



# **Introduction to the Concept of CSR**

# Outline

- Business Leaders Forum - who we are and what we do?
- Why we need to talk about corporate responsibility (CR) and when it all started?
- What we talk about when we talk about CR today?
- What is the business case for CR?
- Specific steps and examples



# Business Leaders Forum

# 37 member companies



- **BLF mission** is to cultivate the society by creating and introducing standards of corporate responsibility.
- **BLF vision** is to achieve sustainable development and prosperity of Slovakia by corporate responsibility.

- Circular Economy/ Cradle-to-Cradle
- Adaptation to Climate Change
- Sustainable Cities
- Energy Efficiency in Buildings



**environment**

- Skills for Jobs
- Motivation and Engagement of Employees
- Work-life Balance
- Health and Wellbeing



**workplace**



**community**

**Activities of Pontis Foundation**

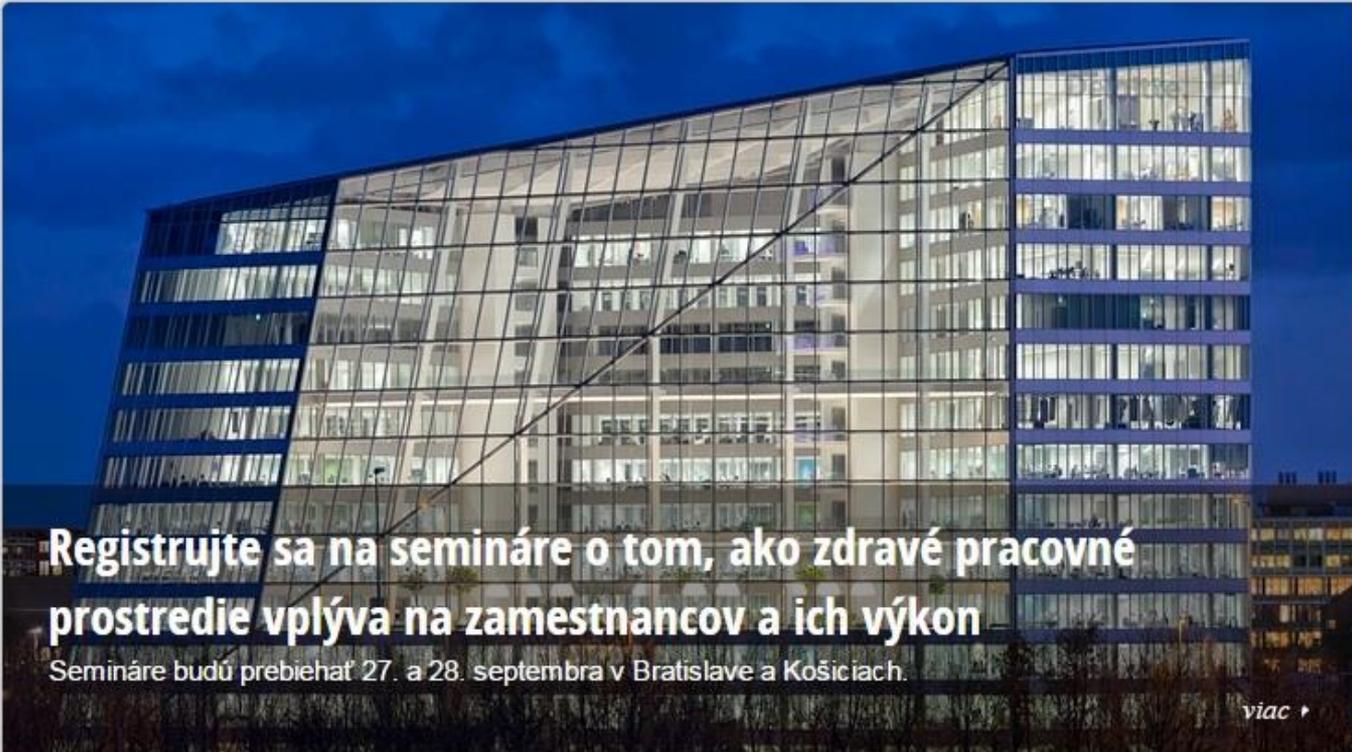
- Foundation Funds
- Volunteering
- Community Investment
- Charitable Collections



**marketplace**

- Corporate Responsibility Communication
- Business Ethics
- Responsible Supply Chain Management





## Registrujte sa na semináre o tom, ako zdravé pracovné prostredie vplýva na zamestnancov a ich výkon

Semináre budú prebiehať 27. a 28. septembra v Bratislave a Košiciach.

[viac](#) ▶

Registrujte sa na semináre o tom, ako zdravé pracovné prostredie vplýva na zamestnancov a ich výkon

Čo je to zodpovedné podnikanie  
(CSR) RESPONSIBILITY

Pozrite si fotogalériu zo seminára s Mr. Goodvertising Thomasom Kolsterom.

