

# Indexes in the area of Corporate Responsibility in practice

Corporate Responsibility in Practice  
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# Plan

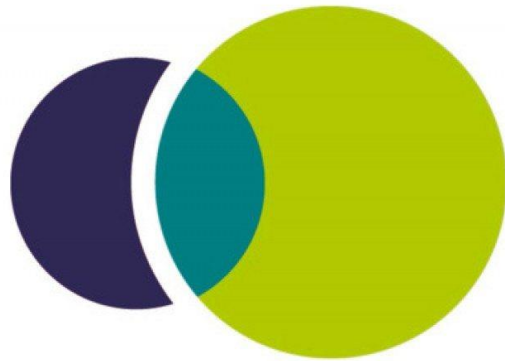
- ▶ History in CSR indexes;
- ▶ USA Pioneer in CSR indexes;
- ▶ The role of Managers and Stakeholders;
- ▶ Types of indexes;
- ▶ Sustainability;

# History in CSR indexes

- ▶ The indexes in CSR is a theme that appeared in the end of 20th century, this topic emerged because of the observed growth in indexes worldwide.
- ▶ The grand majority of companies needed to gain knowledge about their economic situation.
- ▶ Investors wanted to be sure about their investments, and indexes actually gave them some guarrantes.
- ▶ Indexes are tools that can be used to make benchmark between companies, in order to know the;

# USA Pionner in CSR Indexes

- ▶ The pioneer in this of the CSR was Dow Jones born in United Stated, this manager had the idea of creating a Sustainability Index (SI) in September 1999 year that he published his study.
- ▶ Companies started to be interested in belonging to the indexes of CSR, because it help them growing. This led to the creation of their own Equity Sustainable growth within their businesses.



**Dow Jones  
Sustainability Indexes**

# The role of Managers & Stakeholders

The managers are looking to se fit the requirements of all the stakeholders, thats their commitment as managers, in order to do so, they must built a strategy plan based on the company philosophy and vision.

Accordingly they will define their strategy plan, and for that they need some elaborate some indexes to built their strategy plan.



