

CORPORATE SOCIAL RESPONSIBILITY

DIAH SASTRI

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Also known as:

**Corporate
Citizenship**

**Corporate
Responsibility**

**Corporate
Sustainability**

**Sustainable
Business**

**Social
Responsibility**

What is Corporate Social Responsibility?



*‘Corporate Social Responsibility is the **continuing commitment** by business to behave ethically and contribute to economic development while improving the quality of life of the workforce and their families as well as of the local community and society at large’.*

– World Business Council For Sustainable Development

**Why
CSR?**



CSR has changed in the last 16 years

2000

CSR was a
moral issue

“We want to do the
right thing; we want
to invest in the
Community”

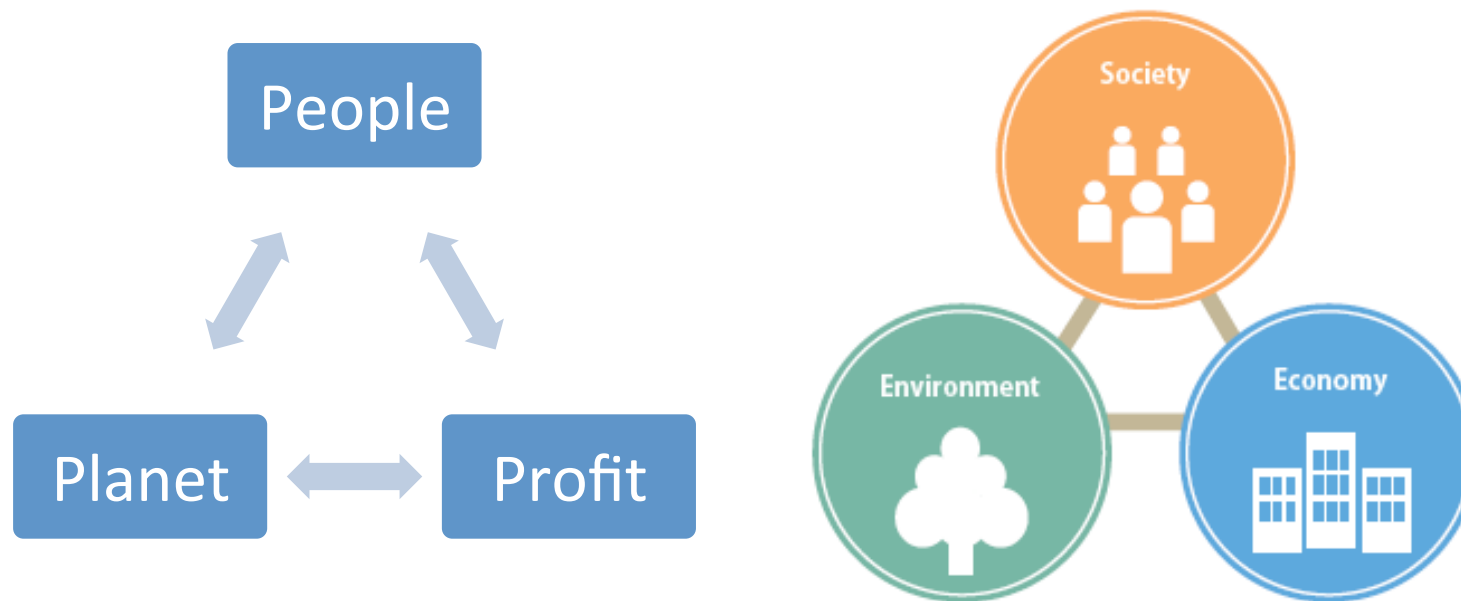
2016..

