

# Business: Corporate Social Responsibility at the Saïd Business School

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Extension activity: Building a socially responsible business

Task: Using the three company profiles below, devise a suitable CSR strategy. Consider these four strategies when creating your plan and then share your ideas with those around you.

**Environmental efforts:** One primary focus of corporate social responsibility is the environment. Businesses regardless of size have a large carbon footprint. Any steps they can take to reduce those footprints are considered both good for the company and society.

**Philanthropy:** Businesses can also practice social responsibility by donating money, products or services to social causes. Larger companies tend to have a lot of resources that can benefit charities and local community programs.

**Ethical labour practices:** By treating employees fairly and ethically, companies can also demonstrate their corporate social responsibility. This is especially true of businesses that operate in international locations with labour laws that differ from those in the United States.

**Volunteering:** Attending volunteer events says a lot about a company's sincerity. By doing good deeds without expecting anything in return, companies can express their concern for specific issues and support for certain organisations.

# Company profiles

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## Company One

JPL Steelworks. Based in Japan, this steelworks company produces high-quality steel products for export all around the world. Based in two main locations, one in Yokohama, and the other in the Philippines, JPL consumes huge quantities of energy and natural resources to make their products. They currently employ than 60,000 workers and have a dedicated training centre for local university graduates to enter the company.

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## Company Two

Xpress Flower Transit. An internet based company that was originally launched in the UK, sends flowers via internet orders to anywhere in the world. It employs only 15 members of staff but has connections with more than 150,000 florists around the world to deliver orders. The company is highly technical with many staff members are full-time engineers who work on the website and other technical services.

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## Company Three

Lakeford Shoes. An old and established company with other 200 years history making the finest shoes for men. Using fine leather, the company produces products which are bought by lawyers, bankers, and Presidents. The image of the company is well-established and is a leader in its field. They are based in Alberta, Canada but they have manufacturing facilities in Bangladesh and Turkey. Much of their leather is sourced from all around the world and is treated in their facility in Canada. They employ around 800 people with only 35 based in Canada.