

# WORKCARD 1

## CREATE YOUR OWN DEFINITION OF THE KEY WORDS

CSR

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SUSTAINABLE DEVELOPMENT

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CORPORATE GOVERNANCE

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ENVIRONMENT

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CLIMATE CHANGE

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ENERGY CONSERVATION

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GLOBALIZATION

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SHARED VALUE

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CSR EDUCATION

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URBAN POOR

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PUBLIC-PRIVATE PARTNERSHIP

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MANAGEMENT EDUCATION

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INCLUSIVE GROWTH

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INSTITUTIONAL THEORY

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MULTIPLE STAKEHOLDERS

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What have you learnt so far? What is your reflection about the idea of CSR?

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Why do you think knowing the definitions is important?

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## WORKCARD 2

Although the idea of CSR has become very popular, there is disagreement on what it entails. Varied standards, different methods, and various stakeholder groups' expectations all contribute to the fragmented understanding of CSR. The concept of CSR may require consolidation considering the current situation.

What is your strategy to standardise the concept of CSR in your company?

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What is your strategy to standardise the concept of CSR in your city?

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What is your strategy to standardise the concept of CSR in your country?

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What is your strategy to standardise the concept of CSR in European Union?

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What do you think is missing? Please advise.

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What would you do differently?

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Please summarise with one quote

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## WORKCARD 3

Are there any boundaries that need to be drawn to distinguish CSR from employee perks, welfare, imaginative PR efforts, eye-catching brand-building initiatives, being a good neighbor by not destroying the environment, etc.? If yes, who states such boundaries?

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Have a think about it, research about it, make a list of those boundaries.



What have you learnt so far? What is your reflection about it?

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## WORKCARD 5

Looking at the graphics below please explain the role of institutional players. Use definitions, research if needed



Source: Corporate Social Responsibility: Practice, Theory, and Challenges. Article in Vikalpa · DOI: 10.1177/0256090920120207, page 99

The Focal Organisation

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Industrial Associations

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Institutional Investors

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Labour Unions

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Consumers

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# WORKCARD 6

Using the graphics from WORKCARD 5 Please order from most important to the least important player.  
The Focal Organisation / Industrial Associations / Institutional Investors / Labour Unions/ Consumers / Media /  
Competitors / Government

Most important



Least important

- 1. ....
- 2. ....
- 3. ....
- 4. ....
- 5. ....
- 6. ....
- 7. ....
- 8. ....

Justify your choice

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Which one is the most important in your opinion and why?

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Which one is least important in your opinion and why?

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## WORKCARD 7

### BUSINESS ETHICS WORD SEARCH

R U E N E R P E R T N E Z K W R  
R E S P O N S I B I L I T Y B D  
T E L F B S R K C M P B C R M Q  
N Z D R A T S U W R Z O D L T V  
E C W L B I S E O D M V E Y L D  
M W O M O T R T N P J T R T N R  
N T T N O H E T L I H D P W T W  
O Y I M S C E I R I S R J W J D  
R Y E M T C A K C A O U N N Y L  
I R D I A N I A A D D X B D K Y  
V G O R C G L O U T X E Q N Q L  
N N W E J Y E C U L S D N A R B  
E T R J T Q T Q Z S N M T R Z X

Stakeholder / Customer / Ethical / Image / Protection / Product / Entrepreneur / Compliance / Responsibility / Environment / Business / Conscious / Fairtrade

Please define each of the words in regards to CSR.

Stakeholder

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Customer

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Ethical

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Image

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Protection

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Product

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Entrepreneur

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Compliance

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Responsibility

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Environment

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Business

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Conscious

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Fairtrade

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## WORKCARD 8

### Business Ethics Worksheet - fill in the gaps below:

Business decisions are seen as morally right or .....This refers to Business Ethics.  
An.....decision in business is made based on what the leader think is right.

Employees, Customers and .....are not just interested in the products and prices that a company has to offer. They are also interested in different business' activities and the image of the business on the market and prices the business offers alongside with the quality of the service.

People would like to know, where the product has been made, how the product has been made, what has been used in the ..... and how the employees and suppliers have been treated.

Business ethics refers to what is regarded as right and wrong behaviour. ....considerations include:

- Does the company recycle and if so, how much?
- How does the company control its .....levels?
- What does the company do to conserve energy?

Bigger businesses are more likely to have pressure put on them to behave in an ethical way, implement the CSR strategy across the entire company and to make sure they..... the environment. Also, because they are bigger the .....pay them more attention. It is important for every single company to create long-term value for society.

**Keywords to use:** investors / protect / media / production process / wrong / environmental /emission / ethical

## WORKCARD 9

### Are the following decisions ethically right or wrong?

Look at the business ethical decisions below and tick whether you think they are ethically right or ethically wrong and explain your answer:

Business Decision	Ethically right	Ethically wrong	Explain your answer
A company won't sell products which contain ingredients that are tested on animals.			
<u>A company is</u> using shocking images e.g. of a man dying from Aids advertising campaign.			
One of the European Airline is spreading untrue stories about another airline to passengers, travel agents and the press to lower the image of this airline on the market.			
<u>One of the European banks does not</u> accept any business as their customers as a which sells guns or are involved in the weapon market			
<u>Marlboro is</u> advertising tobacco			
<u>Water companies</u> giving money to clean up coastlines and look after the environment			
<u>Toys company for children is</u> advertising its toys in the breaks on children's T.V programmes encouraging children to ask parents to buy toys.			
<u>BP and Shell</u> replacing the natural habitat after they have laid a new pipe.			
<u>NSPCC</u> using shock tactics of crying children in its advertising campaign to encourage more people to donate.			

Your thoughts

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# WORKCARD 10

Can you think of five ways that businesses could be socially responsible?

Write them down.

