



Corporate Social Responsibility in Practice

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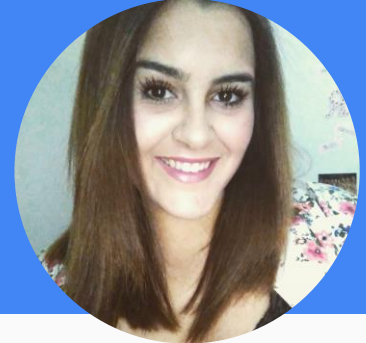
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A close-up photograph of a person's hands, wearing a dark long-sleeved shirt, working on a light-colored wooden surface. The hands are positioned as if drawing or writing with a pencil. The background is blurred, showing some indistinct shapes and colors.

Corporate Social Responsibility in the Relation to Working Conditions of the Human Capital of the Company

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Definitions

Working Conditions:

Business Dictionary:



“The conditions in which an individual or staff works, including but not limited to such things as amenities, physical environment, stress and noise levels”

European Foundation for the Improvement of Living and Working Conditions:

“Working conditions refer to the working environment and aspects of an employee’s terms and conditions of employment. This covers such matters as the organisation of work and work activities; training, skills and employability; health, safety and well-being; working time and work-life balance.”

Visualized Representation of the Working Conditions of the Human Capital in the firm

CSR

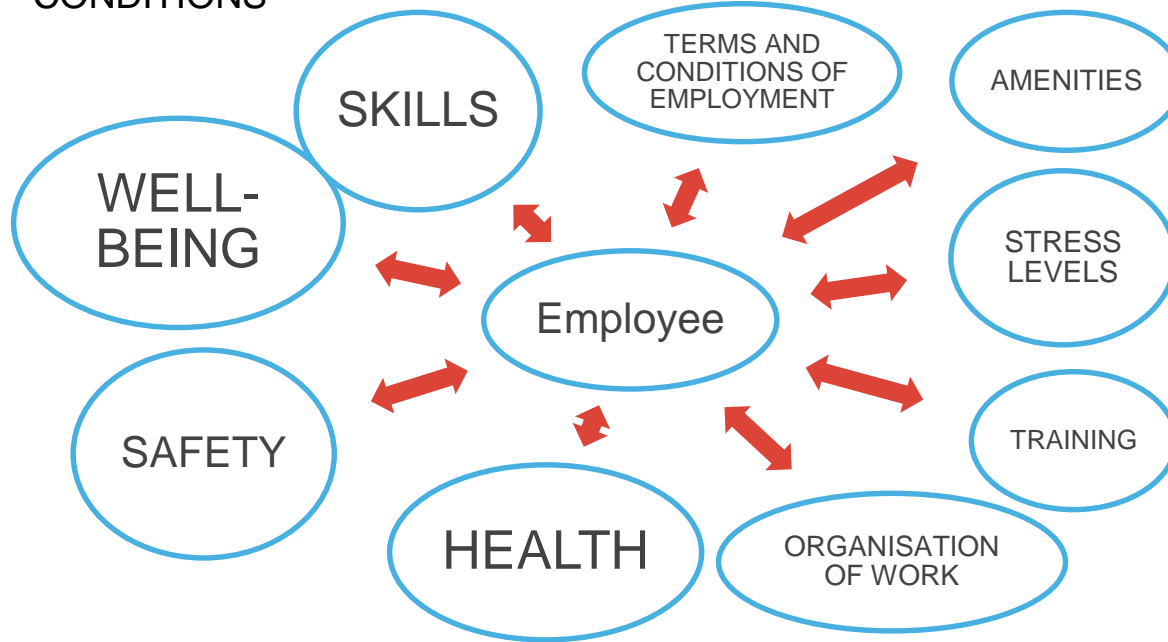
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Corporate Social Responsibility

ENVIRONMENT

WORKING CONDITIONS



Definitions

Human capital:

Investopedia:

“Human capital is a quantification of the economic value of a worker’s skill set. This measure builds on the basic production input of labor measure where all labor is thought to be equal. The concept of human capital recognizes that not all labor is equal and that the quality of employees can be improved by investing in them; the education, experience and abilities of employees have economic value for employers and for the economy as a whole.”



