

LEVEL	2
LEARNING OUTCOME	LO1 The student can analyse their strengths, competences, and moral compass in their own environment
SPECIFIC LEARNING OUTCOME	Student can present the competence that is relevant to business
KEYWORDS	Competencies, sustainable business, Corporate Social Responsibility
INTRODUCTION	Looking at sustainable companies with positive social and environmental impact and exploring examples of competencies that are relevant to a sustainable business. The learning material will provide insight into what is Corporate Social Responsibility (CSR) and examples of CSR companies.
HOW TO WORK WITH THIS MATERIAL	Review the websites and use the videos contained within to examine examples of competences that are relevant to sustainable businesses. <ul style="list-style-type: none"> • https://impactgarden.org/responsible-business/ • https://www.bitc.org.uk/the-responsible-business-map/ • https://www.businessnewsdaily.com/4679-corporate-socialresponsibility.html https://youtu.be/yZYiDhbROZc 3 Ways Sustainability is Good for Business

6 benefits of social impact for businesses

- 1 Builds trust with the community
- 2 Keeps employees engaged
- 3 Attracts loyal customers
- 4 Creates meaningful change
- 5 Ensures sustainability
- 6 Tells a story people care about

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	<p>Work through the components in The Responsible Business Map. Presentations - Read case studies of social entrepreneurs and discuss in groups.</p> <p>https://www.sustainablebusinessstoolkit.com/examplescorporate-social-responsibility/</p> <p>https://blog.submittable.com/social-impact-examples/</p>
<p>TIMING</p>	<p>approx. 3 hours</p> <p>90 minutes to read through websites and watch videos</p> <p>60 minutes to complete group exercises on Corporate Social Responsibilities</p> <p>30 minutes discussing in groups</p>



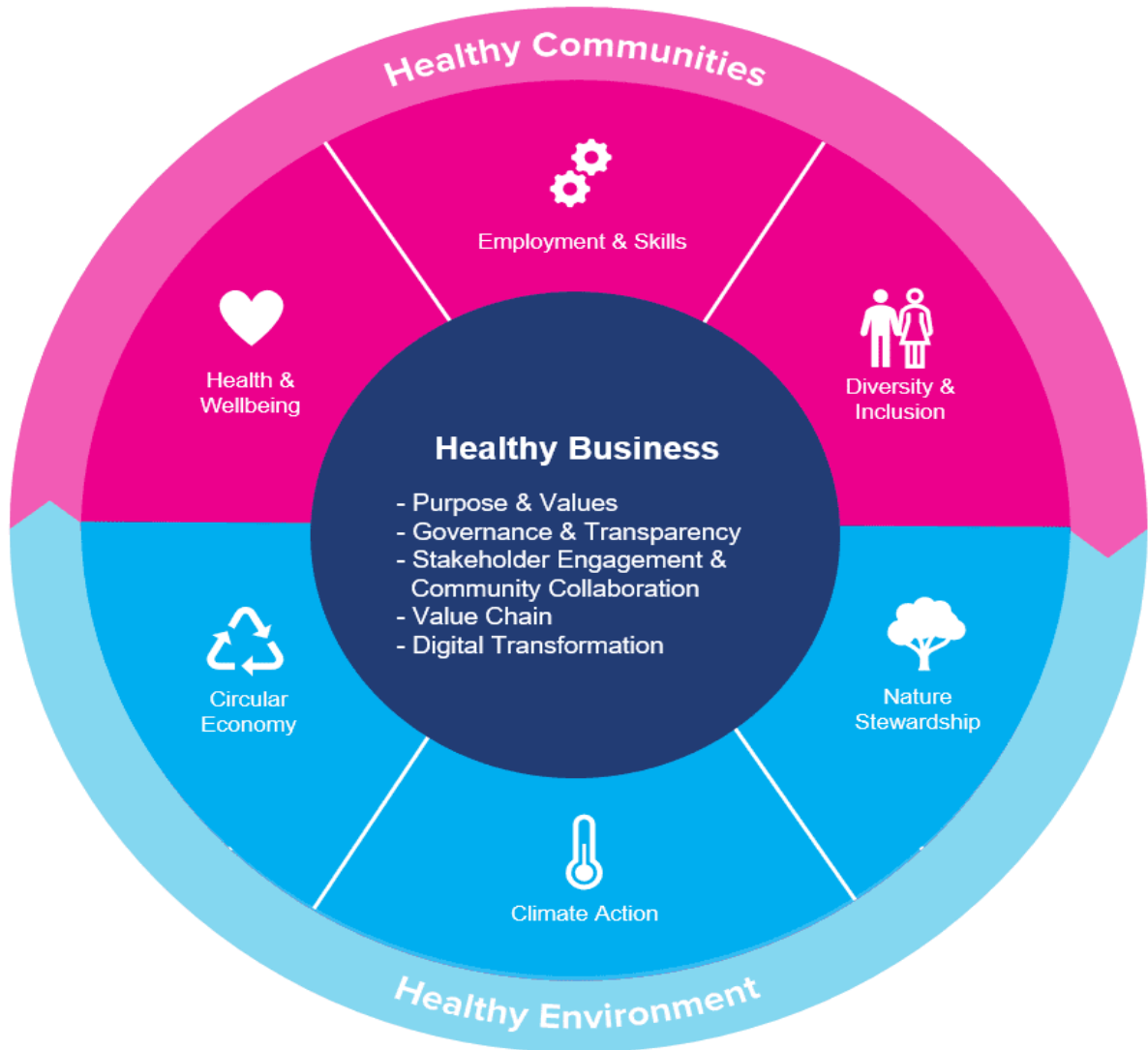
Review the websites below to review how applying sustainable business practices not only has a positive social and environmental impact, but also makes good business sense.

