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# Position of corporate responsibility in a management of the company



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# Structure

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- Review on Corporate Social Responsibility
- Corporate Responsibility Manager
- Studies case of Volkswagen
- Conclusion

# Corporate Social Responsibility

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- Definition from the European commission:

« Corporate Social Responsibility is the responsibility of companies for their impact of the society. Caring about CSR is in the interest of business and society as a whole. »



# Corporate Social Responsibility

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- Six core characteristics of CSR:



# Corporate Social Responsibility

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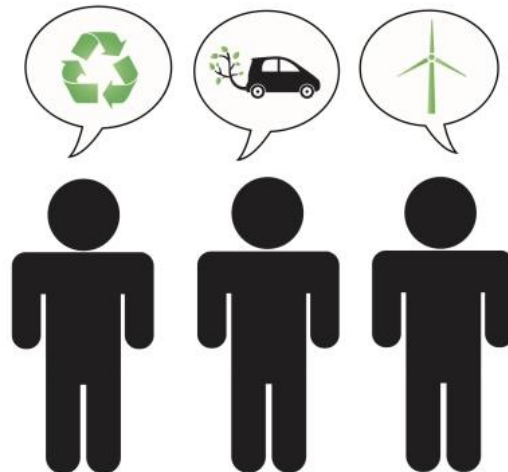
- Benefits of GSR to firm :
- Media interest and good reputation
- Access to funding opportunities
- Increase your influence in the industry
- Differentiating yourself from the competitor
- Increase in customer retention
- Attracting, retaining and maintaining a happy workforce



# Corporate Responsibility Manager

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- His job is make sure the company practices, processes, products and procedures are ethical, sustainable and environmentally friendly.
- Responsible for defining and developing the company's CSR strategy and objectives.



# Corporate Responsibility Manager

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- At internal level:
  - Negotiation
  - Work/life balance
  - Gender equality
  - Protection of Humain rights
  - Protection of environment
- At external level :
  - Organise solidarity and social work
  - Show transparency and rendering of accounts
  - Promote sustainable development

# Volkswagen

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- International Sustainability Council:
  - > Experts from politics, science, research
  - > Independant
  - > Advice the group Executive Board & the group Brands.





# Volkswagen

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- Exemples Volkswagen South Africa
  - > Radio station and HIV prevention
  - > Bicycles for safer road to school
  - > Reading clubs
  - > Business Support center (startup incubator)

Thomas Schäfer, CEO Volkswagen Group South Africa: "We want to play our part in shaping the future of South Africa and having an impact where it is needed most."

# Volkswagen

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- Volkswagen Emission scandal (september 2015)



# Conclusion

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- The position of the corporate responsibility management should be at the top level management.
- Because an effective corporate responsibility have to be part of the global strategy of the company.

**Thank you for your  
attention!**