# facebook



Zodpovedné podnikanie

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# **Why we need to talk about corporate responsibility (CR)?**

# The issues

**Climate change**

**Exercise**

**World Peace**

**Corruption**

**Quality of environment**

**Good relationship with family**

**Health**



















# When it all started?

- Mid 1950s - Early references to CSR
- 1973 - CSR definition Elibert & Parket
- 1976 - OECD, Guidelines for Multinational Enterprises
- 1990 - IBLF (Prince Charles)
- 1992 - OSN, Earth Summit, Rio de Janeiro
- 1996 - CSR Europe
- 2000 - UN Global Compact, 10 principles
- 2001 - Lisbon Strategy, EU Green Book
- 2004 - Business Leaders Forum Slovakia
- 2006 - GRI G3 Guidelines
- 2007 - Compulsory reporting in Sweden
- 2010 - ISO 26000
- 2014 - GRI G4 Guidelines
- 2015 - Sustainable Development Goals
- 2015 - EU non-financial performance disclosure

**What we talk about  
when we talk about CR  
today?**



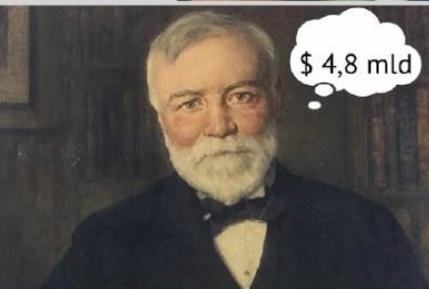


DO  
LESS HARM



# Basic terminology

## Philanthropy



## Corporate Responsibility



## Philanthropy

- Support focused on areas not covered by state/government.
- Doesn't have to correlate with core business of a company.

## Corporate Responsibility

- Everyday decisions take into account environmental and social issues as well as economical ones.

## CSR

“maximises the value of the company but also contributes to the wellbeing of a society and the generation of common good, including wealth”.

# Who are stakeholders?



**Question:**

**Who do you affect and who is affected by your actions in your personal life?**



# Certification schemes



# LEED

LEADERSHIP IN ENERGY & ENVIRONMENTAL DESIGN



The mark of responsible forestry





# **What is the business case for CR?**

- Responsible companies are more successful in mid and long-term
- Reputation of brand is improving
- More loyal employees and attracting talent
- Improved relationship with suppliers – savings and innovations
- Lower impact on environment, energy efficiency, lower costs
- Improved relationship with community
- Better access to capital



**42%** of global consumers  
want more **new products** in  
the market that are  
**socially responsible**  
and  
**environmentally friendly**



66%

of consumers are  
willing to pay more  
for brands  
committed to  
sustainability

A hand is shown pointing upwards towards a blue line graph. The graph shows a fluctuating but generally increasing trend. The background is a dark blue circle with a teal ring.

On average, products with sustainability efforts contributed to over 4% greater sales

Source: @Nielsen

# GREEN GIANTS \$



100% of pork, beef, and chicken are naturally raised and a majority of dairy is pasture raised. It is the only publicly traded restaurant to have achieved these ratios and is the nation's largest restaurant purchaser of sustainable and humanely reared meats.

**\$4.11**

BILLION



30% of sales are organic, more than any other national retailer. The first national supermarket to have its retail operation be certified organic.

**\$14.19**

BILLION



Unilever

Committed to doubling its sales while halving its environmental footprint by 2020. Aims to source 100% of its agricultural feedstocks from sustainable agriculture and to improve the lives of 1 billion people.

**\$52.37**

BILLION



Manufactures the world's first commercially successful all-electric vehicle.

