



Corporate social responsibility to shareholders and investors

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Content of the presentation

- Difference between stakeholders, shareholders and investors
- Shareholders' rights and responsibilities
- Investors' rights and responsibilities
- CSR to shareholders and investors
- KIA and its CSR

What is the difference between stakeholders, shareholders and investors?

Stakeholders

- Have interest in company
- Can affect or be affected by company
- Primary stakeholders
 - Shareholders
 - Customers
 - Suppliers
 - Employees
- Secondary stakeholders
 - General public
 - Communities
 - Media

Shareholders vs. Investors

Shareholders

- Own shares
- Expect growth of the company
- Have certain rights
- Private corporation
- Public corporation

Investors

- Put money into a business
- Invest in many companies
- Expect financial return
- Venture capitalists
- Angel investors

Shareholders

Rights

- ▶ Vote on key issues
- ▶ Transfer ownership
- ▶ Receive company reports
- ▶ Entitlement to dividends
- ▶ Participation in corporate actions
- ▶ Sue the company

Responsibilities

- ▶ Unpaid amounts on the shares
- ▶ Liability or obligations
- ▶ Liability for breach of directors' duties

Investors

Rights

- Receive descriptions of all transactions and statements
- Be informed about all the costs
- Receive accurate and timely statements
- Be provided with descriptions of Fidelity's policies and practices

Responsibilities

- Consider all investments
- Communicate with their financial representative
- Keep their accounts current
- Use the right resources

What do you imagine under
CSR to shareholders and
investors?

CSR to shareholders and investors

- Disclosure of information
- Communication and relationship
- General meetings
- IR events
- Stable dividends

Introduction of KIA Motors

- 1944 Kia Motors was founded
- World's top 5 car producer
- Reputation as quality car producer



KIA and its CSR



Social projects in KIA



Green light project

Green Tour →



Shareholders and CSR in KIA

- ▶ Promote employees' self-realization.
- ▶ Volunteerism and environmental friendliness
- ▶ Shareholders' value.
- ▶ Shared prosperity of humanity

Conclusion

What CSR provide to the firm?

- Brand differentiation
- Consumer Commitment
- Saving
- Long-Term Planning

Thank you for your
attention!