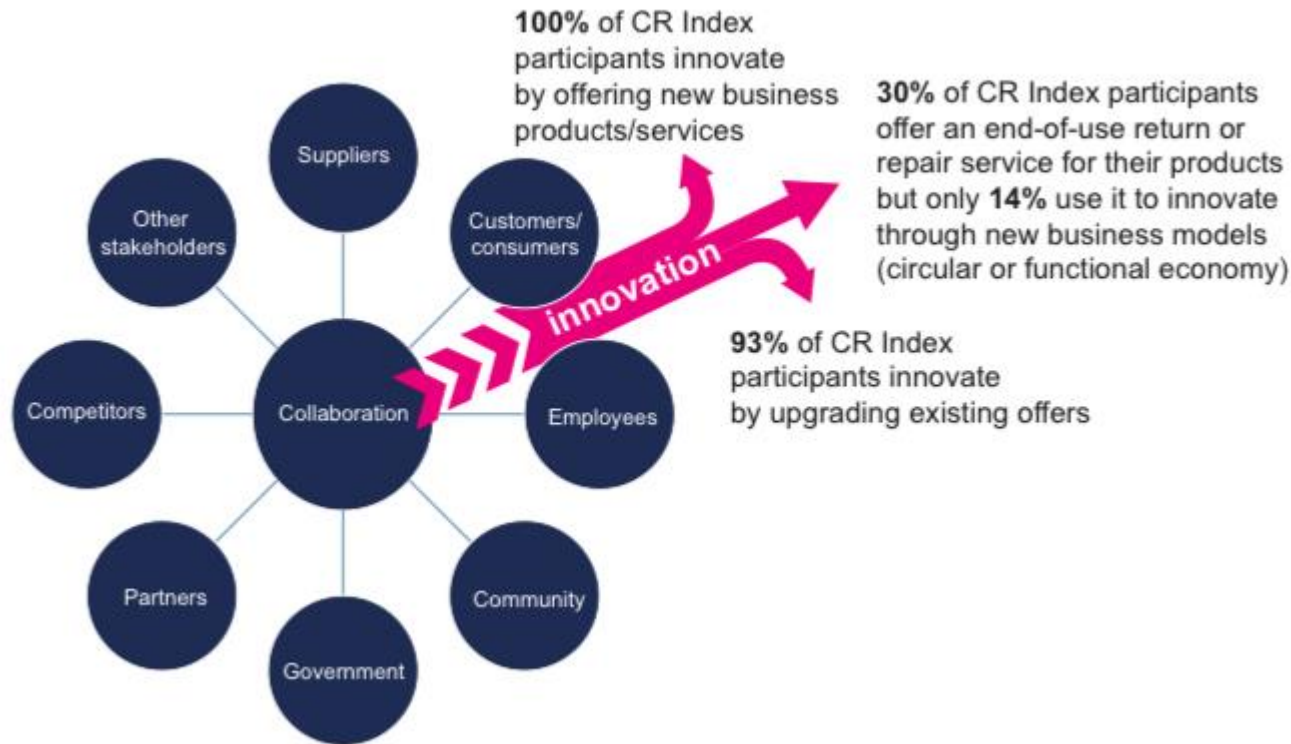
# Types of Indexes

- ▶ Domini 400 Social Index
- ▶ Global Reporting Initiative (GRI)
- ▶ FTSE4Good Index
- ▶ Calvert Social Index



