



# Social Responsibility



# What Is Social Responsibility?

What does Social Responsibility mean?

What can a business or organization do to be socially Responsible?



เย้!!!!!!

Yeah!!!



# What Is Social Responsibility?

Social Responsibility:

The duty to do what is best for the good of society

The social responsibility of business takes into consideration all that business does or does not do to solve the problems of society.



## ***The Meaning of Corporate Social Responsibility***

- A corporation should act in a way that enhances society and its inhabitants and be held accountable for any of its actions that affect people, their communities, and their environment
- It implies that harm to people and society should be acknowledged and corrected if at all possible
- It may require a company to forgo some profits if its social impacts seriously hurt some of its stakeholders or if its funds can be used to have a positive social impact





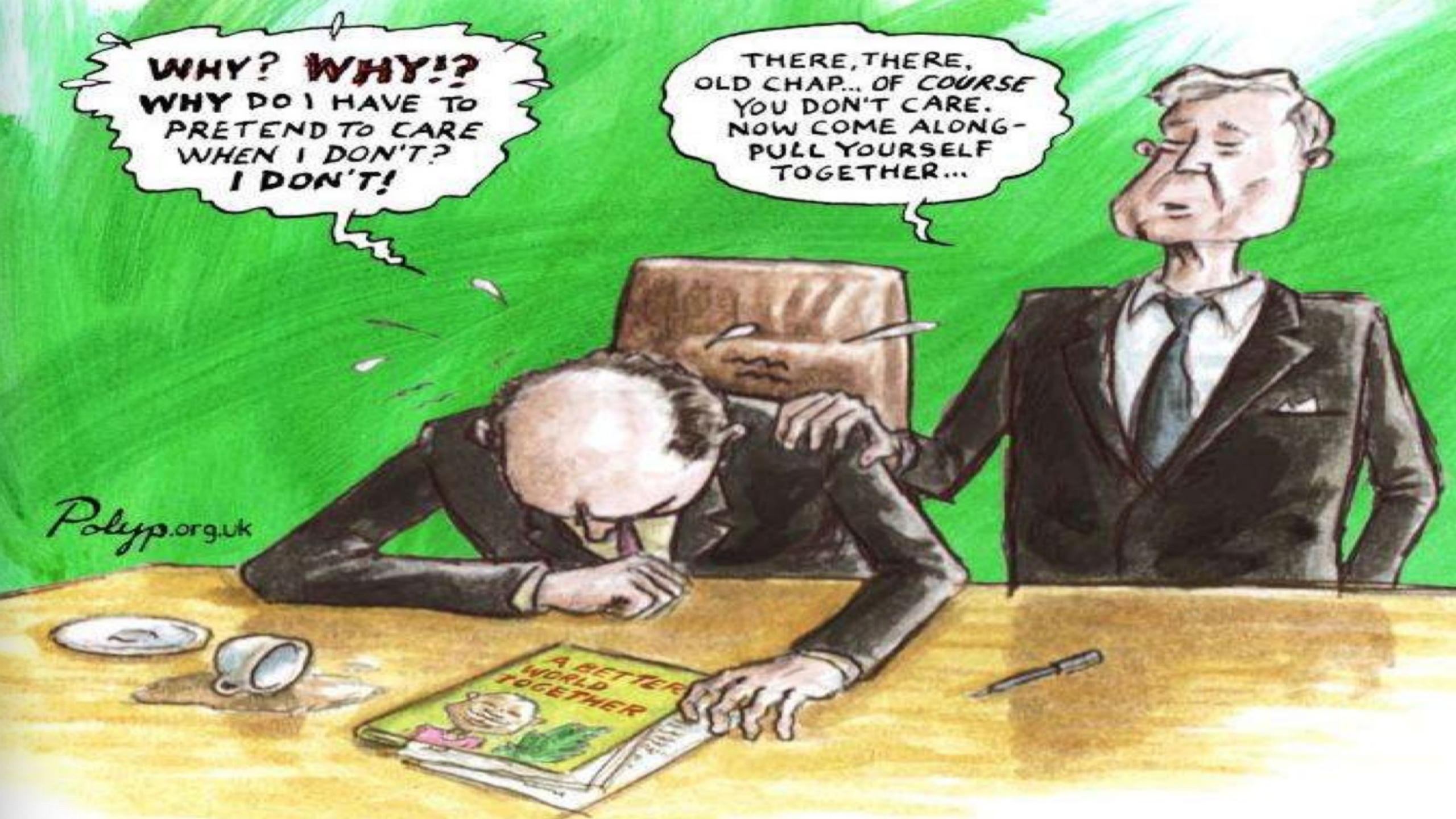
# SUSTAINABLE DEVELOPMENT GOALS



**WHY? WHY!?**  
WHY DO I HAVE TO  
PRETEND TO CARE  
WHEN I DON'T?  
**I DON'T!**

THERE, THERE,  
OLD CHAP... OF COURSE  
YOU DON'T CARE.  
NOW COME ALONG -  
PULL YOURSELF  
TOGETHER...

