



CORPORATE CREED AND APPROACH TO CORPORATE RESPONSABILITY

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STRUCTURE

- I. Corporate creeds
- II. Corporate responsibility
- III. Philip Morris International
- IV. Philip Morris Slovakia
- V. Observations Analysis

WHAT'S BUSINESS CREED ?

“Commitment to achieve a goal”

“Behave in a certain way”

“Abide by fundamental principle”

“Company’s guiding strategy”

“Define a corporate culture”

CREEDS' SPECIFICATIONS



WHAT'S CORPORATE SOCIAL RESPONSIBILITY ?

Business practices involving initiatives that benefits

- Social wellbeing
- Environmental wellbeing

“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



CSR'S CATEGORIES



CSR'S APPROACHES

Restorative

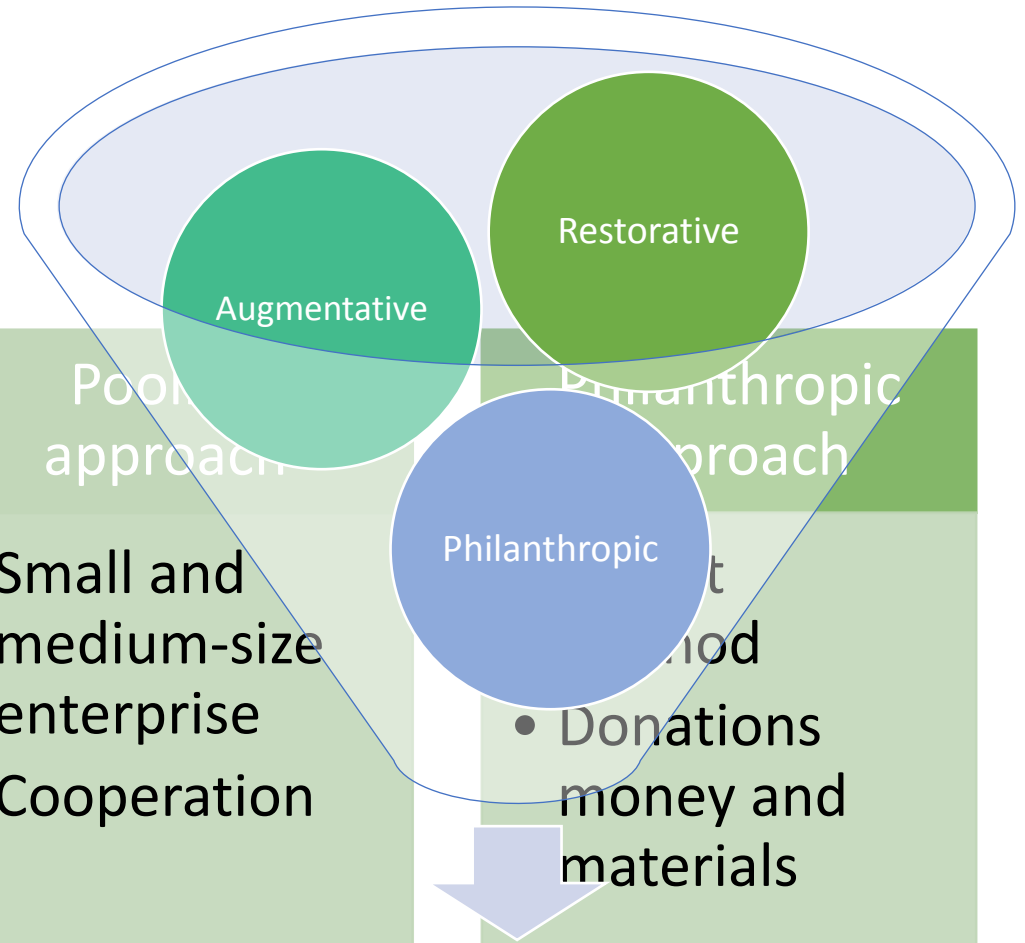


- E
- D
- is
- C

Augmentative



- Small and medium-size enterprise
- Cooperation



Trident approach

GENERAL PURPOSE

+ 80,000

Employees around the world

“World’s leading international tobacco company”

+ 400

R&D scientists, engineers and technicians working on smoke-free products

+ 180

Parliament
Marlboro
Gold Pack

Human Rights. Labor Rights. Environment. Anti-Corruption.

