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Undertaking,
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Students training

#07. Corporate Social Responsibility (CSR)



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Corporate Social Responsibility (CSR) | 2

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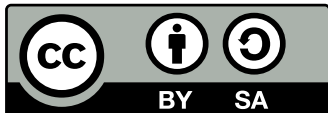
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2o Geniko Lykeio Neas Ionias Magnisias (Greece)



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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”

- Volunteer
- Integrated
- Social and Ambiental concerns
- Stakeholders

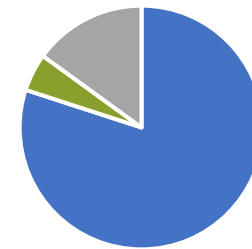
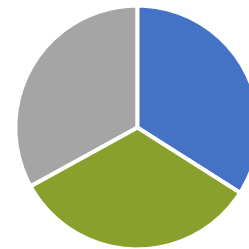
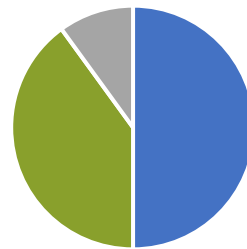
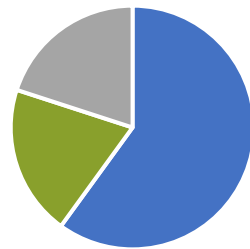
[More info on Green Paper](#)






2. CSR is not

- Change the purpose of the company
- Putting environmental or social aspects before the economic
- Be a non-profit entity
- Being a philanthropist



 Ambiental

 Social

 Economic



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



Long Term

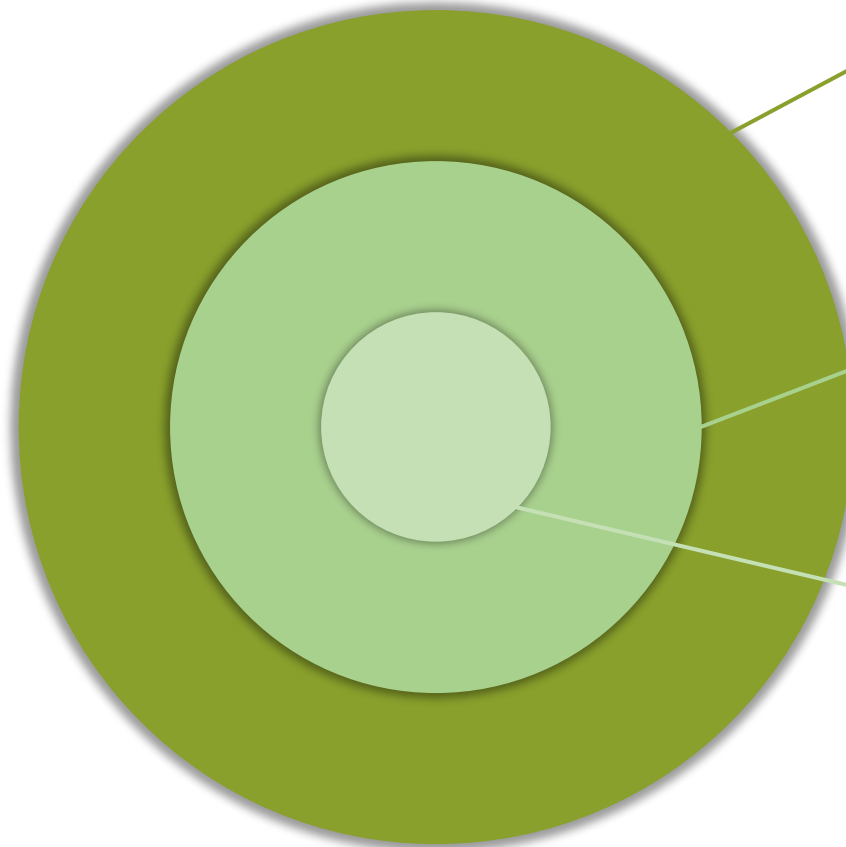


5. What is its value for the company?

- Allows society to give a positive value to business activity
- Protect the company against competitors
- Ensures better human capital
- Allows the company to access the best sources of financing
- Awards recognition in certain markets
- It is recognized by public authorities



6. How to deploy the CSR



Social action

- Developing countries
- Disadvantaged groups
- Social causes

Community

- Council
- Schools
- Sport clubs...

Internal

- Shareholders
- Employees
- Customers



7. Some tools for the CSR

- CSR statements and policies
- Self-assessment tools
- Social balance
- Codes of conduct
- CSR strategies
- Sustainability reports and memories
- Integrated Management Systems

8. To do list



Think about socially responsible ideas for our products:

- Responsible production:
 - How to develop a more sustainable production?
- Responsible design:
 - How can we encourage the breaking of gender stereotypes?
 - How can we seek more equity with our design?
 - How can we raise awareness about specific issues that concern us?



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