Undertaking,
Recycling and
Creating
KA2O1

Students training

#07. Corporate Social Responsibility (CSR)

Edition 02/2021

Erasmus+

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Project Partners:

Centro Público Integrado O Cruce (Spain)

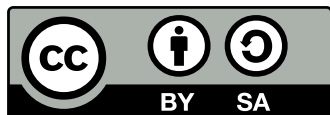Associaçao Terras Lusas – Movimentos Europeus (Portugal)

Colegio La Salle Barcelos (Portugal)

Etaireia Koinonikis Paremvasis Kai Politismou Tis Nomarchiakis Aftodioikisis Magnisias (Greece)

2o Geniko Lykeio Neas Ionias Magnisias (Greece)

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1. What does Corporate Social Responsibility mean?
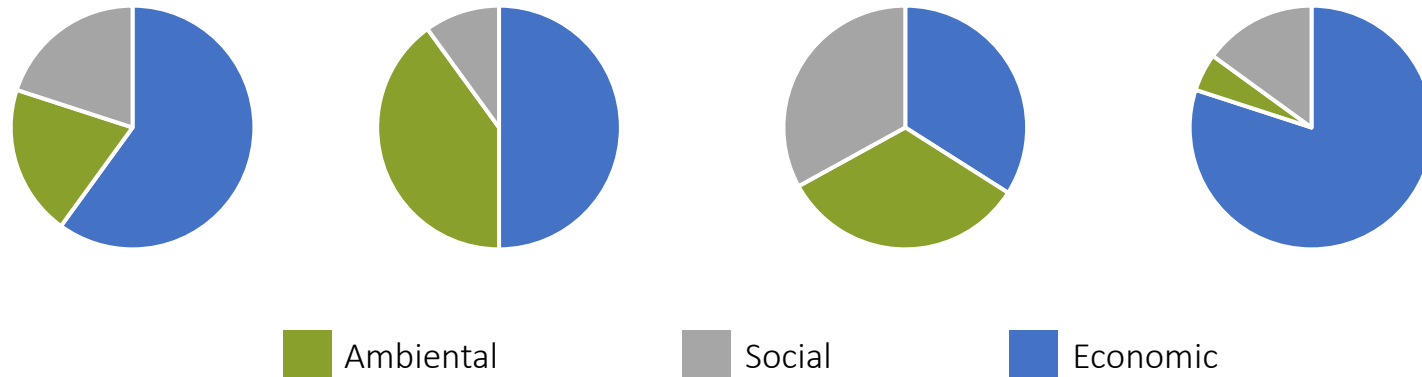
Green Paper "Promoting a European Framework for CSR":

"Integration, by companies, of social and environmental concerns in their business operations and their interactions with their stakeholders on a voluntary basis"

o   Volunteer

o   Integrated

o   Social and Ambiental concerns

o   Stakeholders

More info on Green Paper

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2. CSR is not

o   Change the purpose of the company

o   Putting environmental or social aspects before the economic

o   Be a non-profit entity

o   Being a philanthropist

Ambiental   Social   Economic

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3. Evolution of the CSR

BASIC   TACTIC   STRATEGIC

Economic perspective   Philanthropic perspective

Compliance with the

legal framework

Overcoming legal

requirements in

certain areas

Integration in the

value chain

4. Traditional company vs responsible company

Traditional company

- Shareholders
- Employees
- Customers

Short Term

Responsible company

- Shareholders
- Providers
- Employees
- Community
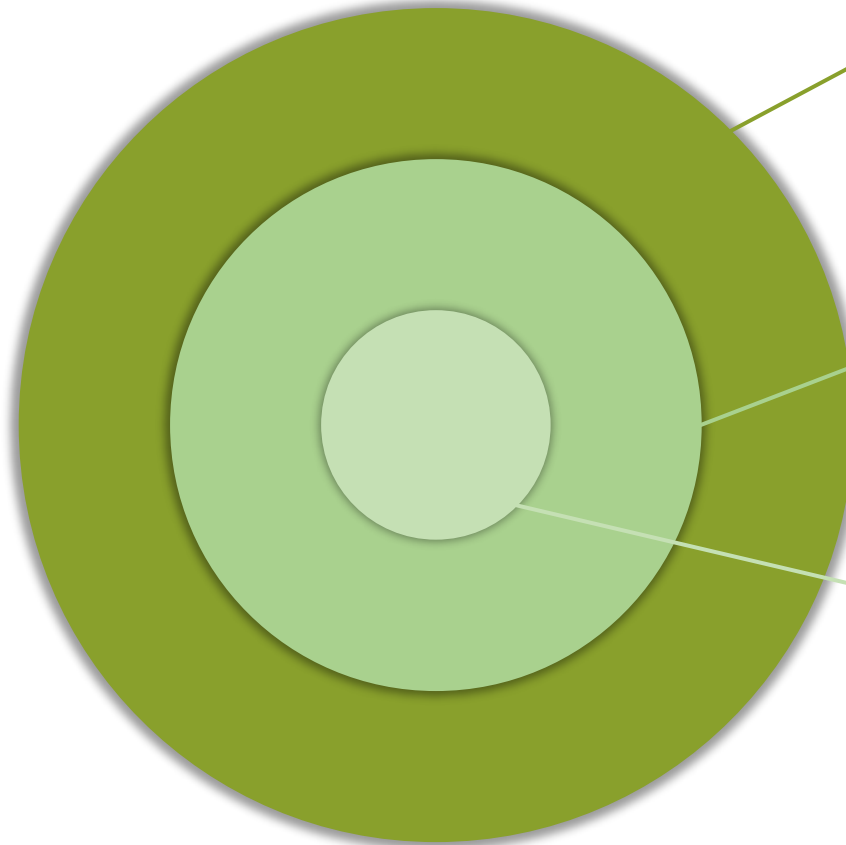- Customers
- Government...

Long Term

5. What is its value for the company?

o   Allows society to give a positive value to business activity

o   Protect the company against competitors

o   Ensures better human capital

o   Allows the company to access the best sources of financing

o   Awards recognition in certain markets

o   It is recognized by public authorities

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6. How to deploy the CSR

Social action

o Developing countries

o Disadvantaged groups

o Social causes

Community

o Council

o Schools

o Sport clubs...

Internal

o Shareholders

o Employees

o Customers

7. Some tools for the CSR

o   CSR statements and policies

o   Self-assessment tools

o   Social balance

o   Codes of conduct

o   CSR strategies

o   Sustainability reports and memories

o   Integrated Management Systems

8. To do list

Think about socially responsible ideas for our products:

o   Responsible production:

- How to develop a more sustainable production?

o   Responsible design:

o   How can we encourage the breaking of gender stereotypes?

o   How can we seek more equity with our design?

o   How can we raise awareness about specific issues that concern us?