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CSR Strategy

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What is CSR?

- Voluntary contribution of the economy to sustainable development
- Goes beyond legal requirements
- 4 different aspects of CSR
 - responsible entrepreneurial activity in the actual business activity (market),
 - ecologically relevant aspects (environment)
 - to relations with employees (workplace)
 - exchange with the relevant stakeholders (stakeholders).

Competitive Advantage of CSR

- Customers care more for socially and environmentally conscious businesses and products.
- Big opportunity for small or medium sized companies.
- Stronger connection between customers and companies.
- Better control of where raw materials and products come from
 - farmers using sustainable, animal-friendly practices
 - companies providing better working conditions
- more transparent supply chain

Competitive Advantage of CSR

- positive PR
 - positive feedback over social media, less expenses for marketing campaigns
- more business opportunities
 - constant dialogue with customers and companies provide more opportunities
- satisfied employees
 - better working environment -> better workforce
 - positive attitude towards the company -> more applications, people stay there
- satisfied customers
 - more willing to buy products from companies they like
 - less willing to change to another brand

What makes CSR successful?

- insisting of profitability
 - focus on business value
 - How can CSR make or save money?
- creating shared value
- Certification
 - emission certificates , enviroment certificates, working conditions certificates etc.
- Focus on general interests
 - global warming, carbon footprint, renewable energy etc.
- Customer loyalty ensures profit

What makes CSR successful?



The Process of a CSR Strategy

- In case of a new CSR strategy some process can be followed to permit to the strategy to be effective.
- The process is constituted by 5 ideas. This steps give to the entreprise the keys for a good campain on the theme of the CSR

The Process of a CSR Strategy

- Develop a vision
- Don't just talk a good game
- Launch strong and monitor intensely
- Consider your customers' needs and preferences
- Use CSR to enhance talent recruitment

Thank you for your attention!
Questions?