

# CORPORATE SOCIAL RESPONSIBILITY (CSR)

CSR RELATES TO THE FOLLOWING AREAS, AMONG OTHERS:

- ❖ **EMPLOYMENT AND COMMUNITY:** THEY WANT TO PAY ATTENTION TO THINGS THAT AFFECT THE WELL-BEING OF EVERYONE, NOT JUST THEIR EMPLOYEES, IN THE AREAS WHERE THE COMPANY HAS ITS PLANTS, OFFICES AND OTHER ACTIVITIES.

# CORPORATE SOCIAL RESPONSIBILITY (CSR)

CSR RELATES TO THE FOLLOWING AREAS, AMONG OTHERS:

- ❖ **ENVIRONMENTAL PROTECTION:** THEY WANT TO CONDUCT BUSINESS IN WAYS THAT PROTECT THE ENVIRONMENT, FOR EXAMPLE TO ENSURE THAT COMPANY DOES NOT CAUSE POLLUTION OF THE AIR, RIVERS, ETC. AND DOES NOT ENDANGER PLANT AND ANIMAL LIFE OR CONTRIBUTE TO CLIMATE CHANGE.

# CORPORATE SOCIAL RESPONSIBILITY (CSR)

CSR RELATES TO THE FOLLOWING AREAS, AMONG OTHERS:

- ❖ **WINNING NEW BUSINESS:** THEY WANT, FOR EXAMPLE GET BUSINESS WITHOUT ENGAGING IN CORRUPTION, FOR EXAMPLE OFFERING BRIBES – MONEY GIVEN TO SOMEONE SO THAT THEY BEHAVE UNETHICALLY.

The background of the slide is a light gray gradient with several realistic water droplets of various sizes scattered across it. The droplets have highlights and shadows, giving them a three-dimensional appearance. The main title is centered in the upper half of the slide.

# CORPORATE SOCIAL RESPONSIBILITY (CSR)

CSR RELATES TO THE FOLLOWING AREAS, AMONG OTHERS:

COMPANIES WANT TO BE SEEN AS GOOD **CORPORATE CITIZENS**, WITH ACTIVITIES THAT ARE BENEFICIAL NOT ONLY FOR THEIR **STAKEHOLDERS** BUT FOR THE **COMMUNITY** AND **SOCIETY** AS A WHOLE.

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HOMEWORK:

WATCH THE VIDEO AND FIND THE EXAMPLES OF CSR. VIDEO LINK:

[HTTPS://WWW.YOUTUBE.COM/WATCH?TIME\\_CONTINUE=108&V=QKH13MO0UOG&FEATURE=EMB\\_LOGO](https://www.youtube.com/watch?time_continue=108&v=QKH13MO0UOG&feature=emb_logo)