

Corporate Responsibility Management of the company

NADINE LABUSCH

MARIA RUDOLF

27.02.2019

Introduction of the team



Nadine Labusch



Maria Rudolf

Structure

1. Definition
2. Significance of CR in the company
3. Integration of CR
4. Negative example: Volkswagen
5. Role model: The LEGO Group
6. Results – Successful implementation
7. Summary



1. Definition

- Often translated as “responsible corporate governance”
- Social, environmental and economic responsibility of companies in all areas of the corporate activity
- Responsibility to those groups and individuals corporations can affect (stakeholders, society)
- CR includes compliance to ethical principles and conduct such as honesty and respect for others

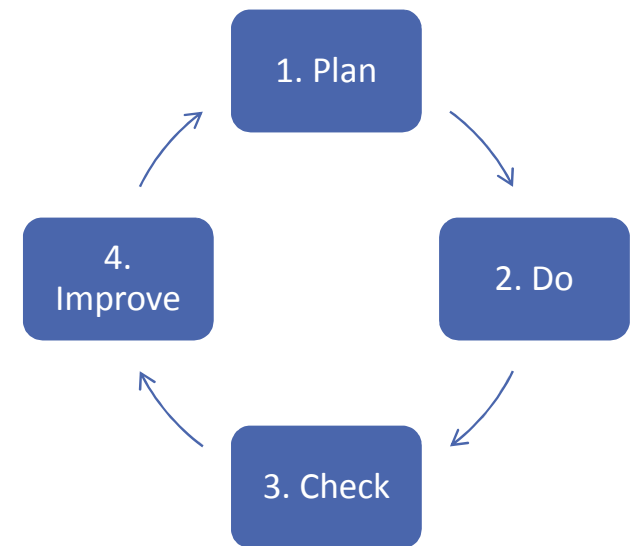
2. Significance of CR in the company

- Cost savings
 - Many simple changes → decrease production costs
- Improved public image
 - Consumers assess the public image in decision making
- Increased brand awareness and recognition
 - News will spread, when a company is committed to ethical practices
- Higher quality of products
- More benefits for the employees
 - Workplace will be a more positive and productive place
- An advantage over competitors



3. Integration of CR Management

- CSR process needs high level management and support
- Decision making includes the board of directors, employees and suppliers
- Depends on the size of the company
- Long-term process that requires creativity and careful planning
- 3 steps for managing CR in general:
 1. Talking
 2. Doing
 3. Measuring



(Hohnen 2007)

3. Integration of CR



1. PLAN

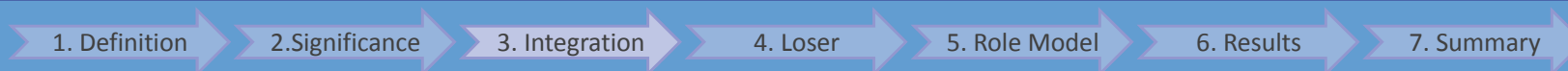
Implement a CSR estimation

- Assemble a CSR leadership team
- Set up clear goals, instruments and guidelines
- Review corporate documents, processes, activities and internal capacity
- Identify main risks and engage key stakeholders

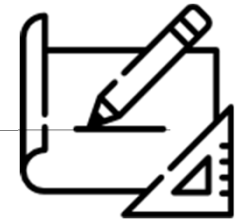
Design a CSR strategy

- Build support with CEO, senior management and employees
- Analyse the competitors and assess the value of recognised CSR instruments
- Identify and decide on direction, approach and boundaries

→Strengthen them



3. Integration of CR



2. DO

Design CSR commitments

- Involve and engage top managers
- Prepare a preliminary draft of the commitment
- Hold discussions and consult with major and affected stakeholders

Conduct CSR commitments

- Develop an integrated CSR decision making structure
- Prepare and implement a CSR business plan
- Set measurable targets and identify performance measures
- Design and conduct CSR training
- Establish mechanisms for attending problematic behaviour
- Create internal and external communications plans and make them public

