

# *Corporate Responsibility in the Relation to Local Communities*



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# Content

- Stakeholders of the company
- Local community
- Ways of community involvement
- Employee involvement



## Secondary Stakeholders

*Governments (Regulatory Agencies)*

**Media**

## Primary Stakeholders

**Political  
Action  
Groups/  
Activities**

*Suppliers*

**The  
Organization**

*Employees*

**Unions**

*Shareholders*

**Nongovernmental  
Organizations**

# Why are secondary stakeholders important?



- They can take action that can damage or assist the organization
- They often can be primary stakeholders
- They expect to operate ethically and with environmental responsibility

# Local community

- A group of individuals that interact within their immediate surroundings. Their interactions can include the sharing of resources, information and assistance, as well as the establishment of commercial relationships between local businesses and consumers
  - Source of sales
  - Skilled workforce
  -

# Ways to get involved

- support a local charity
- sponsor a local event
- organise clean-up events
- volunteer in local schools or community projects
- provide food to local homeless groups
- minimize the production of waste and try to reuse waste
- analyse and decrease CO<sub>2</sub> emissions to mitigate climate change





- **Mission:** to cultivate society by creating and introducing standards of corporate responsibility
- **Vision:** to achieve sustainable development and prosperity of Slovakia by corporate responsibility
- BLF was officially established in April 2004
  
- Main initiators of the idea of BLF
- Pontis Foundation is one of the biggest foundations in Slovakia
- **Mission:** to motivate individuals, communities and companies to be responsible for themselves and for the world around them
- **Vision:** the world of free and responsible people, who are improving their lives and lives of those around them
  
- Via Bona Slovakia Awards encourage companies in Slovakia to do business fairly

# Employee involvement

- support charities chosen by company's staff
- encourage staff to volunteer for community activities
- give staff paid time off for volunteering
- help employees to make tax-free donations to charity through 'payroll giving'





Example of important point in employee involvement :

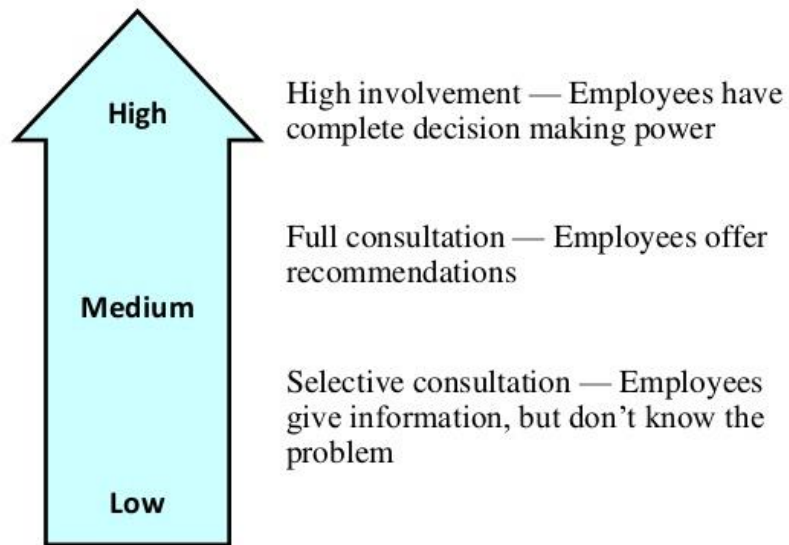
- Join

- Sell

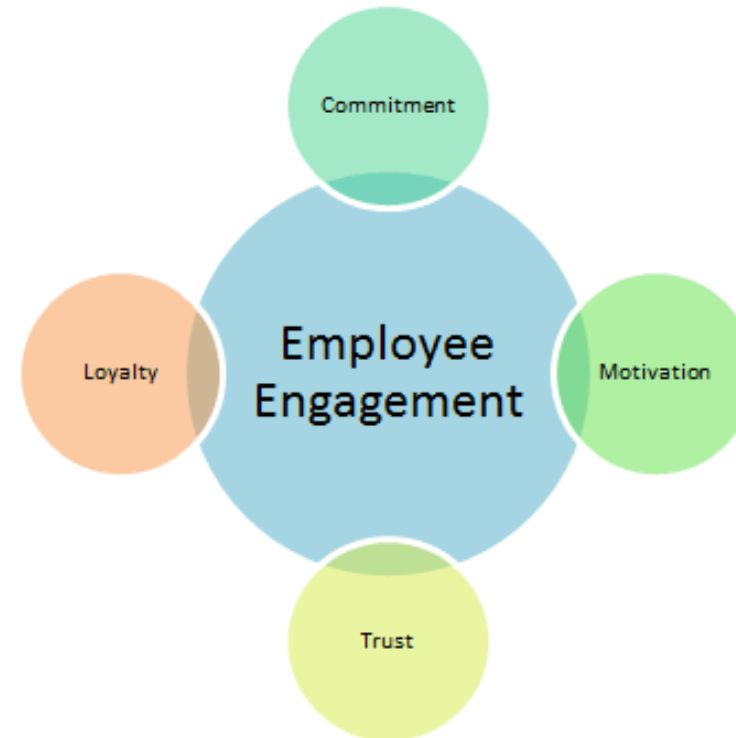
- Consult

- Tell

### Levels of Employee Involvement



The key of employee involvement is the discussion.  
The exchange and the communication.



# Benefits of employee involvement:

- **Manager Employee Boundary**
- **Better Ideas**
- **Employee Commitment**
- **Communication Complexity**



# Conclusion

Finally, all the different levels of a company have different responsibilities, goals and a different will. This is why it is interesting to confront them. And to distribute the responsibilities and the different powers between all the staff. This is how we achieve the same goals together.

„If you don't have honesty and integrity, you won't be able to develop effective relationships with any of your stakeholders.”

(Robert W. Lane, the Chairman and CEO of Deere & Company)

# References

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Do you have any  
questions? Thank you  
for your attention