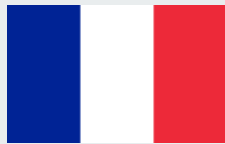


Corporate Creed and Approach to Corporate Responsibility



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Outline:

1. Corporate Creed : definition and specifications
2. Application : Casio's corporate creed
3. Approach of Corporate responsibility : Theory
4. Application : Casio's approach of corporate responsibility
5. Summary
6. Opinion and conclusion



Corporate Creed :

“A company’s business creed, or mission statement, is its commitment to achieve a particular goal, behave in a certain way or abide by a fundamental principle. A creed also might be a public definition of a company’s guiding strategy. Often intended to define a corporate culture, a creed can be short and to the point or long and detailed.”

(chron.com)

Creeds' specifications

Function
behavior



Profitability // Guide an organization's

Strategy



Competitive strategy

Employees



Establish a corporate mindset

Effects



Effectiveness ? Suitable ?





How to implement a corporate creed ?

- Be The Example : The head of the company has to show the way
- Communicate Properly : Communicate news, goals , successes through corporate magazine, feedback, etc ,...
- Repeat Your Message And Keep It Simple : Use Code of conduct, charts, rules,..
- Share The Same Vision : Hire people who share the same values as your company
- Enlist, Empower And Encourage : Assign a senior buddy to new employees to encourage them and boost their adaptation
- //!< It is a non-exhaustive list //!< There are plenty of ways of implementation in practice.



CASIO's
corporate creed :

“Creativity and Contribution”

Casio's corporate creed



- Products with innovative functions assist people in their daily lives and keep society moving forward.
- Bring joy to people and help to create new culture.
- New product widely adopted → whole new markets are developed → it fosters growth in related industries.
- This is the story of Casio's contribution to society-innovative products enhancing people's lives.

Casio's corporate creed : Guidelines



- The Charter of Creativity = a statement of the company's commitment to the world
→ an internal guideline designed to ensure that every member of the Casio Group practices Casio's corporate creed of "creativity and contribution."
- The Casio Code of Conduct is the essential guide for the daily work of all Casio employees.



Approach of Corporate Responsibility :

“Corporate social responsibility is a hard-edged business decision. Not because it is a nice thing to do or because people are forcing us to do it... because it is good for our business”

Niall Fitzgerald, Former CEO, Unilever

How can a corporation be responsible ?

- Ecologically responsible (through their waste and pollution reduction processes)
- Socially responsible (by contributing educational and social programs)
- Responsible internment (by earning adequate returns on the employed resources)



Corporate Creed ↔ Social Responsibilities

The corporate creed involve all the stakeholders in each activities to achieve a greater goal than just the benefits aspect and make them also more socially responsible.



Different approaches of Corporate responsibility (1)

- Restorative Approach → By adopting a restorative approach, a company can participate in balancing the regenerative process of the resources to the usage patterns
- Augmentative Approach → Social issues unrelated to the circle of influence of the enterprise



Different approaches of Corporate responsibility (2)

- Pooling Approach → if individual firms are of small size and their CSR budget is too limited. The firm may in that case either reduce the scale of the project or may create a single pool of CSR funds of companies in the same cluster or industry.
- Philanthropic Approach → Providing generous donations of money and materials to organizations working for a cause of Socio-economic-environmental causes



Different approaches of Corporate responsibility (3)

- Trident Approach → An approach where an enterprise chooses a very broad theme of CSR and then chooses projects which are Restorative Augmentative and Philanthropic in nature.

