**Corporate Social Responsibility Implementation Plan**

Student’s Name

Institution

Instructor

Course

Date

**Corporate Social Responsibility Implementation Plan**

The company selected to examine its Corporate Social Responsibility, CSR, is Tesla Inc. Tesla is responsible for the production of electronic automotive that is purposed to help the globe evolve from using fuel for transportation. The firm’s CSR initiatives are essential and have helped to manage the amount of CO2 produced by vehicles in the streets. However, there is a need for the company to adjust some of their CSR practices with interest in having better outcomes. Table one below presents the matrix of the proposed CSR actions that will help the company improve on its overall CSR practices.

Table 1: Tesla's CSR

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  | Community Satisfaction  [Environmental Activity] | | Provision of employment opportunities [Economic Activity] | | Supporting Educational Initiatives  [Social Activity] | |
| Current | Proposed | Current | Proposed | Current | Proposed |
| Process | Does not provide a development program for the community. | Should integrate community development programs and initiatives. | Utilization of outsourced products and services | The company should focus on in-house production. | Offers support to higher learning institutions | Should support technological learning practices in all sectors of education. |
| Products/  Services | Focuses on marketing their electronic vehicles only | Should support communities with ways of harnessing electricity to charge their automobile vehicles. | Tesla outsources batteries to use in their automobiles | The company should engage the community in having inhouse production of these items. | Offers resources to higher institutions of learning and hands-on experience in the product manufacturing process. | Should integrate a system of learning as a service to the learners in all levels of education. |
| Impacts | Only improves the company’s reputation | It will help the company have a better response to the environment and management of electricity. | It supports major businesses within the community | It will help to extend supporting initiatives to the entire community. | Ensures higher institutions of learning can improve their knowledge of technology | This will help all levels of learning institutions have improved knowledge of technology. |
| Responsibility  Center | The environmental department in the Company | | The Human Resource | | Quality Assurance and Managers in the organization. | |

**Summary and Recommended CSR Direction**

Tesla’s CSR practice has ensured there is a proper focus on managing the emission of CO2 into the atmosphere for improved environmental efficiency. According to Long, Axsen, Miller, & Kormos, (2019), Tesla is regarded as one of the companies that have ensured the environment is protected. However, the CSR implementation plan opts to provide alternative actions that can further enhance the already good practice that the company provides.

The company should focus on the community and its activities as part of their CSR engagement. It is the primary mandate of Tesla to ensure the community gets a proper development program that will enhance their knowledge, skills and competencies on ways they can manage and conserve energy. The educational programs offered by Tesla should also ensure the community understand ways they can power electronic vehicles through alternative means of sourcing energy. Through such practices, the community will incur fewer costs in using Tesla’s vehicles, which is part of their CSR practice.

The company’s current practice focuses on outsourcing for products and services such as the manufacture of batteries. The new approach should focus on integrating an inhouse manufacture process that is purposed to help the company in obtaining these batteries for their electronic vehicles. As a result, this will create employment opportunities for the community. The approach will allow the community to feel satisfied with initiatives that Tesla takes to support them. Therefore, it is paramount for Tesla to consider the needs of the community and increase the employment opportunities for the members of the society.

Tesla, due to their focus on technology, helps the higher learning institutions to gain more knowledge on how technological tools can be used for better developments and a proper future. However, the company must ensure to engage in activities that are entailed to help other levels of learning. According to Winkler, Überbacher, & Scherer, (2018), education is a key aspect in all societies, which means Tesla should ensure that all levels of learning have access to resources and services that enable them to learn and become better in using the technology tools. The company should also continue to offer supporting initiatives such as internships to students as a way of improving their interest in technological aspects. Through this initiative, Tesla will have a large pool of prospective workers in their employment, thus a good approach to enhance their sustainability in future.

The implementation of proper CSR practices is geared to help Tesla become more accepted in the community and allow for improved sustainability for the future. When the company focuses on meeting the needs of the community, they will allow for better collaboration with the society members and this creates a conducive business environment.

**References**

Long, Z., Axsen, J., Miller, I., & Kormos, C. (2019). What does Tesla mean to car buyers? Exploring the role of automotive brand in perceptions of battery electric vehicles. *Transportation Research Part A: Policy and Practice*, *129*, 185-204.

Winkler, D., Überbacher, F., & Scherer, A. G. (2018). The Role of Organizational Identity Claims in the Age of Ideological Complexity: The Case of Tesla. *Available at SSRN 3106733*.