Structure of the human capital:

- employees
- agency workers
- freelancers
- sole traders
- staff with employment agreement
- volunteers

Why are there differences in Human Capital?

Why do workers have different skills?

Each worker has different skills, this is because:

- the innate abilities of each person
- the values in which they have been educated since childhood
- the economic situation in which they have lived
- the education he has received at school and the skills he has developed there

This means companies need diverse policies and strategies when aiming to improve the working conditions of employees

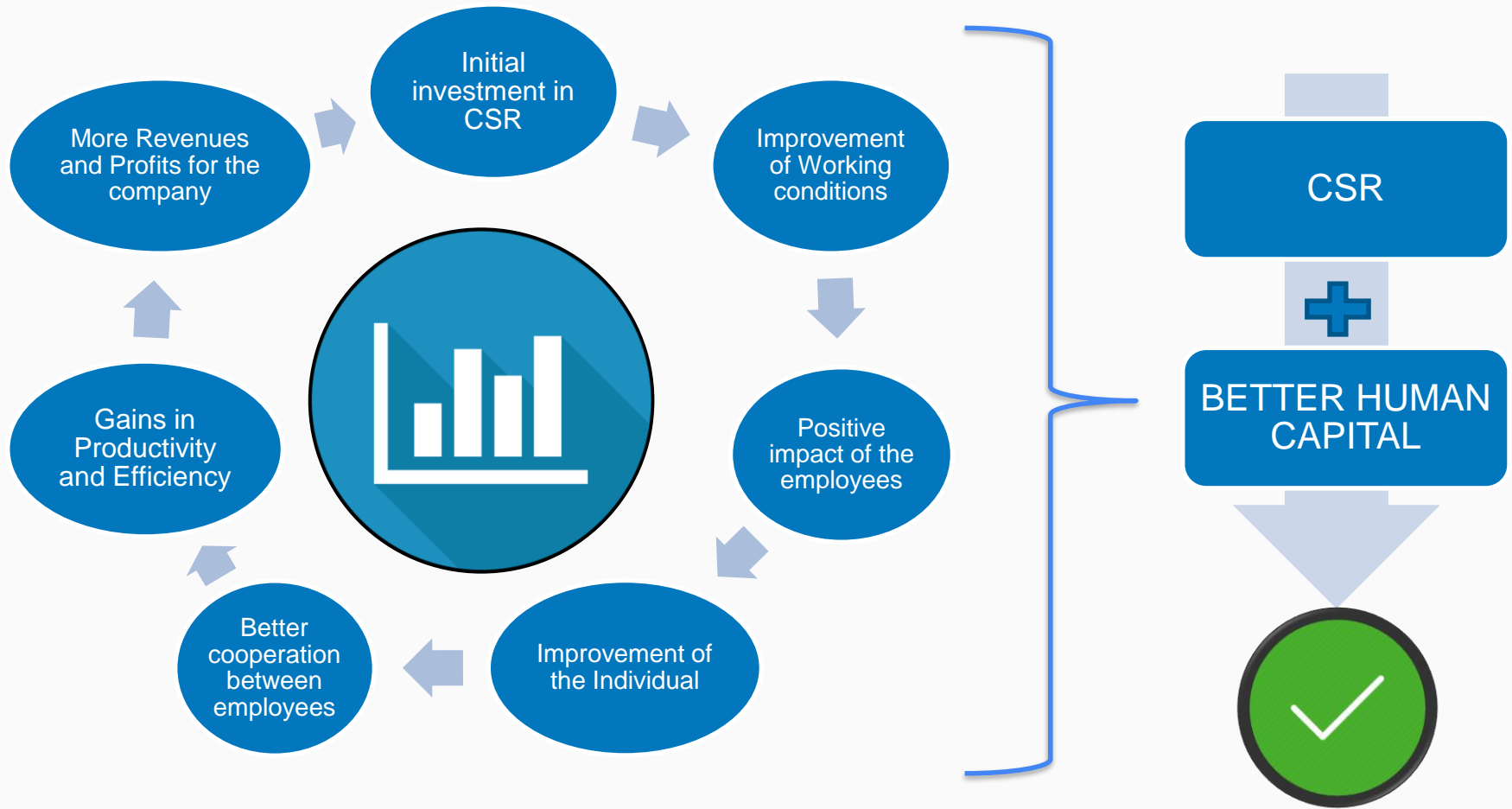


Why should a company improve the working conditions of Human Capital when its main goal is to maximize profit?



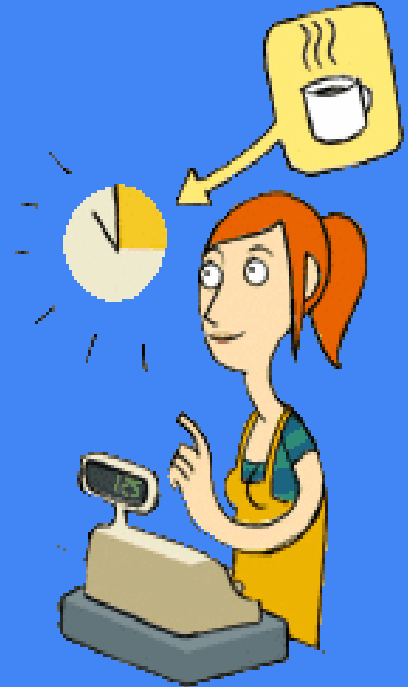
The employees are the most indispensable stakeholders of the company, meaning that the firm cannot function without them.

- Offering the best working conditions for the employees not only boosts productivity but creates an inherent link amongst employees and also to the firm.
- Therefore the employees are proud to be part of a working community which functions under a socially responsible framework: the Firm (*Culture Change in Business firms*)



CSR recommendations

- More light in the offices.
- No more cubicles but open spaces to improve communication, efficiency and productivity gains.
- resting places when employees have breaks inside of the offices.
- Cafeteria where employees can get refreshments.
- Team-Building events where the employee's collective chemistry is improved.



Failure of Corporate responsibility towards workers

“Apple supplier workers have been exposed to toxic chemicals”



“On a typical day, workers may stand up to 10 hours to cut and blast iPhone casings, according to the report. The workers are said to handle harmful chemicals daily without goggles or proper gloves to protect their hands or faces.”

