

Corporate social
responsibility (CSR)





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Define corporate social responsibility and sustainable development and explain their relationship.



CSR: Company's obligation to operate ethically and sustainably.



Sustainable Development: Meeting present needs without compromising future generations.



Relationship: CSR contributes to sustainable development



CSR Examples: Philanthropy, environmental sustainability, ethical labor practices



Benefits of CSR: Enhanced brand reputation, customer loyalty, talent attraction/retention, cost savings



Importance of Sustainable Development: Livable planet, social/economic equity, innovation/economic growth




The importance of CSR
in promoting sustainable
development, including
the benefits to
businesses, society, and
the environment.

- **Importance of CSR:**

- Promotes ethical and sustainable business practices
- Enhances business reputation and relationships with stakeholders
- Supports long-term sustainability
- Benefits the economy, society, and the environment

- **Benefits to Business:**

- Attracts and retains customers
 - Increases employee morale and retention
 - Enhances brand reputation and loyalty
 - Reduces risks and costs
 - Increases access to capital and investment
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- **Benefits to Society:**

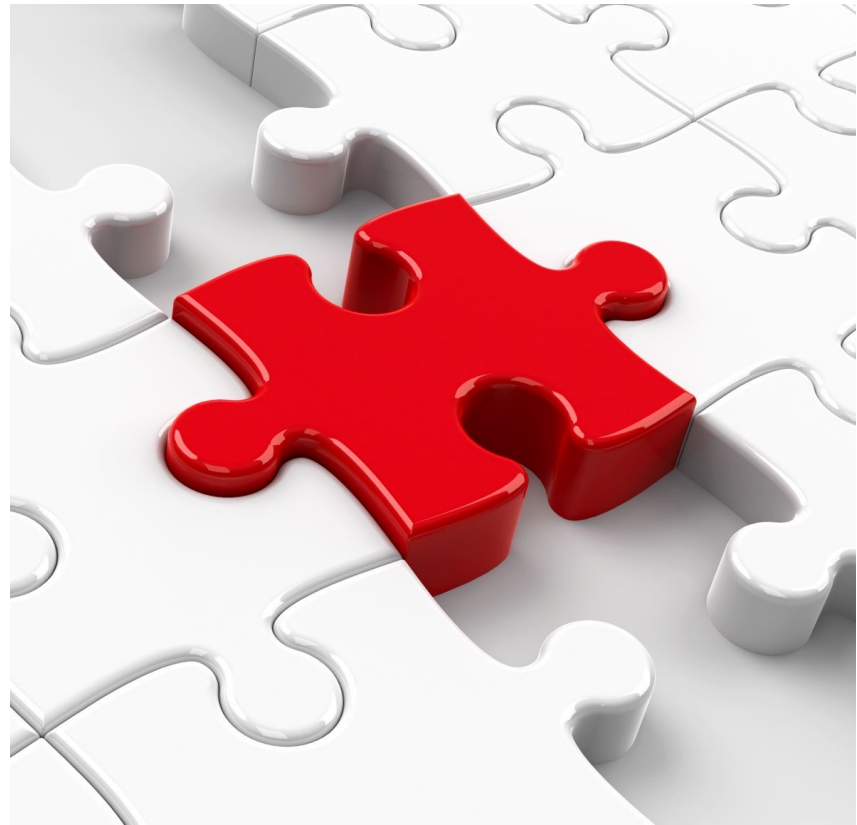
- Creates jobs and supports communities
- Improves health and safety
- Promotes diversity, equity, and inclusion
- Contributes to well-being and quality of life

- **Benefits to the Environment:**

- Reduces environmental impact
- Promotes sustainable practices
- Protects natural resources
- Mitigates climate change

Some effective strategies that businesses can use to implement CSR initiatives that align with the united nations' sustainable development goals (SDGs)

- Invest in sustainable business practices.
- Engage stakeholders
- Set clear and measurable goals
- Get support from the top
- Transparent communication



Examples of businesses that have successfully implemented CSR initiatives that align with the SDGs.

- Unilever: Unilever is a manufacturer of consumer goods and has committed to the SDGs.

They have objectives to improve consumer health and well-being and lessen their influence on the environment, and the livelihoods of those in their supply chain.

- Patagonia: Patagonia is a brand of outdoor clothing that is dedicated to environmental sustainability.

Their use of sustainable products, waste reduction efforts, and carbon emission offsets are just a few of the steps they have done to lessen their influence on the environment.

- Nestle: Food and beverage firm Nestle has committed to sustainable agriculture and ethical sourcing.

They have worked to improve the lives of farmers in their supply chain and set targets to source all their cocoa, coffee, and palm oil from sustainable sources.



Challenges and barriers that businesses may face in implementing CSR initiatives that align with the SDGs.

- financial constraints
- Lack of awareness or understanding of CSR
- Competing priorities
- lack of stakeholder engagement





Summary key points and importance of CSR in promoting sustainable development

- In summary, Corporate social responsibility (CSR) is the concept that businesses have a responsibility to contribute to sustainable development by considering the impact of their actions on society, the environment, and the economy.



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