



CORPORATE RESPONSIBILITY MANAGEMENT OF THE COMPANY



Mailé Navarro G.
Oscar Fernández V.

Structure of the presentation

1. Definition
2. Formulation of Social Responsibility
3. CSR Megatrends
4. Principal activities for a director
5. Kaufland

Corporate Responsibility Management

Is defined by the **establishment of corporate goals** that are compatible with the sustainable development of society, **preserving environmental and cultural resources** for future generations, respecting diversity and **promoting the reduction of social problems.**

WHY? WHY!?
WHY DO I HAVE TO
PRETEND TO CARE
WHEN I DON'T?
I DON'T!

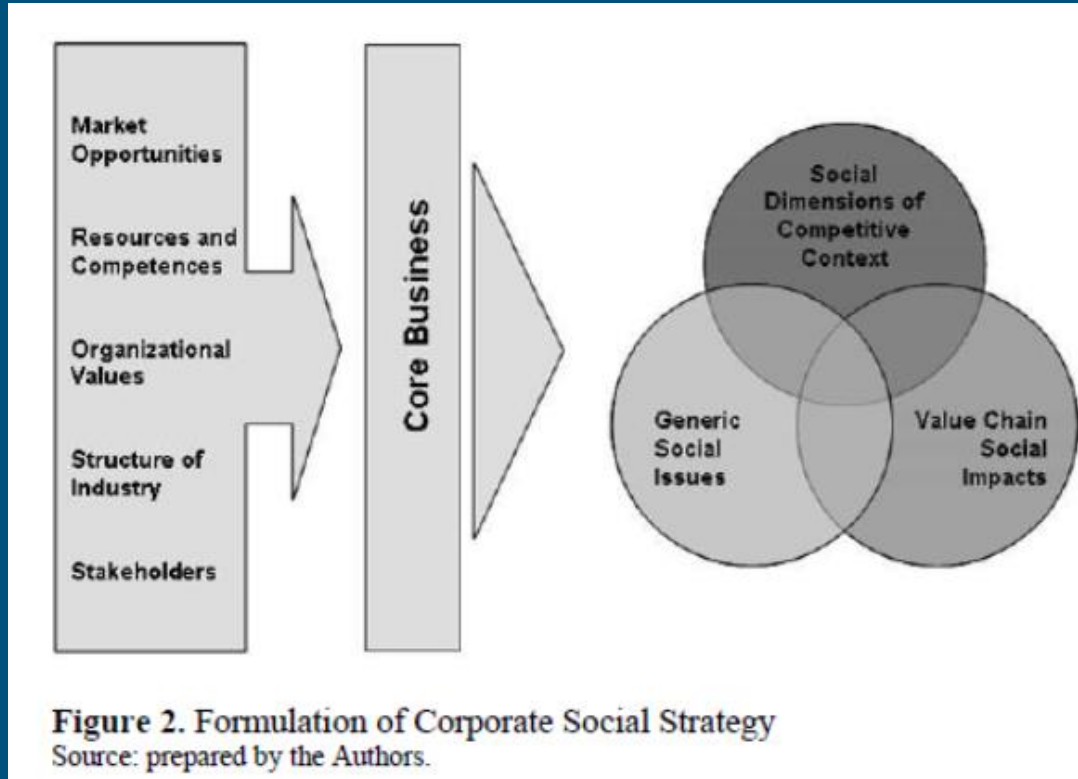
THERE, THERE,
OLD CHAP... OF COURSE
YOU DON'T CARE.
NOW COME ALONG-
PULL YOURSELF
TOGETHER...

Polyp.org.uk



2

Formulation of Social Responsibility



3

Corporate Social Responsibility Megatrends

#1: CLEAR PURPOSE

Put purpose before profit, and make money anyway.



#2: CORPORATE ENGAGEMENT

Turn your employees into CSR managers.



#3: COLLABORATIVE CO-CREATION

Shared-value partnerships with social entrepreneurs in order to create economic value.



#4: CLEAR COMMUNICATION

No more CSR reporting-> Hello Social Media



TED
Ideas worth spreading

4

Principal activities for a director

1. **FORESIGHT:** Identify social and environmental risks or opportunities.



1. **NURTURING:** Incubator for internal projects.



1. **EVANGELISM:** To bring the company into a more sustainable mindset. “Spread the word”



5



Organic farming

- Produces quality and healthy organic food.
- Contributes to maintaining a balanced cultural landscape and creating conditions for the prosperity of rural areas.

Healthy soil-healthy plants-healthy animals-healthy food = Sustainable Life



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THANK YOU FOR YOUR ATTENTION

Make business work for people and planet

