

# Strategy of Corporate Responsibility in the Company

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# Presentation

- Name/Age
- Where we come from
- What are we studying

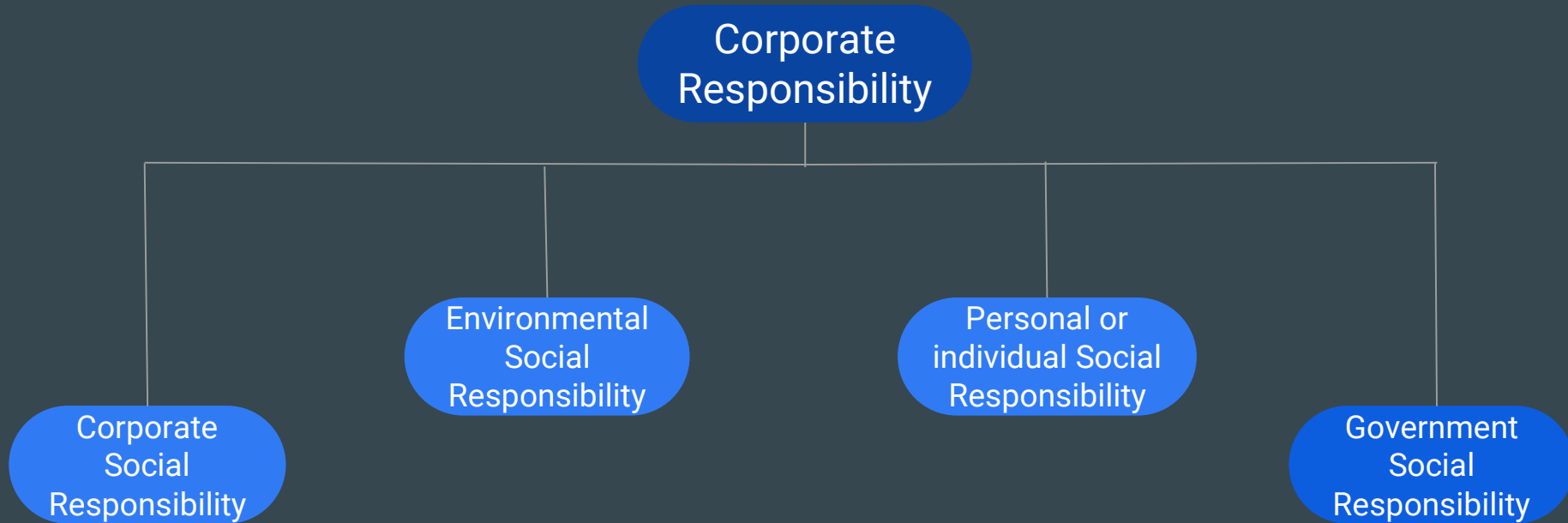
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# Index

- Corporate Responsibility
- Integration of CSR
- Strategy of CSR
- Examples
- Summary
- Vote of thanks

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# Types of Corporate Responsibility



# Corporate Responsibility

Definition

## STAKEHOLDERS

- CUSTOMERS
- SUPPLIERS
- EMPLOYEES
- COMMUNITIES
- SHAREHOLDERS

## SOCIETY AT LARGE

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# Corporate Responsibility

Social

COMPANY'S CAPACITY TO  
RESPOND

SOCIAL RESPONSIBILITY TO  
SATISFY THE NEEDS

SOCIAL PURPOSE

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# Corporate Responsibility

Government

ESSENCE

- GENERALLY SOCIALLY RESPONSIBLE

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# Corporate Responsibility

Environmental

CAPACITY TO RESPOND

CONTRIBUTE TO  
ENVIRONMENTAL RECOVERY

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# Corporate Responsibility

Personal/Individual

## ACTIVITIES

- AWARENESS
- SOCIAL COMMITMENT
- CONTRIBUTING TO  
DEVELOPMENT

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# CSR Strategies

1. Align CSR to your business strategy
  2. Earn support from the top with engagement at all levels
  3. Look for opportunities to build a future pipeline
  4. Strong, sustainable partnerships equal automatic success
  5. Find new drivers of innovation
  6. Integrate design thinking approaches
-

# CSR Strategy

Why?

