

Workshop on
Mainstreaming Gender and CSR in water
policy-related work 2-4 March 2015
GWP-Med Host Institute Office, Kyrristou 12,
Athens, Greece



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Part 1:

- What is CSR

Part 2:

- What are the critical issues? Why is it important?

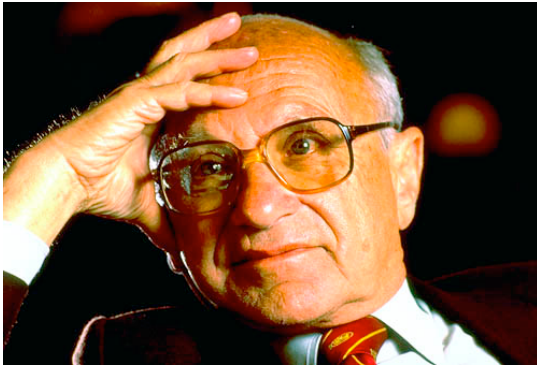
Part 3:

- State of the art CSR structure

Part 4:

- CSR and water

What is Corporate Social Responsibility?



"The Social Responsibility of Business is to Increase its Profits" - Milton Friedman, 1970



"Sustainable development is development that meets the needs of the present without compromising the ability of future generations to meet their own needs."

- Brundtland report, "Our common future" 1987



Creating shared value:
"What is good for society is good for business" – Michael Porter, 2011

CSR as Philanthropy

CSR towards Compliance

CSR for Value Creation

A step-change in the perspective on CSR

Creating shared value



"What is good for society is good for business" – Michael Porter, 2011

Responsibility without limits



"Corporate Social Responsibility is the responsibility of enterprises for their impacts on society"
- EU Commission, 2011

Dear child has many names...

Corporate Citizenship

Corporate Social Responsibility

Corporate Responsibility

Corporate Sustainability

Sustainable Business

Responsible Business

"CSR is not about how you spend your money; it's about how you earn your money in the first place."

**WE CONTRIBUTE TO SOCIETY
BECAUSE WE ARE SUCCESSFUL
(GIVING SOMETHING BACK)**

VS.

**WE ARE SUCCESSFUL BECAUSE
WE CONTRIBUTE TO SOCIETY
(CREATING SHARED VALUE)**

Defining Corporate Social Responsibility

CSR is how companies account for their long-term impacts on society.
When a company does good, it strengthens the company and its business.

ETHICS

Credibility and responsibility



SOCIAL

Empowering employees and stakeholders



ECONOMIC

Long-term value creation for society and business:



ENVIRONMENT

Environmental efficiency



Global supply chains
increasing in volume
and in complexity

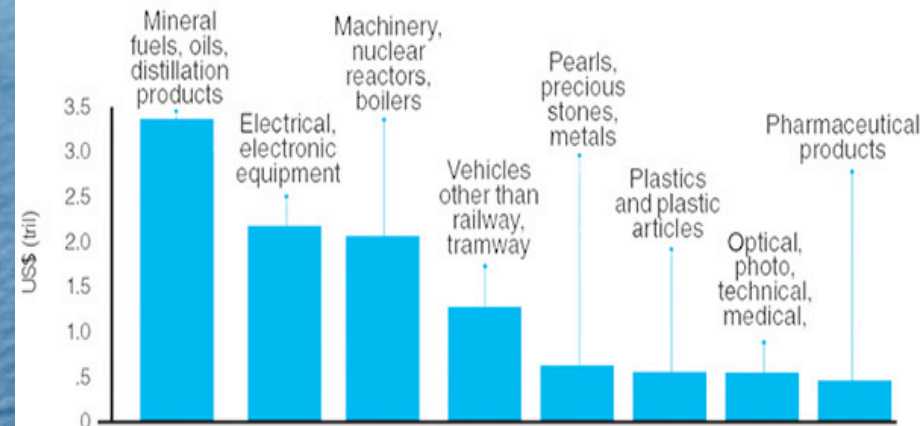
**\$22
TRILLION**

Total value of world trade
in 2012 in U.S. dollars

**IMPORTS TO CHINA AS A PERCENTAGE
OF GLOBAL TOTAL**



TOP GLOBAL EXPORTS BY PRODUCT



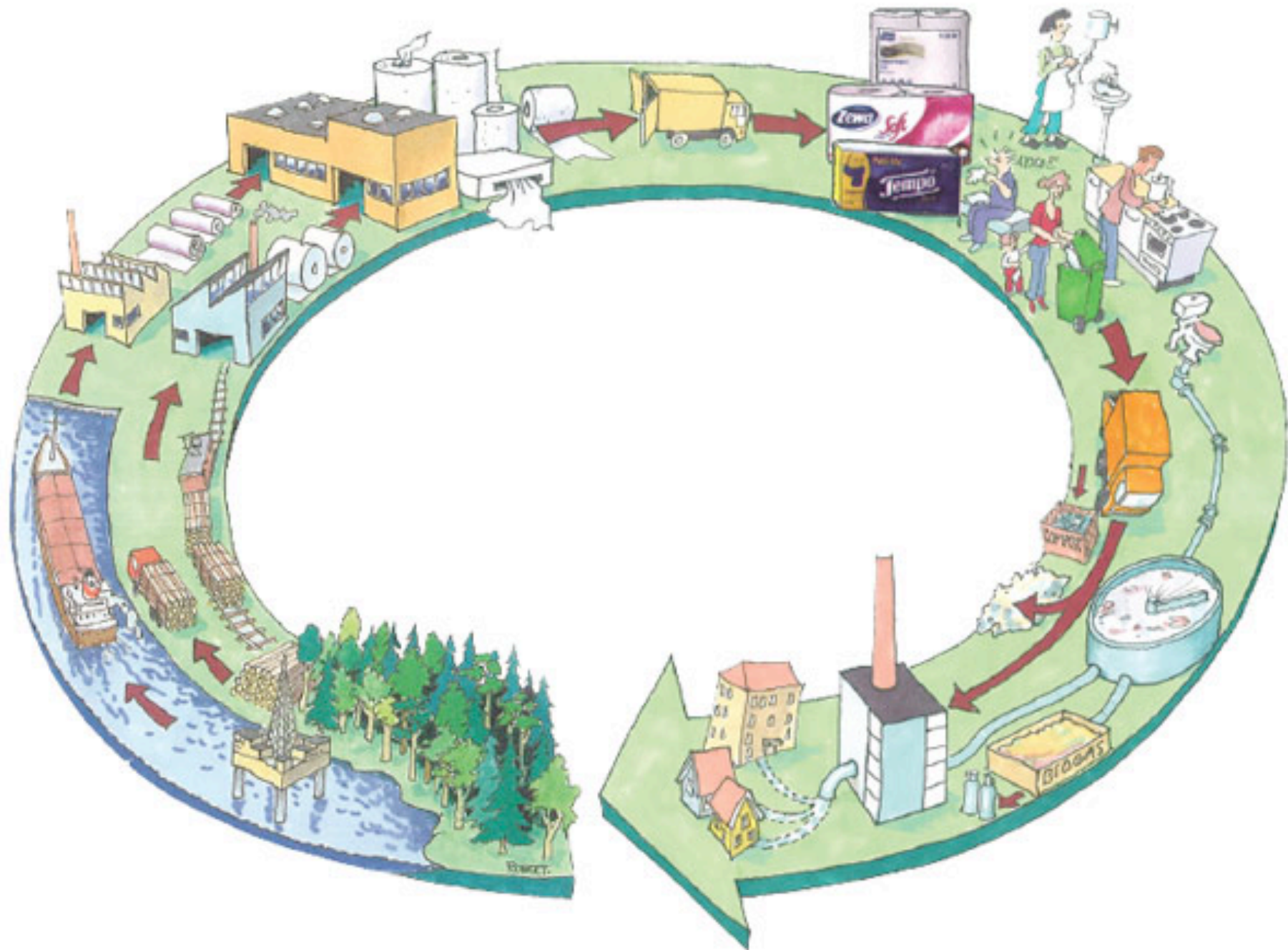
19%

Percentage of world trade
that consists of services

NAFTA EXPORTS BY DESTINATION








Case 1: Company exposure to CSR issues




'Hey, we don't own the factories. We don't control what goes on there.' - well known clothing and footwear suppliers in 1990s

An average female factory worker had to work nine hours per day, six days a week for 15 centuries to earn the sum that the CEO earned per year




Case 2: Company exposure to CSR issues

GREENPEACE  *Ask Nestlé to give rainforests a break*


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SWEET SUCCESS...

Thanks for the break!
Nestlé announces it will stop using products that come from rainforest destruction.
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