**\$3.2**

BILLION

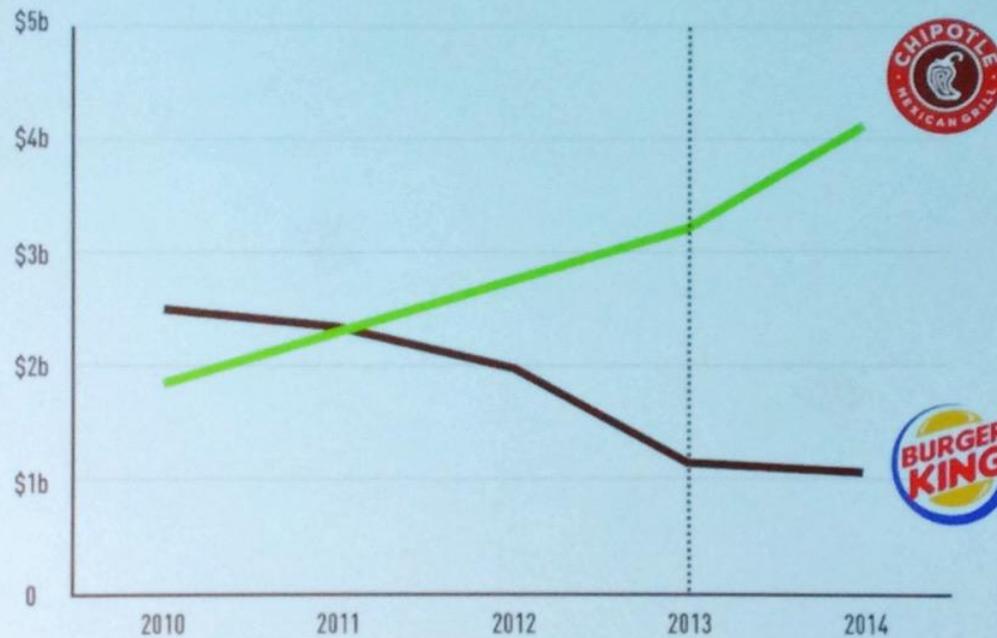


The world's largest and first publicly traded B Corp. Its goal is to source one-third of ingredients sustainably from the Amazon. A pioneer of integrated reporting.

