

# CORPORATE SOCIAL RESPONSABILITY

# SUMMARY

## **PART 1 : WHAT'S THE CSR ?**

questions & debate + VIDEO

## **PART 2 : WHO IS CONCERNED ?**

questions & debate

## **PART 3 : 4 LEVELS OF CSR**

Task 1 : explain each level

## **PART 4 : WHAT IS THE BENEFITS OF CSR**

discussion + disadvantages

## **PART 5 : EXAMPLE OF GOOD CSR REPUTATION'S COMPANIES**

Task 2 : find example of good csr reputation

**MOTOROLA**



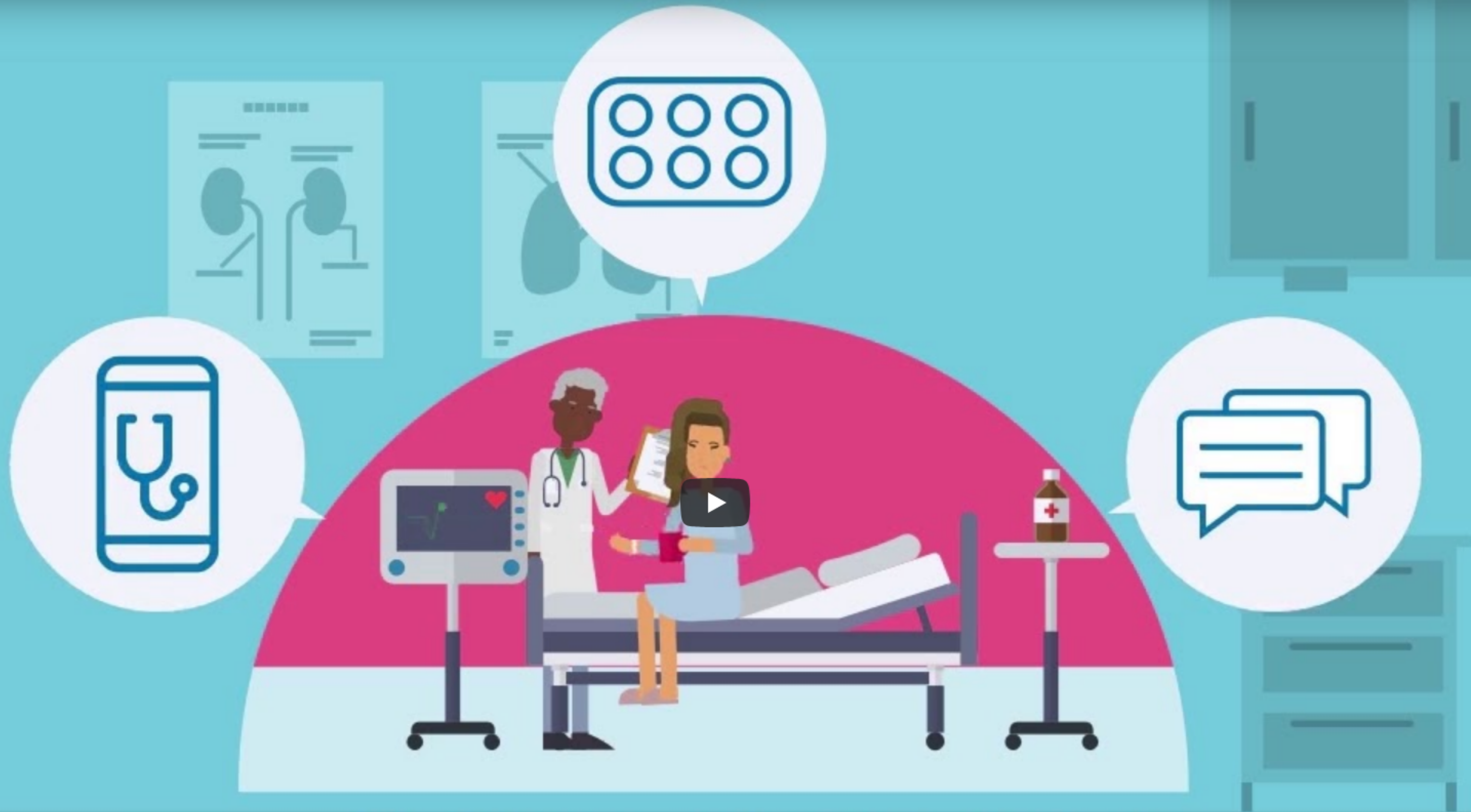
**LET'S EVERYONE  
PRESENT HIMSELF**

# PART 1: WHAT'S THE CSR ?

## CORPORATE SOCIAL RESPONSABILITIES

*An evolving business practice that incorporates sustainable development into a company's business model.*

*It has a positive impact on social, economic and environmental factors.*



Take into account the needs of patients  
by supporting them throughout their healthcare.

