

Position of Corporate Responsibility in a Management of the Company



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Definition of „CSR“

„Business concept in which businesses voluntarily choose to implement decisions that contribute to improving the company's status and clean the environment while respecting the interests of all stakeholders in their business strategies and activities.“

Business Leader Forum



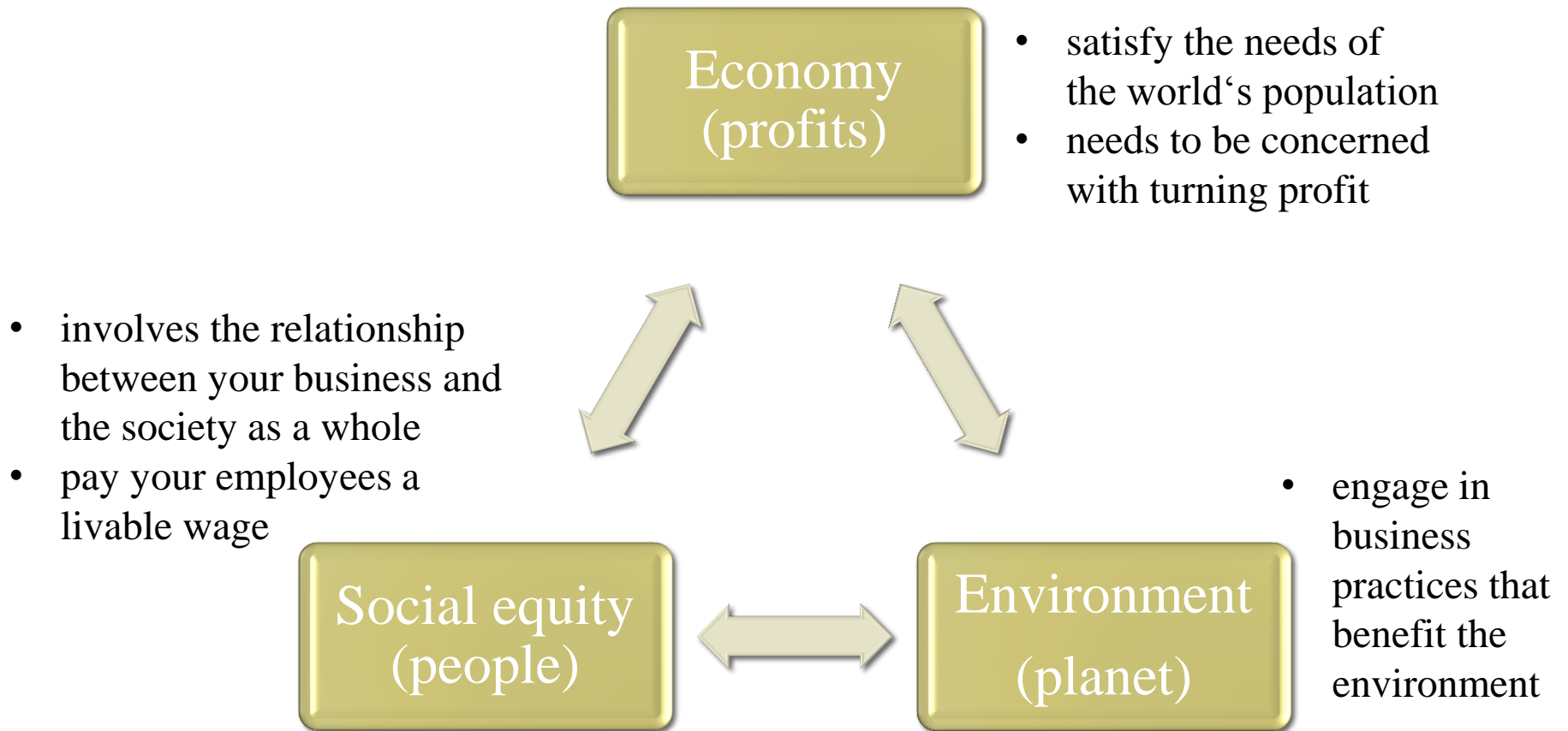
Why be a socially responsible company?