CSR is an
**Strategic / profit
issue**

“Ignoring CSR potentially
damages shareholders.
Embracing it creates
value”

Reporting Formats: The 'Triple Bottom Line'

This means expanding the traditional reporting framework to take into account performance in terms of:



John Elkington: 2003 Triple Bottom line

Benefits of CSR

An 11-year Harvard University study found that "**stakeholder-balanced**" companies showed **four times the growth rate** and **eight times the employment growth** when compared to companies that are **shareholder-only focused**



Benefits of CSR



There are three basic
forces that drive

CSR



Value Creation

Ensuring the customers get the right value for their money

Risk management

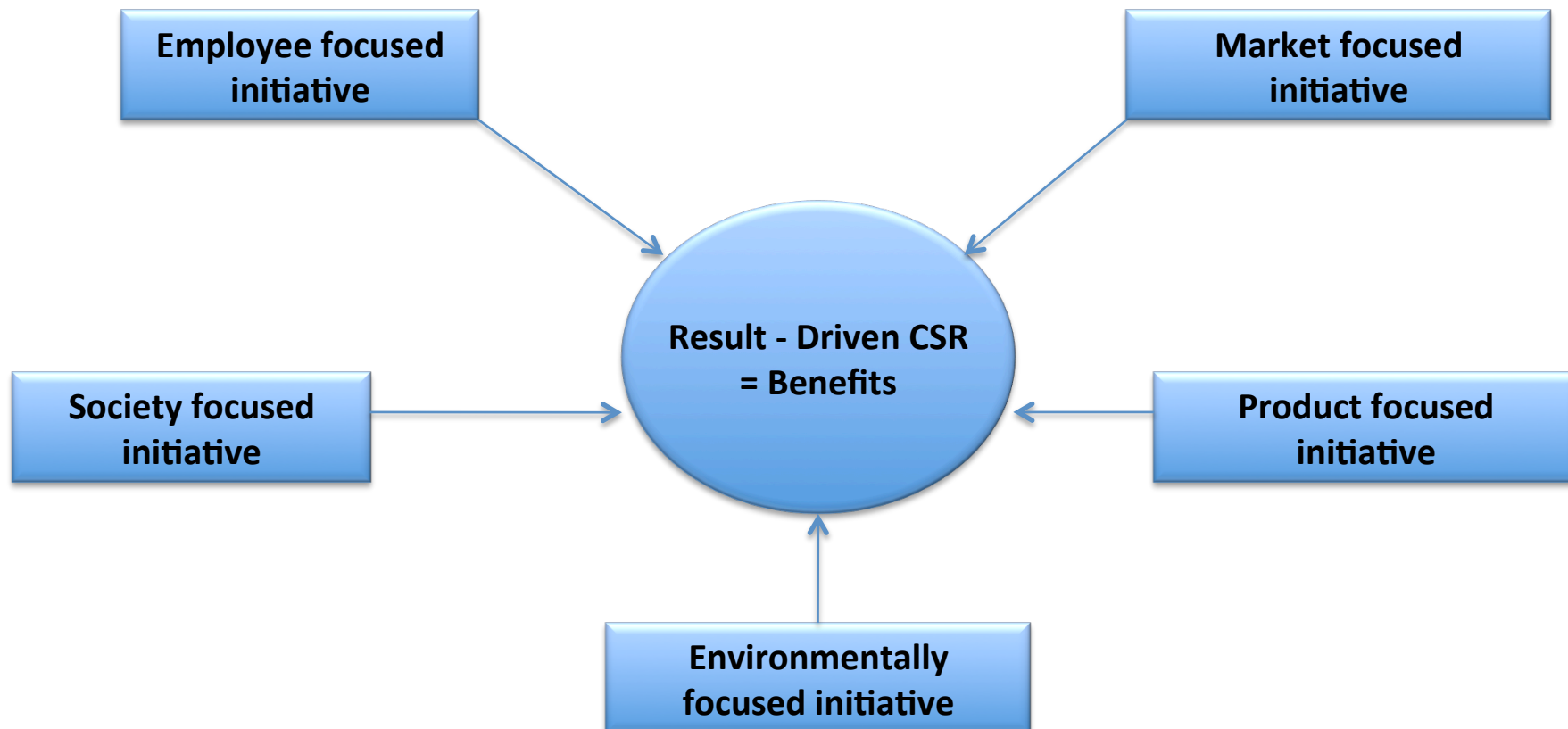
Compliance to mitigate operational risk and impact

Corporate philanthropy

Giving back to the society



CSR Projects for Businesses



CSR Matrix

	Market	Environment	Workplace	Community
What have we done in CSR already?				
Why are we doing this?				
Where are our company strengths in relation to CSR activities?				
What other CSR activities could we do?				