# DISCUSSION – FEELING CIRCLE



WHAT DO YOU THINK ABOUT IT ?

DID YOU KNOW ALREADY THIS TOPICS ?

DO YOU FIND IT INTERESTING ? WHY ?

# PART 2: WHO IS CONCERNED ?



# PART 2: WHO IS CONCERNED ?



## EMPLOYEES

Being a committed employees

Develop talents

Promote diversity and global thinking

Encourage leadership and collaborative management



## PART 2: WHO IS CONCERNED ?



# ENVIRONMENT

Being an enviromentally friendly player

Limit the environmental impact

Develop solution that we will help reduce environmental footprint

## PART 2: WHO IS CONCERNED ?



# CUSTOMERS

Being an outstanding partner for customers

Build long-term trusting relationships

Provide innovative and sustainable high-quality solutions  
that meet customers requirements

# PART 2: WHO IS CONCERNED ?

## CIVIL SOCIETY

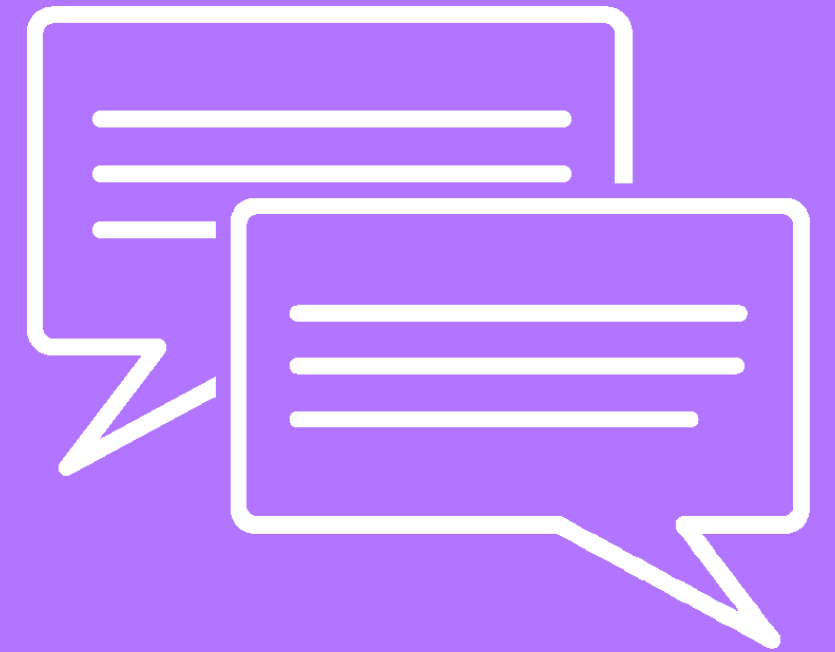
Serve civil society

Act ethically and responsibly

Boost innovations



# DISCUSSION – FEELING CIRCLE



FOR YOU WHAT IS MOST CONCERNED  
ACTOR IN CSR PROCESS?

DO YOU HAVE IDEA OF OTHERS  
CONCERNED ACTORS ?

ARE YOU AGREE ABOUT THESE FOUR  
ACTORS ?

# PART 3: THE 4 LEVEL OF CSR

## TASK 1

Powerpoint + Presentation

EXPLAIN THE CSR PYRAMID (CARROLLS MODEL)  
"THE FOUR RESPONSABILITIES"

- 1 Explain well every level of the pyramid :  
give exemple for each one and explication
- 2 Explain what do you think about these 4  
responsabilities. Are you agree with this  
model ?
- 3 Why do you think this pyramid can be usefull  
for companies ?

