



CORPORATE SOCIAL RESPONSIBILITY

Understanding Canadian Business 7th Edition

CORPORATE SOCIAL RESPONSIBILITY

- CSR is a business concern for the welfare of society as a whole.
- There can be differences from country to country also contribute to varying perspectives on the same issue.
- Corporate philanthropy – includes charitable donations to non-profit groups of all kinds.
- Eg Tim Horton Children's Foundation and Canadian Tire Foundation for Families



CANADAHELPS.ORG

- allows users to donate online
- Has up to 80000 charities that can be given to.
- Try to search different areas or charities
- Develop by university students in 2000



CORPORATE SOCIAL INITIATIVES

- Include enhanced forms of corporate philanthropy that are more directly related to the company's competencies.
- Eg UPS and FedEx shipped emergency relief supplies for free from all over the world for Tsunami relief in 2004.
- Johnson and Johnson sent medical supplies



CORPORATE RESPONSIBILITY

- Includes everything from hiring minority workers to making safe products, minimizing pollution, using energy wisely and providing a safe work environment.
- Acting responsible within society and toward employees.



CORPORATE POLICY

- Refers to the position a firm takes on social and political issues.
- Xerox has a program called Social Service Leave which allows employees to take a leave of absence for up to a year to work for a non-profit organization. Xerox will pay its employee full salary and benefits.



CAN YOU FIND ARTICLES WHERE COMPANIES ARE SHOWING THEIR SOCIAL RESPONSIBILITY?

- Find 5 examples of companies that have programs for their employees.