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Match each statement depending on if it is an advantage or a disadvantage of CSR

## Advantages of CSR

Potential rises in cost of production

Increase profits

Cost of implementing CSR strategies

Costs money to implement

Increased productivity levels

Consumers can tell if it is not authentic

## Disadvantages of CSR

Potential rises in cost of production

Increase profits

Cost of implementing CSR strategies

Costs money to implement

Increased productivity levels

Consumers can tell if it is not authentic

Your thoughts

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Add your own advantages and disadvantages of CSR

Advantages of CSR

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Disadvantages of CSR

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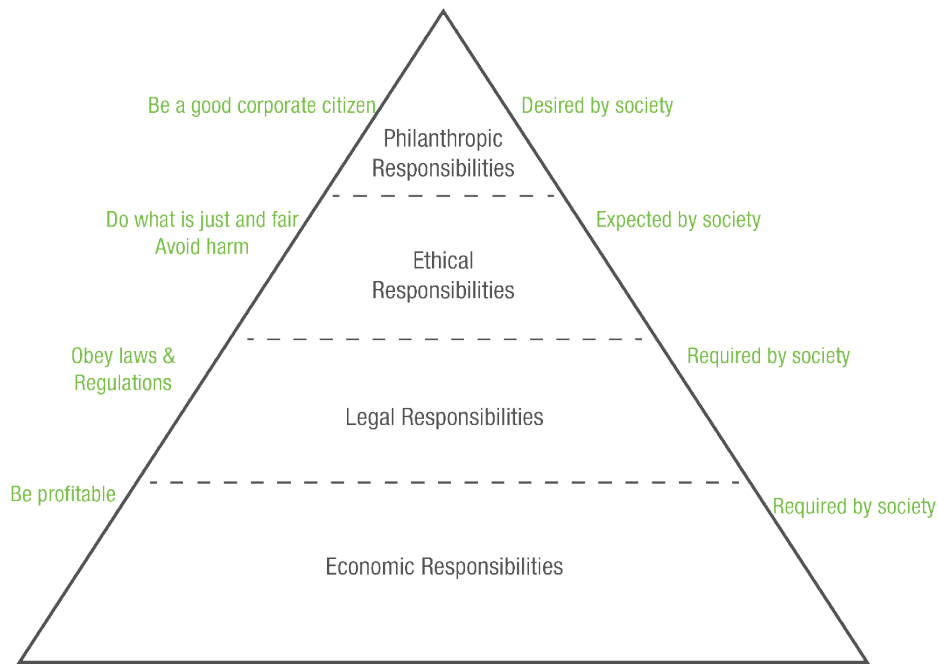
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# WORKCARD 11



Carroll's CSR pyramid

Look at the Carroll's pyramid approach. Many business owners think the structure is debatable because it considers philanthropic responsibility at the top of the pyramid. However, many stakeholders strongly emphasise, that the concept of CSR should not be associated with philanthropy. On the other hand, it is correct to say, that the basis of any action, including CSR, is economic responsibility. A company that makes losses cannot survive in the market. Therefore, it does not meet the condition of ensuring stability in the local environment, among employees. What is your idea for the concept of Carroll's pyramid of CSR? Why?

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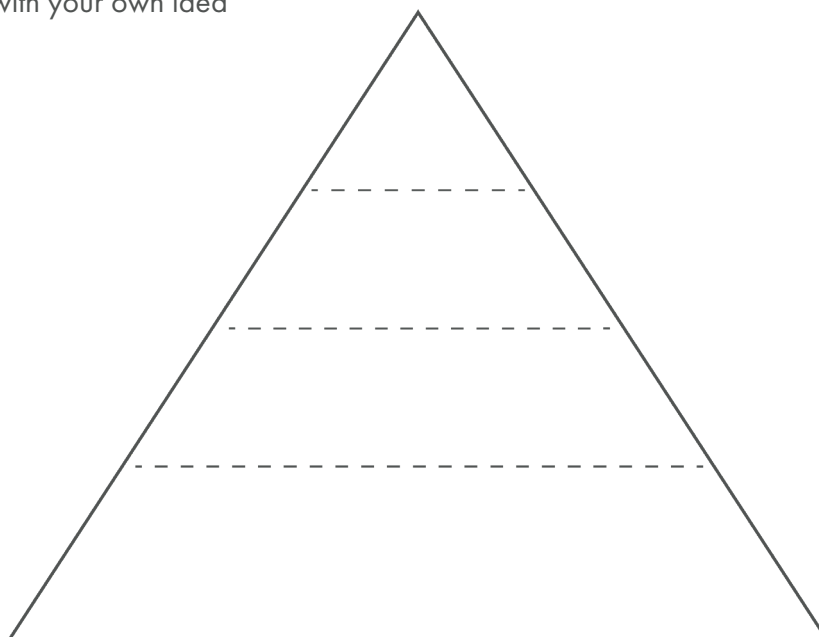
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Complete a pyramid with your own idea



## WORKCARD 12

### The best known and most frequently implemented international CSR standards - ISO 26000 Voluntary International Standard

The aim of all norms and standards is an attempt to systematise the concepts and methods of approach and to provide specific tools and ways of implementing the CSR philosophy in companies. Among the best known and most often used standards is ISO 26000. It is also looking at human rights and prevention of modern-day slavery.



Source: ISO 26000. Guidance on social responsibility. Discovering ISO 26000:2010.

Who created ISO 26000?

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What is ISO 26000? How is ISO 26000 related to CSR concept?

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What is the most important standard for companies in ISO 26000?

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ISO 26000 - why is social responsibility important?

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What benefits can be achieved by implementing ISO 26000?

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Who can benefit from ISO 26000 and how?

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How does an organization go about implementing ISO 26000? Propose steps

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