- Impact Garden - <https://impactgarden.org/responsible-business/>
- The Responsible Business Map - <https://www.bitc.org.uk/the-responsiblebusiness-map/>
- What is Corporate Social Responsibility - <https://www.businessnewsdaily.com/4679-corporate-social-responsibility.html>

A responsible business is one that has a positive impact on the society and the environment in which it operates. The vision of a responsible business differs and evolves throughout time and across countries. There has been a marked shift from when CSR (Corporate Social Responsibility) activities were not even related to the company's core business and were largely philanthropic or reactive. There has been a shift in the perception of CSR:

- Companies have begun recognising that aligning projects with strategic business goals can improve their competitive advantage. It can improve the skills and engagement of their employees, enhance their understanding of local markets, and help them to be full, productive members of the communities they serve. They increasingly leverage core assets to these ends.
- Increasingly, people believe companies are important actors in societies with important means and impact; those responsible businesses have the power to nurture a more cohesive society; and that they can contribute to a sustainable economic system.
- Enterprises are recognising the potential of responsible practices to provide important benefits in terms of risk management, cost savings, access to capital, customer relationships, employee satisfaction, sustainability of operations, ability to innovate and profit.





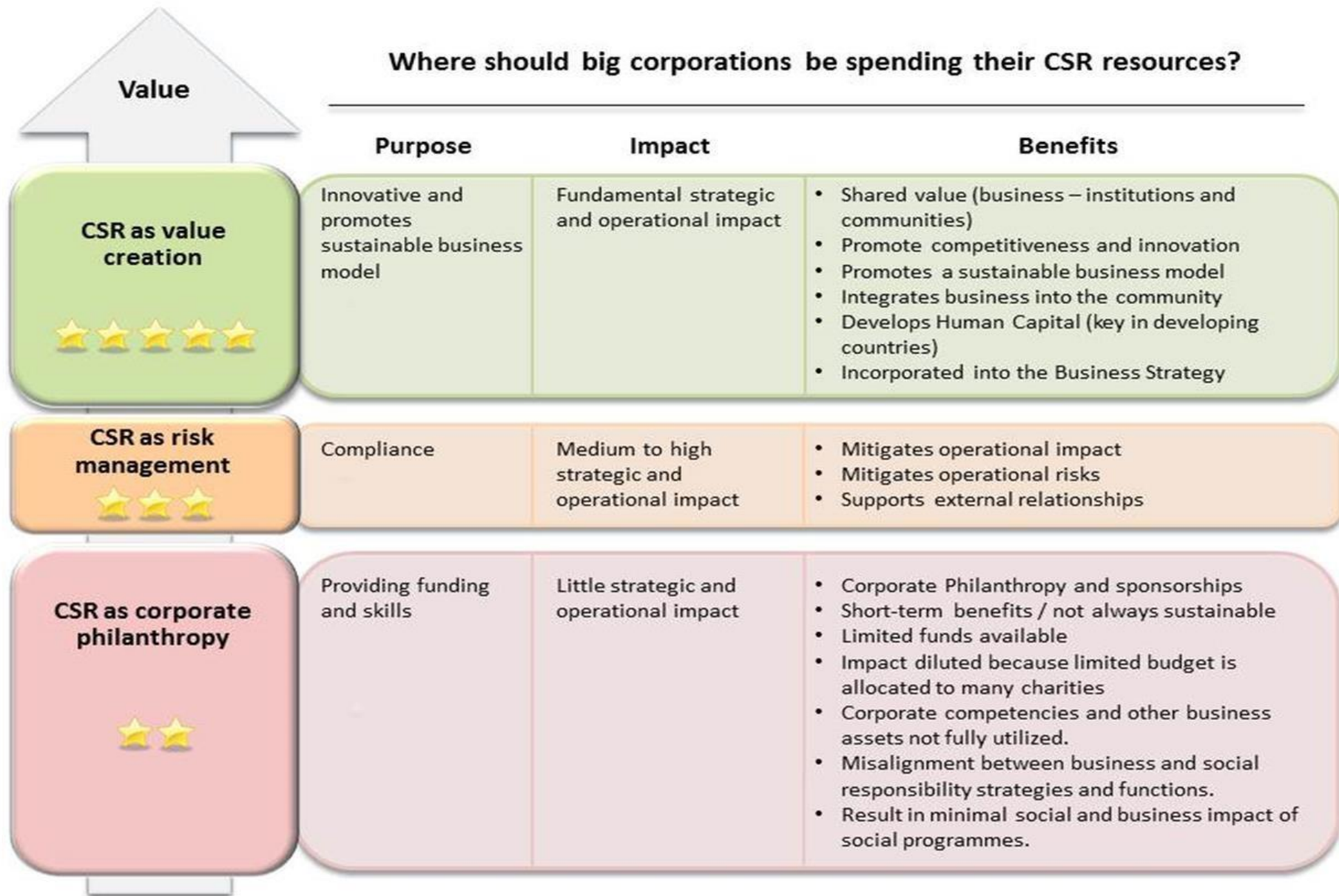
The above map from Business in the Community's helpful overview of Responsible Business and the requirements of leaders identifies the key issues businesses need to address to achieve long-term financial value, enabling both society and the planet to thrive. It explains the actions and outcomes businesses are expected to aim for against each issue. It helps companies to navigate and make their contribution to the Sustainable Development Goals (SDGs) and has a time horizon of 2030, in line with SDG delivery.

Corporate Social Responsibilities

Review the following website to understand examples of Corporate Social Responsibilities - [15 Corporate Social Responsibility Examples The Best Companies Use \(sustainablebusinessstoolkit.com\)](https://sustainablebusinessstoolkit.com)