# Sustainability

## Sustainability – cost or investment?

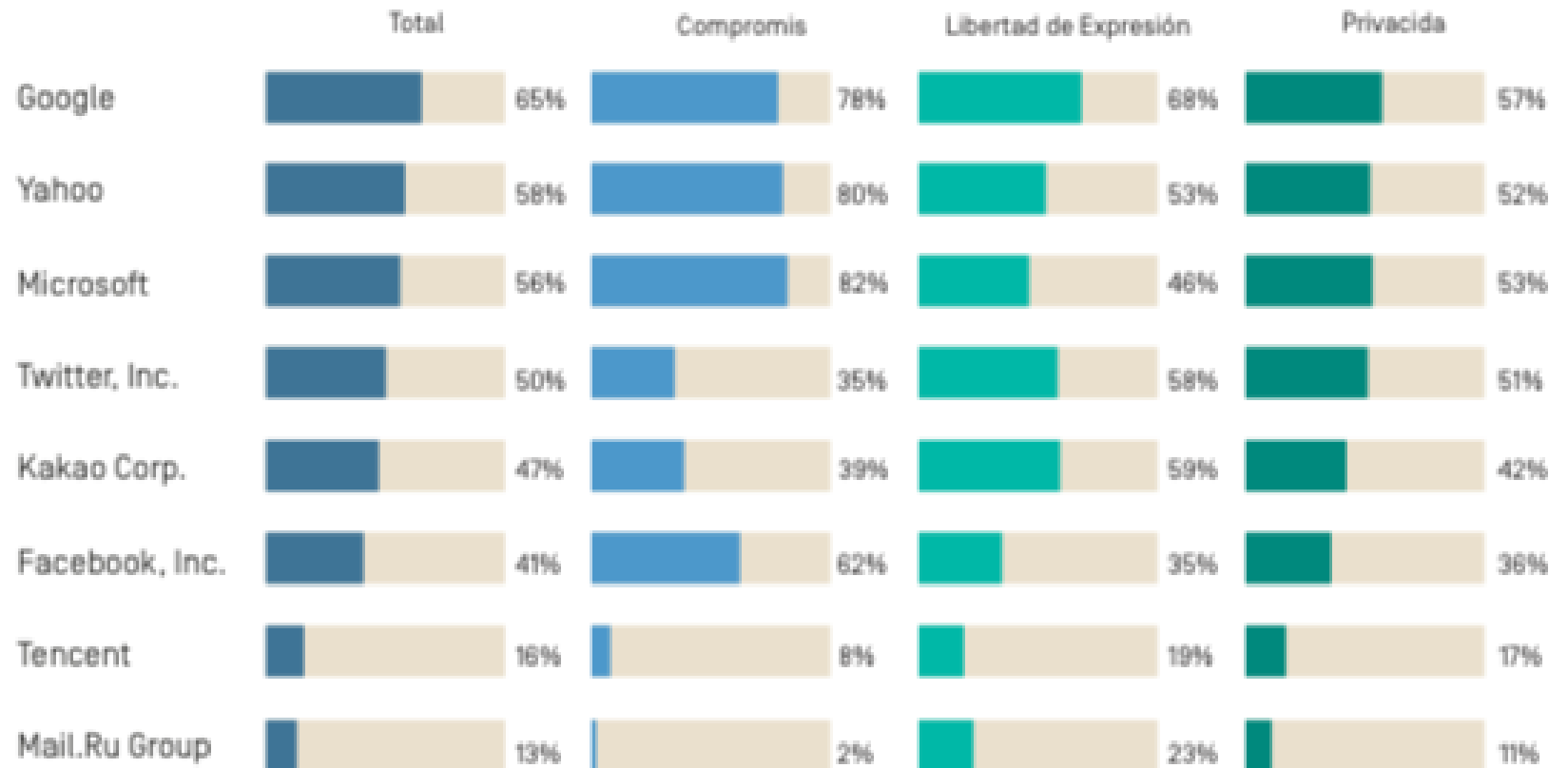


- ▶ Variety of industries and business models.
- ▶ Participants innovate by making existing products and services more sustainable
- ▶ Sustainable companies have more ganancial, as well as social and environmental.

# Indexes of the area of Corporate Responsibility of Ranking Digital Rights

- ▶ Ranking Digital Rights make the evaluation of the committment, policy and practice which affect the freedom and privacy of the 16 biggest companies of internet and telecommunication.

## EMPRESAS DE INTERNET





# Ranking digital Rights

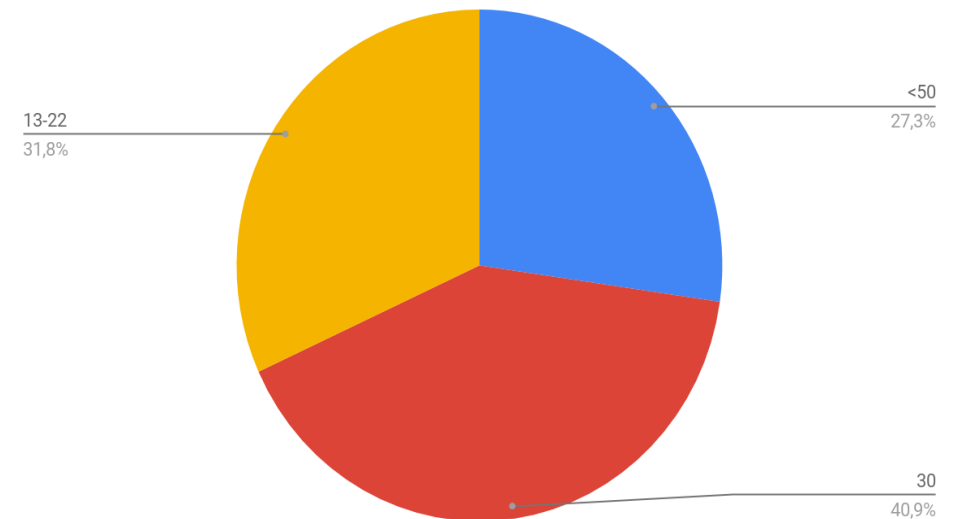
Practice and Business of the companies are exposed to the public eye:

- Pushed to do a better job
- Respect the rights of its consumer

The main points that the companies have to follow are:

- Use a vocabulary that everyone can understand
- Communicate what's going on with consumers information
- Show a credible commitment
- Bring evidence to prove that the company is following their commitment

Points scored



# References

- ▶ [http://www.odpowiedzialni.gpw.pl/csr\\_indices\\_worldwide](http://www.odpowiedzialni.gpw.pl/csr_indices_worldwide)
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- ▶ <https://www.calvert.com/calvert-responsible-indexes.php>