3. Integration of CR

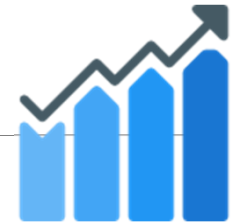


3. CHECK

Insure and review the management progress

- Measure, insure and improve performance
- Engage stakeholders
- Review the performance, internally and externally (verification)
- Usage of reward systems to keep employees motivated in the CSR implementation process
- Reporting, assurance and verification are important tools to measure the success of the firm's commitments

3. Integration of CR



4. IMPROVE

Appraise and improve

- Evaluate performance
- Identify opportunities, strengths, weaknesses and threats
- Evaluation shows how changes should be executed
- Basis for improvement and modification

➔ After Improving: **Proof of efficacy!**

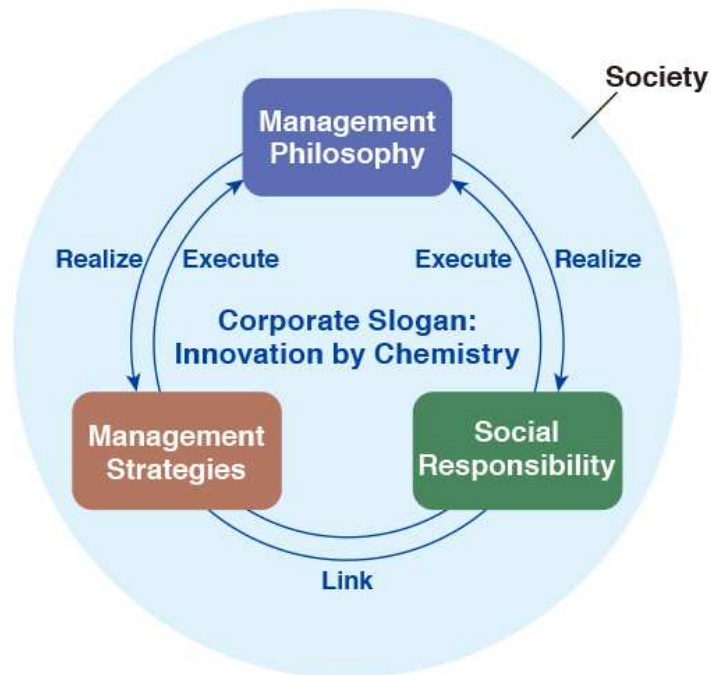
3. Integration of CR

Top 10 Checklist

- Commitment of top management
- Involve middle manager's valuable knowledge
- Communication is what implementation is all about
- Integrate point of view
- Clear assignment of responsibilities
- Preventive measures against barriers
- Emphasize teamwork activities
- Respect the individuals' different characteristics
- Take advantage of supportive implementation instruments
- Calculate buffer time for unexpected incidents

3. Integration of CR

Organizational Structure for Social Responsibility – Toray Group



- For practicing social responsibility and pursuing its management philosophy and management strategies
- Recognizing fulfilling social responsibilities can lead to business growth
- Shows important issues concerning social responsibility



5. Negative example - VW

- VW represents a failure in terms of CR
 - aim was to give the company an unfair advantage over its competitors
 - Knowingly designed a means to circumvent emissions control
 - aim was to give the company an unfair advantage over its competitors
 - VW did all it could to hide the fact, that its diesel engines were highly contaminating
 - Head of CSR denied that he knew anything about what was going on
 - either he wasn't doing his job, or they were colluding
- ➡ conclusion can only be, that for VW CR is a marketing activity

5. Role model: The LEGO Group



- LEGO products align to the strictest **safety standards** – focused on the health of all the playing children
- **Environmental Leadership:**
 - Reducing CO² - Emissions: Cooperation with World Wildlife Fund (WWF)
 - Idea of Implementing sustainable alternatives to their current oil-based raw materials
- Usage of ethical business conduct, respectful workplaces and responsible supplier management
- **Partnerships:**
 - UNICEF (support children's rights)
 - Active member of the United Nations Global Compact
 - World Wildlife Fund (WWF)
- **support of the development of all the playing children!**