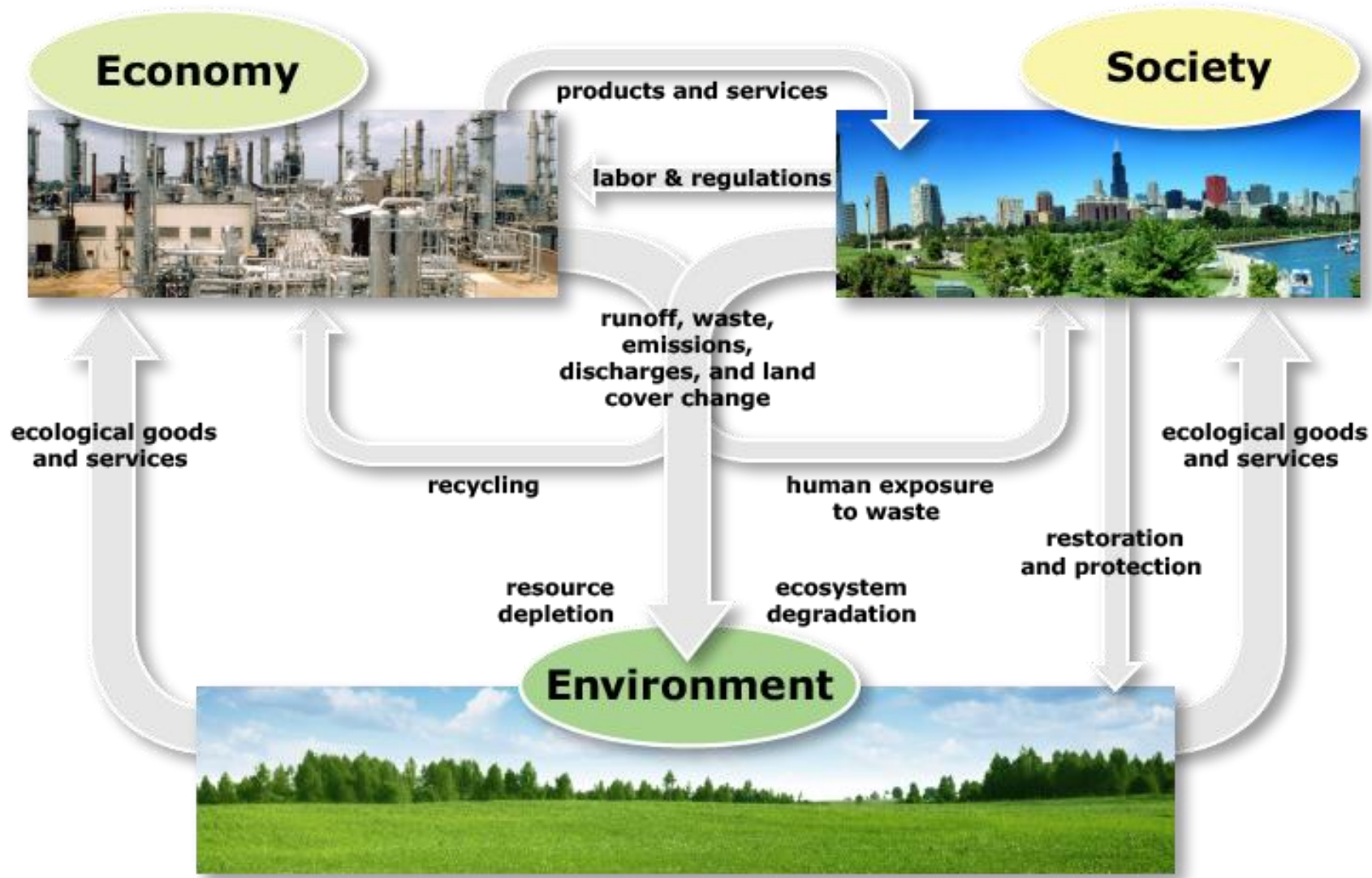
- ❑ Risk Management
- ❑ Increasing profits
- ❑ Reducing costs
- ❑ Support for innovation
- ❑ Building trust and branding
- ❑ Better Human Resources Management





The three main keys





Management of the company

- ❑ The management is the leading organisation of the company
- ❑ It is responsible for creating a long term strategy which includes those three main keys.
- ❑ To enforce the strategy the management has to exemplify each component
 - act as an example



THE ORIGINAL, ETHICAL & NATURAL BEAUTY BRAND.

