

# Corporate Social Responsibility



## Team D

Northeast Asia Youth Leaders Forum

\*What is Corporate Social Responsibility?

\*History of CSR

\*Benefits of CSR

\*CSR limitations

\*Proposals

\*Questions?

\*Index

# \*What is Corporate Social Responsibility?

- \* A company's sense of responsibility towards the community and environment
- \* Both ecological and social



# \*What is Corporate Social Responsibility?



- It is something that a company **should** do, not what it **must** do.

# \*What is Corporate Social Responsibility?

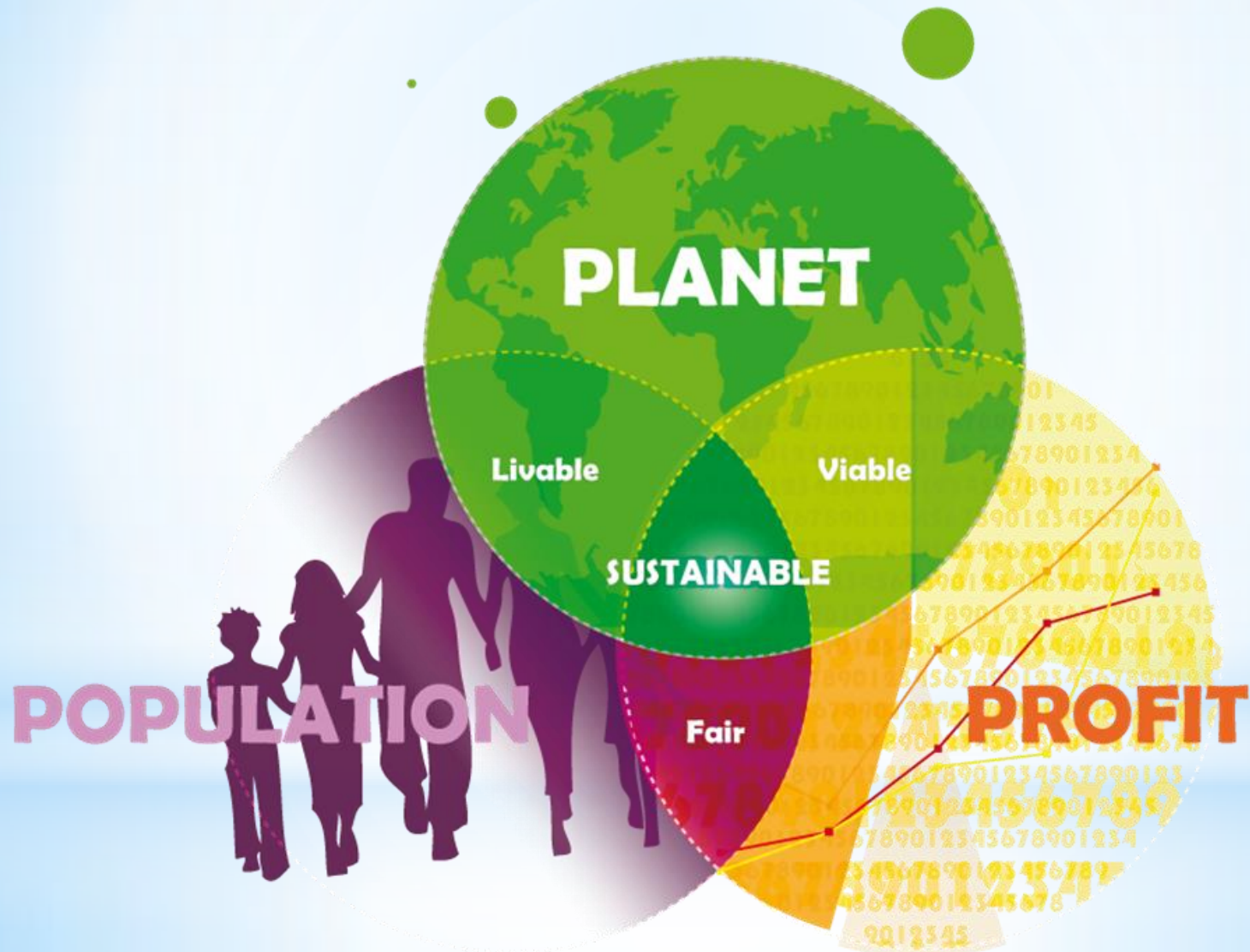
\*There are no universal rules

\*ISO 26000 - Guide to follow for companies

# \*Corporate Social Responsibility







# \*History

- First form of CSR was noticed in the 1880s

- The US government ordered large companies to build roads and bridges as part of their social responsibility





- \* 1880s - First form of CSR was established
- \* 1945 - Real Study, business articles have begun
- \* 2000s - Many firms are moving towards full integration with strategic management and corporate governance

\* History

# \* CSR benefits to the company

\* Attract customers



\* Improve brand's image

# \*Top 5 corporations with best reputation



DAIMLER



Mercedes-Benz

\* Attract higher skilled workers  
for lower wages

\* Increased investment



\*Better cooperation with local governments and NGOs

\*Manage risks





\*Lower cost in the long run

\*CSR = Marketing





# \*Benefits for society

CSR	Benefits
Eco friendly products	Better environment
Charity funds	Better society
Scholarships	Better education system



\*\$2.8 million

\*\$1.0 million



HSBC   
The world's local bank

\*\$1.0 million

# \*Benefits for society

CSR	Benefits
Health projects and programs	Better living conditions
Local investment	Economic progress
Compete with other companies	Innovation





# \*The limits of CSR

- \*Hurts profits - Against the nature of businesses, large effects in the short term
- \*Causes distraction - Time spent by employees on CSR could lead to ineffectiveness



\*Causes waste - misdirected poor choices

\*Controversy - contradiction e.g. Tobacco and alcohol companies





# \*The proposals of CSR

## \*Be in a familiar zone

- IT companies provide used computers for people who are in need

## \*Large companies with various CSR programs

- Study and research
- Outsource to professional and local experts



## \*Devise a Long-term plan

- Large projects needs long-term commitments to keep their promises
- Long-term plans can avoid distractions and misdirection

## \*Set up funds

- Funds that locals can apply to implement their own projects that considered necessary.

# \*The proposals of CSR

**Any questions please?**

**THANK YOU FOR YOUR  
ATTENTION**