Where should big corporations be spending their CSR resources?



Examples of Corporate Social Responsibility in Action

Corporate social responsibility comes in many forms. Even the smallest company can impact social change by making a simple donation to a local food bank. Some of the most common examples of CSR include:

- Reducing carbon footprints
- Improving labour policies
- Participating in fairtrade
- Diversity, equity and inclusion
- Charitable global giving
- Community and virtual volunteering
- Corporate policies that benefit the environment
- Socially and environmentally conscious investments

Examples of CSR companies

If you're looking for CSR inspiration for your business, here are six companies practicing corporate social responsibility on a large scale.

1. **Lego:** The toy company has invested millions of dollars into addressing climate change and reducing waste. Lego's environmentally conscious efforts include reduced packaging, using sustainable materials and investing in alternative energy.
2. **TOMS:** TOMS donates one-third of its net profits to various charities that support physical and mental health as well as educational opportunities. As of April 1, 2020, the brand is directing all charitable donations to the TOMS COVID-19 Global Giving Fund.

3. **Johnson & Johnson:** The brand focuses on [reducing its environmental impact](#) by investing in various alternative energy sources. Globally, Johnson & Johnson also works to provide clean, safe water to communities.
4. **Starbucks:** The [global coffee chain](#) has implemented a socially responsible hiring process to diversify their workforce. Their efforts are focused on hiring more veterans, young people looking to start their careers, and refugees.
5. **Google:** Google has demonstrated its commitment to the environment by investing in [renewable energy sources](#) and sustainable offices. The company's CEO, Sundar Pichai, is also known to take stands on certain social issues.
6. **Pfizer:** The pharmaceutical company's focus on "corporate citizenship" is reflected in its [healthcare initiatives](#). Some of the company's initiatives include spreading awareness about non-infectious diseases and providing accessible health services to women and children in need.