Rana Plaza Factory Collapse in Bangladesh



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Success of Corporate responsibility towards workers

“Employees take the initiative at Liberty Seguros”



Liberty Seguros is a Spanish insurer created in 2001

- The company has decided to pay those who go by bicycle to the office.
- The company has organized training circuits in its buildings.
- The company offer employees the opportunity to choose the training they want to receive based on their personal and professional needs.

EL PAÍS

Results on the impact of CSR on the Working Conditions of the HC

- As discussed, the pillar of any company is its employees, as without them, the company is paralyzed. Furthermore, we can see the damage casted upon workers when companies have poor CSR is often terribly harmful. Strong CSR relating to working conditions makes sense both from a humane as well as business perspective



Summary of our presentation

- Improving the working conditions of the Human Capital creates a pro-cyclical effect where the initial investment into improvements boost productivity and efficiency of the employees.
 - Removing differences between employees
 - Making them part of a Healthy and Safe working environment
- With CSR, the firm becomes a more productive and efficient entity where employees are proud to work and contribute to the collective efforts of professional community



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An aerial photograph of the New York City skyline at dusk. The sky is a mix of dark blue and orange, with scattered clouds. The city is densely packed with skyscrapers, many of which are illuminated with lights. The Empire State Building is prominent in the center, with its top lit in red and green. The Hudson River is visible on the right side of the image. Overlaid on the center of the image is the text "Thank you for your attention!" in a large, white, sans-serif font.

**Thank you for
your attention!**