**\$2.65**

BILLION

# THE NEW WORLD ORDER



# Specific steps and examples









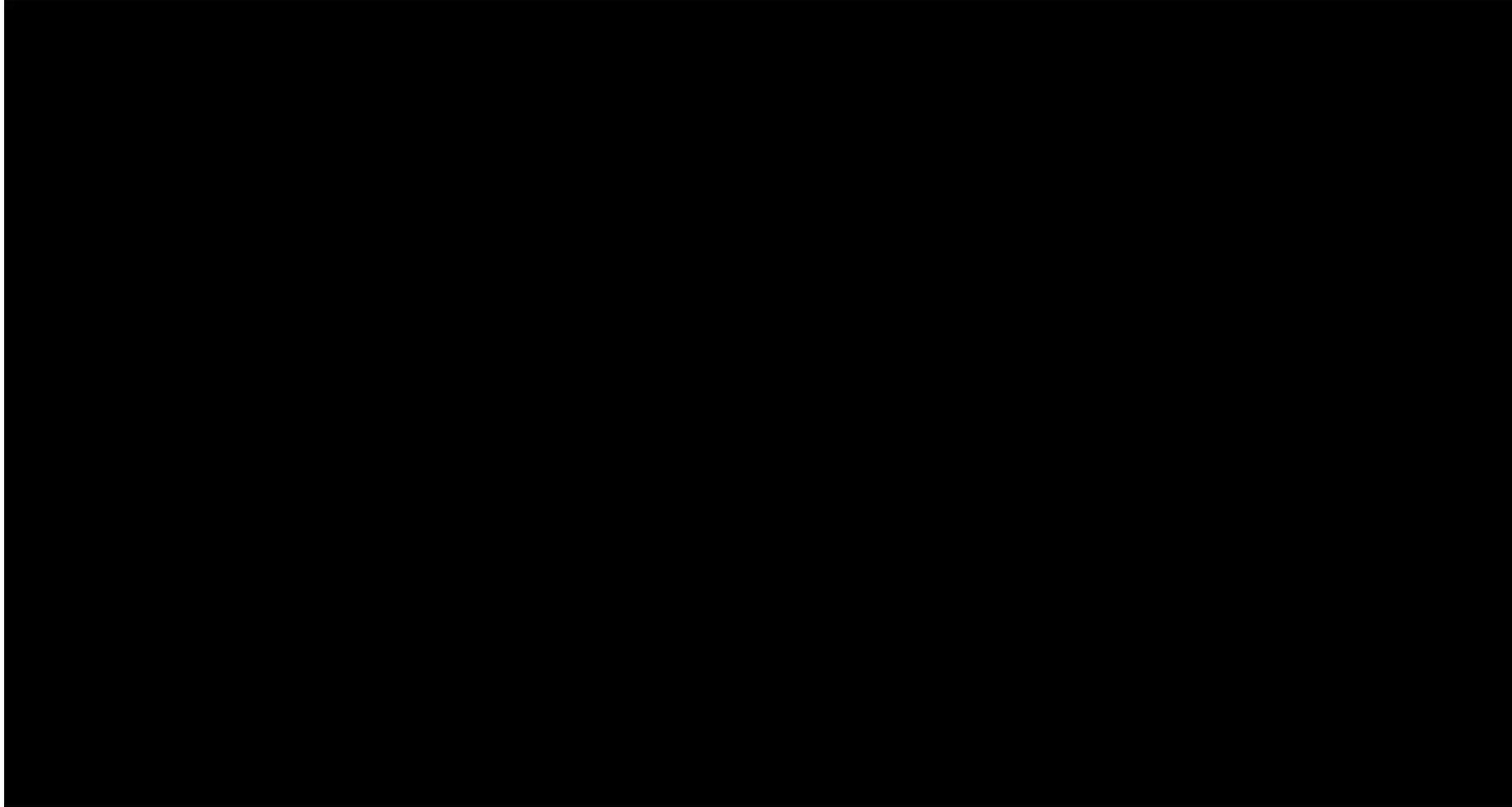


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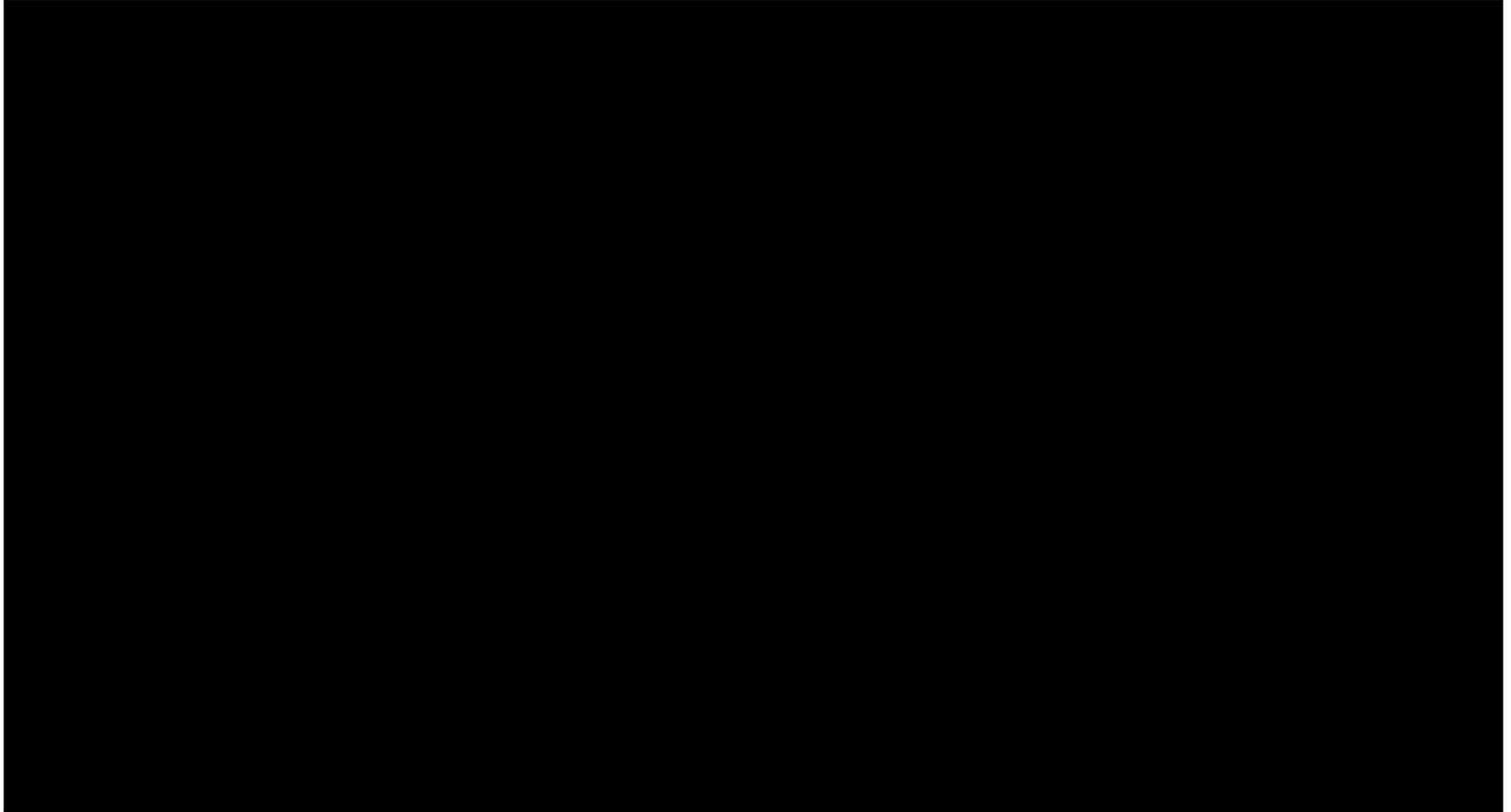
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# Thank you!

Slavomíra Urbanová

Program manager, Pontis Foundation

[slavomira.urbanova@pontisfoundation.sk](mailto:slavomira.urbanova@pontisfoundation.sk)

Twitter: [@urbanovas](https://twitter.com/urbanovas)