Good employers
 - Responsible capitalists
 - Preserving a good image, which should allow them to build sales
 - Being trustworthy and a worthy of customer loyalty



Examples





Examples of Corporate Social Responsibility in Action

- Corporate social responsibility comes in many forms. Even the smallest company can impact social change by making a simple donation to a local food bank. Some of the most common examples of CSR include:

Top options for reducing your carbon footprint

Average reduction per person per year in tonnes of CO2 equivalent



Live car-free
2.04



Refurbishment
/renovation
0.895



Battery electric car
1.95



Vegan diet
0.8



One less long-haul
flight per year
1.68



Heat pump
0.795



Renewable energy
1.6



Improved cooking
equipment
0.65



Public transport
0.98



Renewable-based
heating
0.64

Source: Centre for Research into Energy Demand Solutions



- Reducing carbon footprints
- **How to limit your carbon footprint?**
- Consume local and seasonal products (forget strawberries in winter)
- Limit meat consumption, especially beef.
- Select fish from sustainable fishing.
- Bring reusable shopping bags and avoid products with excessive plastic packaging.
- Make sure to buy only what you need, to avoid waste.

- Improving labor policies

Ways to increase labor productivity

- Hire local.
- Avoid expertise overlap.
- Source quality components.
- Tackle dust, noise & hazards.
- Increase labor productivity by limiting overtime.
- Beware staggered or alternating rosters.
- Increase labor productivity by lifting morale.
- Avoid late production rescheduling.



- Participating in fair trade

What is considered Fairtrade?

- Fair trade is a **global movement made up** of a diverse network of producers, companies, consumers, advocates, and organizations putting people and planet first



CELEBRATE



- Diversity, equity and inclusion
- [Click here for example :](#)

- Charitable global giving



- Community and virtual volunteering



- Corporate policies that benefit the environment



- Socially and environmentally conscious investments



Case Study

- [Click here to proceed](#)