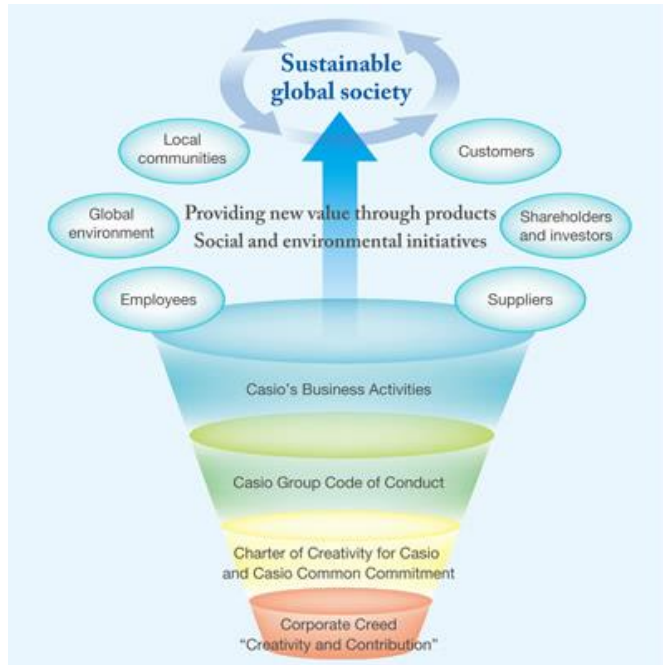




CASIO's

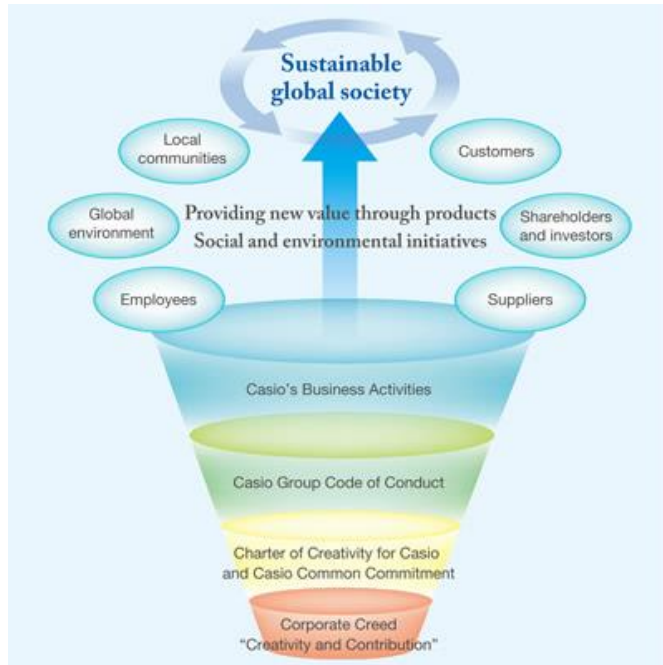
**approach of corporate
responsibility**

Casio's CSR approach : CSR platform (1)



- A company's performance on social responsibility impacts its corporate value
- Based on Casio's Corporate Creed : "Creativity and Contribution"

Casio's CSR approach : CSR platform (2)



- These values, rules and beliefs must be shared among the organisation → first step to implement a CSR policy.
- 4 keywords for a sustainable world

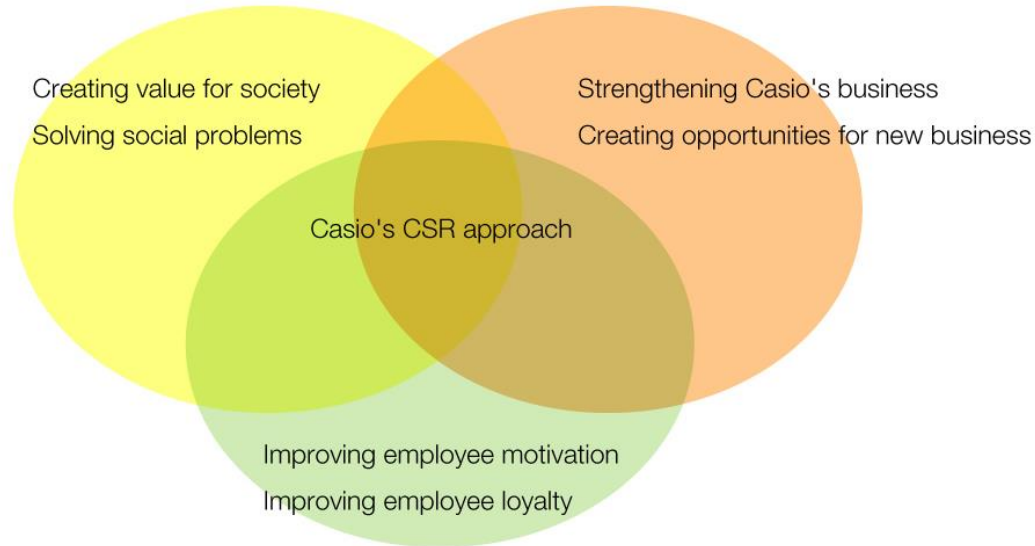


Keywords for a sustainable world

- Resource recyclability
- Biodiversity
- Fairness across generations
- Fairness across regions



Casio's CSR approach: Summary



❖ 3 main axes :

❖ 2 goals :

- Promoting CSR activities to improve corporate value
- A sustainable global society

❖ Two main approaches used :

- Restorative
- Augmentative



Summary

A suitable corporate creed

which express the goals, values and strategy of the company.



Guidelines

to ensure that every member of the group practices the corporate creed.

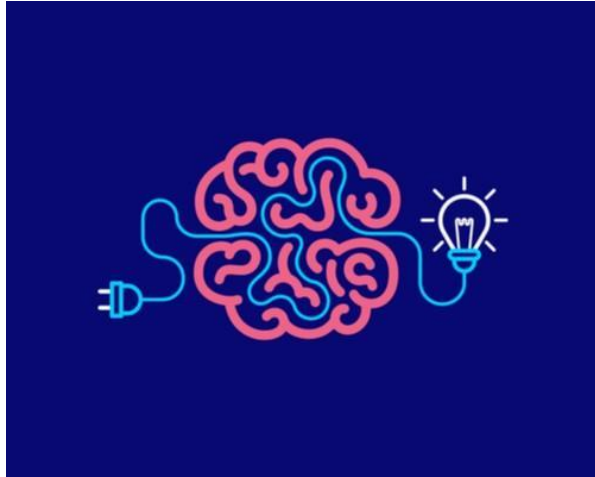


A CSR approach

which is feasible and helps to achieve the company's goals in term of CSR.

A successful implementation of a CSR policy

Conclusion and opinion



- Casio is just an example.
- All corporations have to cope with a lot of complexities and stakeholders
- Be aware of the long term advantages of CSR.
- One tip to make your business last forever (remain sustainable)



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Thank you for your
attention !

Any questions?

