



CSR in the relation to working conditions of the human capital of the company

Camille Giraud - Claire Marty - Adeline Joly - Adriana Ragulová



- ❑ Definition of human capital
- ❑ Working conditions & their impact on the company
- ❑ CSR - How to improve working conditions
- ❑ Specific examples

What is human capital ?



“ The skills, knowledge, and experience possessed by an individual or population, viewed in terms of their value or cost to an organization or country ”

Oxford dictionary

Sources of differences :

- Innate ability
- Schooling quality & schooling investments
- Training
- Social influences

Human capital is a set of skills, knowledge & experience so not all labour is equal and the quality of our workforce can be improved by investing in them.

Outcome of investments in training, skill development and job enrichment :

- higher quality workforce
- improved performance
- Employees commitment to company goals



Management decisions concerning Human capital & working conditions can affect positively but also negatively the quality of the company's workforce



Definition of working conditions

Working conditions corresponds to the environment in which the employees have to work. They include different points as :

- hardness of the work
- risks associated to the working tasks
- work environment: noise, heat, exposure to toxic substances, delays of productions or sales of products etc.

It is based on the following factors :

social

psychological

environmental

organizational

physical

Importance of the working conditions

"Quality of life at work"

Improving organisation and the working environment

Taking care of the needs of the employees and encourage personal and professional development

Benefits about employee productivity, image, employer brand etc.

On improving "quality of life at work", companies that choose ethical and CSR strategies take the bet of improving innovation and responsiveness, that permit them to be **competitive**.

This is the result of good working conditions and human capital: using and **promote the creativity, abilities, knowledges etc. of each person in the working area.**

How to improve working conditions

- ❑ Happiness in the workplace is based on many aspects and may differ from one employee to another.
- ❑ Can help someone walk into work feeling motivated.
- ❑ As a manager, creating an environment that will bring out the best in your employees is imperative to the success of the company.



4 Ways to Improve Work Environment



1. Hire great team members (and don't be afraid to let bad ones go)

"It's amazing to watch one bad attitude affect everyone's daily performance."
Claire Marshall Crowell- A. Marshall Family Foods

1. Improve the lighting

"Exposure to natural light improves mood and energy, greatly impacting focus and productivity." *MBA @ UNC*

1. Make the office comfortable

"Make it easy for [workers] to purchase things like exercise balls and plants on the company dime. We also trust our employees to manage their own time. They're free to take breaks to play games or just recharge as necessary." *AJ Shankar- Everlaw*

1. Improve communication

"When you involve your staff in decision-making in an effort to create a better work environment, they feel valued. Don't be afraid to ask employees for their opinion on a new benefit offered, or what they think of a new client project."
Lambert- Blue Fountain Media

Google



Working place

Campus (big buildings), Spacious office, comfortable, pleasant, free to decorate his office...



Advantages

Free canteen, benefits for new born, generous paid parental leave, healthy bonus



Leisure

Swimming Pool, Gym, games room, private cabins for relaxation, music studio...



Services

Laundry, dry cleaning, ironing, car wash, Pets park

Employment access and career



Recruitment
partnership
(universities,
in local)

Diversity of
recruitment
(Gender, age,
origin...)

Training
program



BNP PARIBAS

AIR FRANCE KLM

ZARA



01

Employment of young children

- Nike in Asia

02

Poor working conditions

- Verbal abuse
- Long labored hours in temperature
- "I didn't get paid for it"

Bibliography

<https://www.britannica.com/topic/human-capital>

<https://econ.lse.ac.uk/staff/spischke/ec533/Acemoglu%20Autor%20chapter%201.pdf>

<https://www.businessnewsdaily.com/7932-create-better-work-environment.html>

<https://qz.com/1042298/nike-is-facing-a-new-wave-of-anti-sweatshop-protests/>

<http://management-rse.com/2013/08/31/ameliorer-les-conditions-de-travail-pour-une-rse-operationnelle/>

<http://www.dailymail.co.uk/news/article-2014325/Nike-workers-kicked-slapped-verbally-abused-factories-making-Converse-line-Indonesia.html>

<http://www.businessinsider.com/google-best-things-about-working-at-2016-8#the-company-serves-employees-three-meals-a-day-all-of-which-are-free-google-is-known-for-serving-gourmet-food-and-has-numerous-cafes-and-food-trucks-at-its-mountain-view-campus-4>

<https://group.bnpparibas/en/group/corporate-social-responsibility/social-responsibility>



Thank you for your
attention