## SOLUTIONS:

- CREATE ECONOMIC VALUE
  - MANAGE RELATIONSHIPS
  - IDENTIFYING AND RESPONDING TO THREATS AND OPPORTUNITIES
  - DEVELOPING SUSTAINABLE BUSINESS PRACTICES
  - PHILANTHROPIC ACTIVITIES
-

# Responsible of CSR Strategy

- C-suite
  - Board of directors
  - Legal and public relations dep.  
nearly half the time
  - Sales and marketing  
dep. quarter of the time.
-

# CSR Strategy

## Development

- VALUES
    - VISION/MISSION
    - OBJECTIVES
    - SCOPE
  - ALTERNATIVES
    - STAKEHOLDER PRIORITIES
    - CAUSED SUPPORTED
    - METHODS OF SUPPORT
    - PRACTICES/POLICIES
  - STRATEGY
    - SELECTION
    - COMBINATION
    - BASED ON
      - VALUE
      - FIT
-

# CSR Strategy

## Implementation

- IMPLEMENT CONTROL
    - COMMUNICATE
    - STAKEHOLDER DIALOGUE
  - OUTPUT
    - GOODWILL
    - REPUTATION
    - IMAGE
-

# CSR Strategy

How to improve

- Believe in CSR
- Know your values, and understand how they come to life in your community
- Localize your efforts
- Involvement at all levels of the organization
- Encourage participation
- ~~Understand~~ Understand financial implications

# The Spanish Strategy for Corporate Social Responsibility

APPROVED → 16 July of 2014

BY → State CSR Council (SCSRC)

→COUNCIL OF MINISTERS

OBJECTIVES:

- COUNTRY  
COMPETITIVENESS
- PRODUCTIVITY
- SUSTAINABILITY
- INCLUSIVE SOCIETY AND  
\_\_\_\_\_ECONOMY



# The Spanish Strategy for Corporate Social Responsibility

## Principles

- Voluntariness
  - Creation of shared value
  - Transparency
  - Competitiveness
  - Social cohesion
  - Sustainability
-

# The Spanish Strategy for Corporate Social Responsibility

## Commitments

- Responsible consumption
  - Environmental friendliness
  - Supplier relationship
  - Development cooperation
  - Coordination and participation
  - Socially responsible investment and R+D+I
  - Responsible management of human resources and promotion of employment
  - Good governance and transparency as instruments for increasing the quality of life.
  - Promotion of CSR as a driving force for more sustainable organisations
  - Integration of CSR in education, training and research
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# Example I.

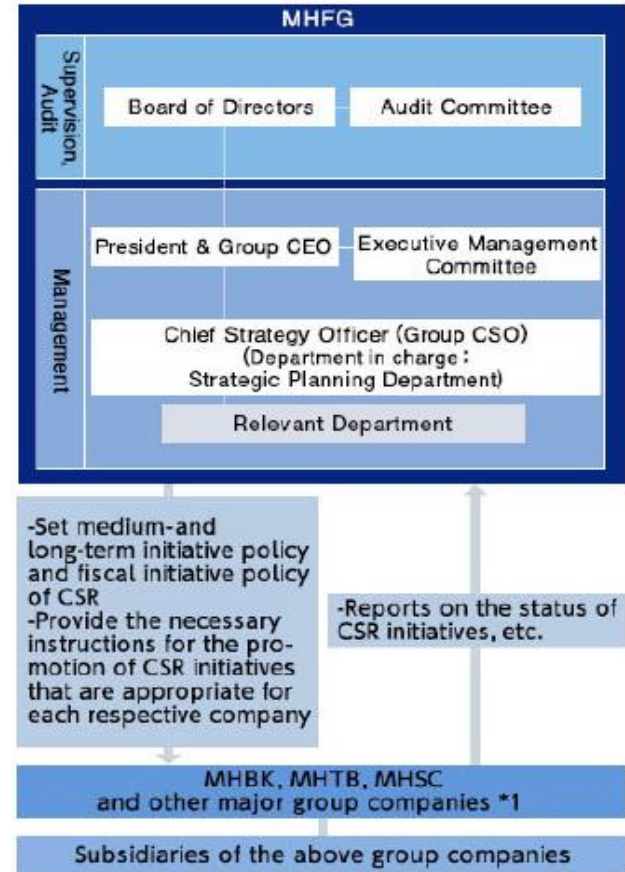
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- GUARANTEE CONTROL OF RAW MATERIAL
  - PROTECTION OF HUMAN RIGHTS
  - PROTECTION OF LABOUR RIGHT
  - TYPES OF CSR STRATEGY
    - SOCIAL
    - ECONOMICAL
    - ENVIRONMENTAL
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# Example II.