5. Role model: ingenico group



- Has developed a good working CSR governance structure and framework for responsible business practice
- Includes multidisciplinary CSR Core Team
- Is committed to conducting all its activities according to the rules of professional ethics and with respect for human rights
- To create common principles that comply with all applicable laws and regulations

6. Results – Successful implementation

- Integrate CR into core business and base on existing strengths
- Responsibilities for implementation and realization should be determined
- Commitment of the top management → first step to create a responsible organization and it supports a successful implementation
- It is important to measure performance of the action plan reliably → setting targets and managing development become possible
- Public reporting on significant results compared with set targets should take place at least once a year

7. Summary



Social, environmental and economic responsibility



Many advantages for the company



Implementation by 4 simple steps

1. Definition

2. Significance

3. Integration

4. Losser

5. Role Model

6. Results

7. Summary

List of references

Collier, E. (2018): The importance of Corporate Social Responsibility for your Business. URL: <https://www.upj.de/Themen.6.0.html> (last accessed: 22.02.19)

Dans, E. (2015): Volkswagen and the failure of Corporate Social Responsibility. URL: <https://www.forbes.com/sites/enriquedans/2015/09/27/volkswagen-and-the-failure-of-corporate-social-responsibility/#49f70f904405> (last accessed: 22.02.19)

De Bakker, F./Den Hond, F./Prof. Neergaard, P./Prof. Crowther, D. (2007): Managing Corporate Social Responsibility in Action: Talking, Doing and Measuring, Verlag: Taylor & Francis Group, Date: 2007-11-01

Den Hond, F.; de Bakker, F. G. A.; Neergaard, P.: Managing Corporate Social Responsibility in Action: Talking, Doing and Measuring, Abingdon: Taylor & Francis 2016

Financial Times (ed.): Definition of Corporate Responsibility. URL: <https://www.upj.de/Themen.6.0.html> (last accessed: 22.02.19)

Hardtke, A.; Kleinfeld, A.: Gesellschaftliche Verantwortung von Unternehmen, 1. edition, Wiesbaden: Gabler 2010

Hermansson, N./Olofsson, O. (2008): The CSR Implementation process. A four-step model to an efficient Corporate Social Responsibility (CSR) implementation, Bachelor dissertation, Kristianstad University, International Business and Economics Program, Helsingborg, Sweden. Retrieved from <http://www.diva-portal.org/smash/get/diva2:231292/FULLTEXT01.pdf> (last accessed on 23.02.2019)

List of references

Hohnen, P. (2007): <http://www.2052.info/?team=paul-hohnen> (last accessed on 23.02.2019)

Hohnen, P./Potts, J. (2007): Corporate Social Responsibility. An Implementation Guide for Business. Winnipeg, Manitoba, CA, International Institute for Sustainable Development. Retrieved from https://www.iisd.org/sites/default/files/publications/csr_guide.pdf (last accessed on 23.02.2019)

Ingenico group (ed.): Governance & Management / Leading through engagement and responsibility. URL: <https://www.ingenico.com/about-ingenico-group/corporate-social-responsibility/governance-and-management> (last accessed: 26.02.19)

Kuisma, J.: Managing Corporate Responsibility in the Real World, Cham: Springer International Publishing 2017

Sickler, J. (2017): Powerful Corporate Social Responsibility (CSR) Examples. URL: <https://www.reputationmanagement.com/blog/corporate-social-responsibility-examples/>

Toray Group (ed.): Organizational Structure for Social Responsibility. URL: <https://www.toray.com/csr/stance/promotion.html> (last accessed: 26.02.19)

the LEGO Group: <https://www.lego.com/en-us/aboutus/responsibility/our-partnerships> (last accessed on 22.02.2019)

UPJ e.v. (ed.): Einführung. URL: <https://www.upj.de/Themen.6.0.html> (last accessed: 22.02.19)



THANK YOU
FOR YOUR
ATTENTION!