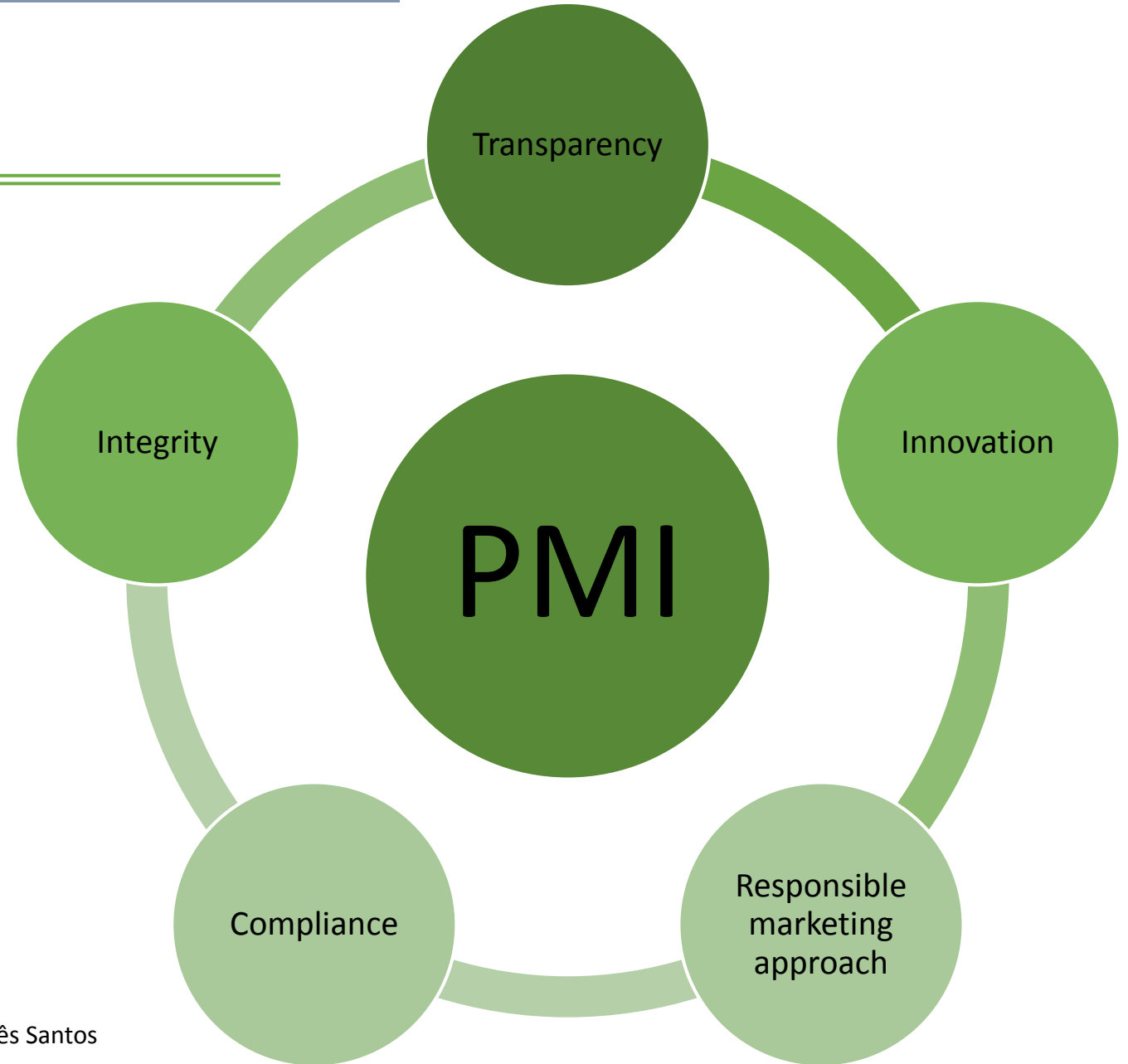
+ 25

Brands

117

Years of existence

PMI'S VALUES



Innovation



Combat, analyses and explore solutions against illegal trade and similar crimes



Supports public, private sector and NGO's

GENERAL PURPOSE

Market leader since 1996

Aprox. 140 employees

Certified Excellence in Employee Conditions (Top Employer 2017) – Slovakia.

Main Brands: *Malboro, L&M, Philip Morris, Petra and RGD*



Affiliate in the former Czechoslovakia

COMPANY CREED



HUMAN RIGHTS. LABOR RIGHTS. ENVIRONMENT. ANTI-CORRUPTION.

Sustainability

“ We are committed to being a great employer and a good corporate citizen. We strive to be environmentally and socially responsible. We are dedicated to fighting the illegal cigarette trade. And we proudly support the communities where we source tobacco and where our employees live and work.”

TRIDENT APPROACH IN PM




Philanthropic Approach



Restorative approach



Augmentative Approach



THANK YOU FOR YOUR ATTENTION

ANY QUESTION ?