## Management Responsibility In MIZUHO FINANCIAL GROUP

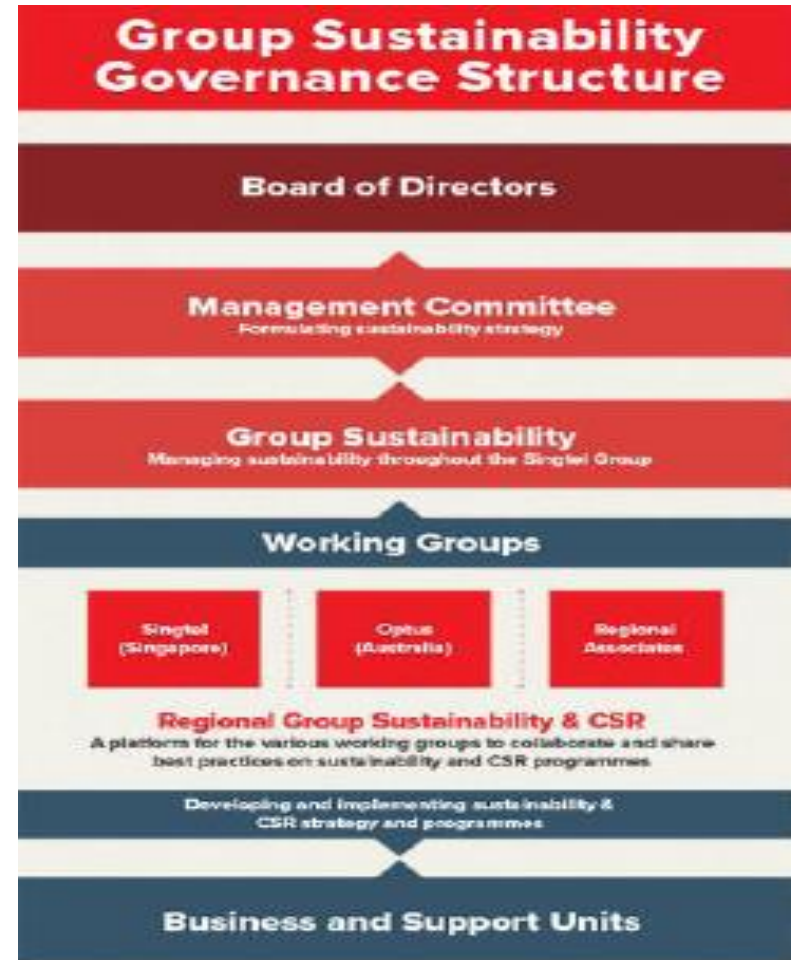
### CSR PROMOTION STRUCTURE FOR THE CSR STRATEGIE IN MIZUHO FINANCIAL GROUP



\*1 Core group companies:  
Mizuho Bank, Mizuho Trust & Banking, Mizuho Securities, Mizuho Research Institute, Mizuho Information & Research Institute, Asset Management One, Mizuho Private Wealth Management, Mizuho Americas, and JTC Holdings.

# Example III.

## Management Responsibility In Singtel



# Summary

- What is Corporate Responsibility
  - Types of Corporate Responsibility
  - Why is it important to have a strategy
  - Examples from Spain
-

# Resources

<https://franciscotorreblanca.es/responsabilidad-social-corporativa-marketing/>

<https://www.mizuho-fg.com/csr/mizuhocsr/management/system.html>

<http://lexicon.ft.com/Term?term=corporate-responsibility>

<https://onstrategyhq.com/resources/strategic-corporate-social-responsibility/>

<https://gerenciaempresarialrse.wordpress.com/clasificacion-y-tipos-de-responsabilidad-social-empresarial/>

<http://www.mitramiss.gob.es/es/rse/eerse/index.htm>

<https://www.forbes.com/sites/amberjohnson-jimludema/2018/08/15/six-csr-strategies-that-are-good-for-business/#3219954f50a8>

<https://www.eoi.es/blogs/lauraambros/2012/02/02/csr-strategy-inditex/>

<https://www.singtel.com/about-Us/sustainability/sustainability-at-singtel>

<https://www.ceridian.com/blog/Tips-for-improving-your-corporate-social-responsibility-strategy>

**Thank you for your attention**