AGAINST
ANIMAL
TESTING

SUPPORT
COMMUNITY
FAIR TRADE

ACTIVATE
SELF
ESTEEM

DEFEND
HUMAN
RIGHTS

PROTECT
THE
PLANET

Example – The Body Shop



Example – The Body Shop

THE BODY SHOP®
OUR TARGETS BY 2020

ENRICH
NOT EXPLOIT™
(It's in our hands)

ENRICH OUR PEOPLE



↓



Double our community trade programme from 19 to 40 ingredients and help enrich communities that produce them

ENRICH OUR PRODUCTS



↓

PROTECT 10,000 HECTARES



Ensure 100% of our natural ingredients are traceable and sustainably sourced, protecting 10,000 hectares of forest and other habitat

ENRICH OUR PLANET



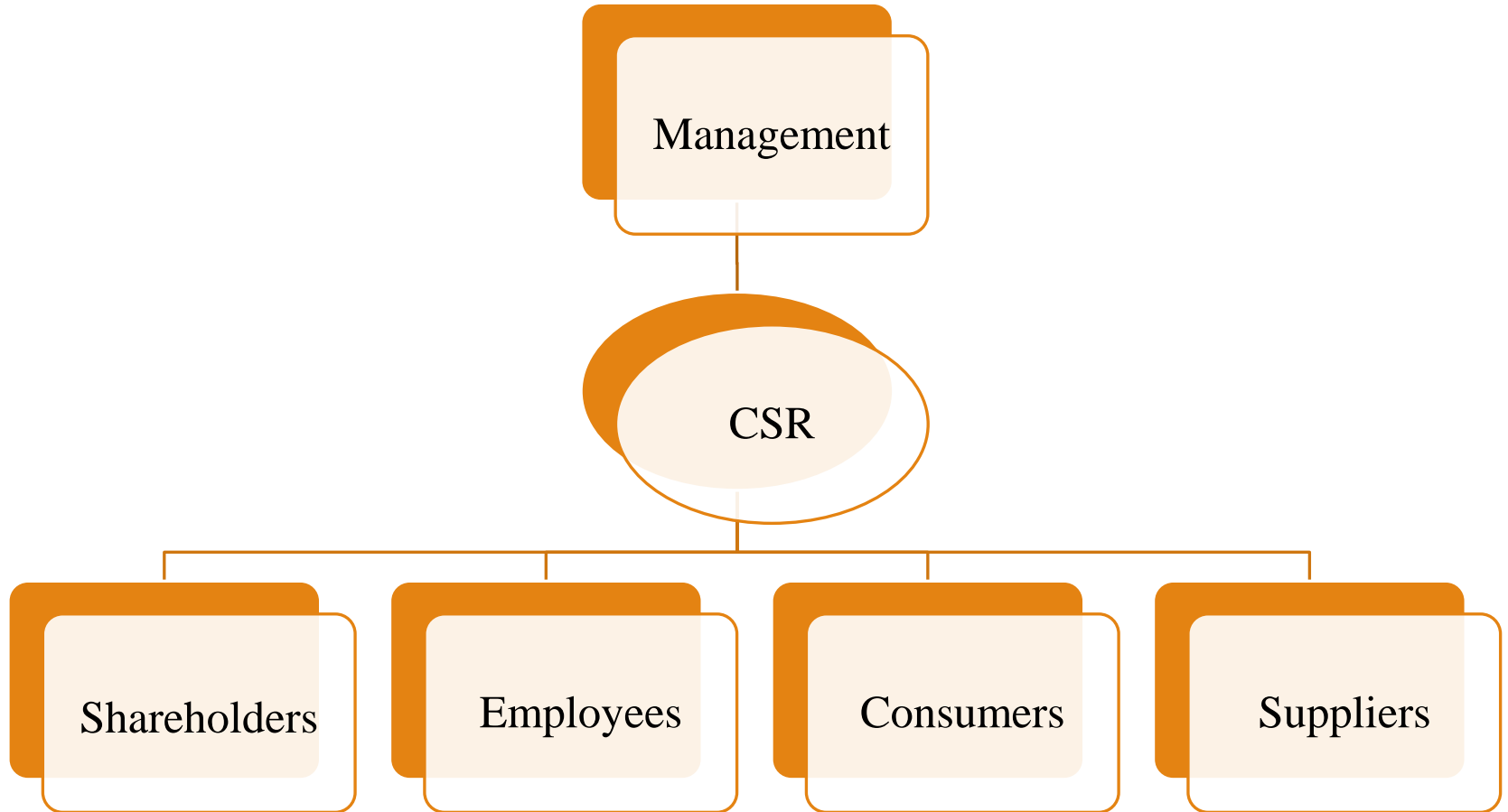
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75 MILLION SQUARE METRES

Build bio-bridges, protecting and regenerating 75 million square metres of habitat helping communities to live more sustainably

Conclusion



References

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