BREAK

# PART 4: WHAT IS THE BENEFIT OF THE CSR ?



## PART 4: WHAT IS THE BENEFIT OF THE CSR ?

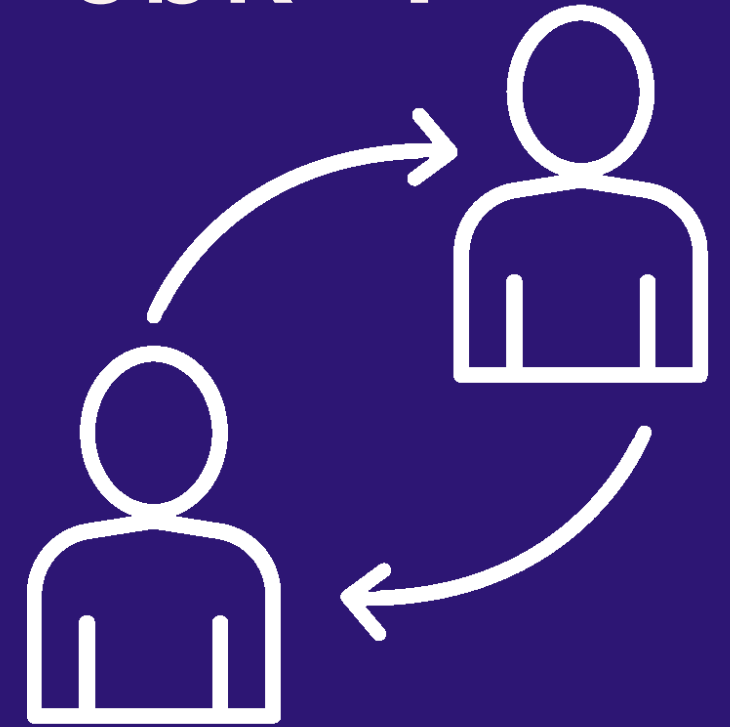
# 1. INTERNAL BENEFIT

- Reinforce the company project
- Motivate and retain employees
- Increase the company's global performance
- Manage the company's legal risk better
- Transform engagement into action



## PART 4: WHAT IS THE BENEFIT OF THE CSR ?

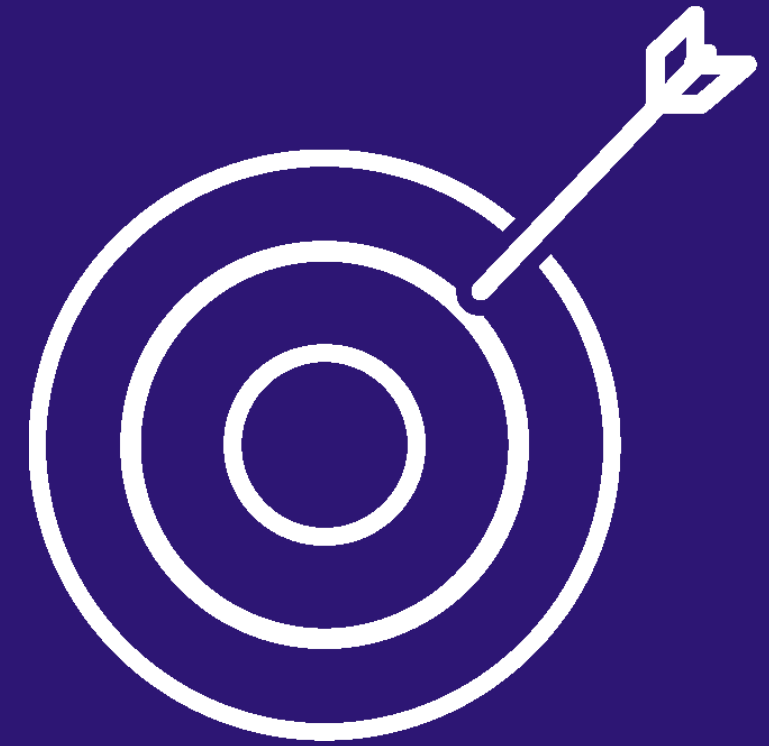
# 2. EXTERNAL BENEFIT



- Improve it's **reputation**
- Publish result and action in total **transparency**
- Be **visible** as a "responsible" players
- Generate **good practice** across it's network
- **Reassure** and **answer** to the expectation of customer

## PART 4: WHAT IS THE BENEFIT OF THE CSR ?

# 3 .DISADVANTAGES



- CSR **Costs Money** to Implement
- **Conflicts** with the Profit Motive
- Consumers are Wise to **Greenwashing**

# PART 5: EXAMPLE OF GOOD CSR REPUTATION'S COMPANIES

## TASK 2

Powerpoint + Presentation

DESCRIBE AND EXPLAIN ONE COMPANY WITH GOOD CSR REPUTATION

CHOOSE BY GROUP ONE IN THE LIST :

**LEGO - GOOGLE - MICROSOFT - WALT DISNEY - BMW.**

- 1 Explain why your company has a good CSR reputation ?  
gives some results
- 2 Explain how your company do to have a good CSR reputation ? tools, resources and strategy ...
- 3 How CSR impact the image of this company ? Describe the company before and after CSR strategy existing

THANK YOU FOR  
YOUR ATTENTION  
I HOPE YOU  
ENJOYED THIS  
TRAINING ...



What was good ?

good exercise : challanging te

very important topics

sgood discussion and feeling cifrcle

What to improved ?

What we learn ?

coimpanies  
new term  
google goodfor employess  
csr pyramids

What to take in action  
?

take the base of the pyramids in action  
follow the line of the pyramids

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