*Polyp.org.uk*







Businesses that follow ethical standards value integrity and honesty in employees.

Ethics are an integral part of their business practices.

Some businesses are concerned about limiting the damage that they do to the environment.

So, how do businesses exhibit social responsibility within their companies?



# Social Responsibility

- Social responsibility is the obligation of organization's management to make decisions and take actions that will enhance the welfare and interests of society as well as the organization.
- Social responsibility is therefore quite important to the society, organization and human.
- Management's consideration of profit, consumer satisfaction, and societal well-being of equal value in evaluating the firm's performance.
- Contributions to the overall economy, job opportunities, and charitable contributions and service.



# Areas of Responsibility

**Figure 2.6**

## **Business's Social Responsibilities**



Why do you think this is so important?



**SUSTAINABILITY**

# Responsibilities to the General Public



- • Public Health Issues. What to do about inherently dangerous products such as alcohol, tobacco, vaccines, and steroids.
- • Protecting the Environment. Using resources efficiently, minimizing pollution.
- • Recycling. Reprocessing used materials for reuse.
- • Developing the Quality of the Workforce. Enhancing quality of the overall workforce through education and diversity initiatives.
- • Corporate Philanthropy. Cash contributions, donations of equipment and products, and supporting the volunteer efforts of company employees.



## Earth-Friendly Products

**Many beauty-product companies include mission statements regarding the environment in their advertising and on their labels.**

**Origins, for one, promises to preserve the earth, animals, and the environment.**

THESE COMPANIES

# TEST ON ANIMALS



BEAGLEFREEDOMPROJECT.ORG

@BEAGLEFREEDOM





THESE COMPANIES PAY  
FOR TESTS ON ANIMALS IN CHINA

ESTÉE LAUDER

MAKE UP  
FOR EVER  
PROFESSIONAL

CLINIQUE

MAYBELLINE  
NEW YORK

MARY KAY®

NARS

O·P·I

BOBBI BROWN

boscia.

VICTORIA'S SECRET

LA MER

HOLLYWOOD, CALIFORNIA  
GLAMGLOW®

CLARINS  
PARIS

ORIGINS

Elizabeth Arden  
NEW YORK

benefit  
SAN FRANCISCO

These companies...

# DON'T TEST ON ANIMALS!

alba  
BOTANICA

AVEDA

Bath & Body Works

365  
EVERYDAY VALUE

Mrs. MEYER'S  
CLEAN DAY

TRADER  
JOE'S

DR. BRONNER'S  
MAGIC  
"ALL-ONE!"

OBSESSIVE  
COMPULSIVE  
COSMETICS

100% VEGAN & CRUELTY-FREE

seventh  
generation

MILANI

method

LUSH

THE  
BODY  
SHOP

giovanni  
ECO CHIC COSMETICS

SINCE 1970  
Tom's  
OF MAINE

PACIFICA

PHYSICIANS  
FORMULA

PAUL MITCHELL

Too Faced  
COSMETICS

Nature's Gate

dermalogica

NYX

smashbox  
COSMETICS

wet n wild  
ALL ACCESS BEAUTY los angeles

JÄSÖN

URBAN DECAY  
beauty with an edge

yes to

PANGEA ORGANICS

KISS  
MY  
FACE

PETA





# Products



## Logos *Cruelty-Free* Certificados



### **Logo Leaping Bunny**

- **Organización:** CCIC y BUAV (Cruelty-Free International)
- **Ubicación:** Internacional
- **¿Todo es vegano?:** No necesariamente



### **Logo Cruelty-Free**

- **Organización:** PETA
- **Ubicación:** Estados Unidos
- **¿Todo es vegano?:** No necesariamente



### **Logo Cruelty-Free and vegan**

- **Organización:** PETA
- **Ubicación:** Estados Unidos
- **¿Todo es vegano?:** Sí



### **Logo Not Tested on Animals**

- **Organización:** Choose Cruelty-free
- **Ubicación:** Australia
- **¿Todo es vegano?:** No necesariamente





**CHANEL**



**10**





# Responsibilities to Customers

- • The Right to Be Safe. Safe operation of products, avoiding product liability.
- • The Right to Be Informed. Avoiding false or misleading advertising and providing effective customer service.
- • The Right to Choose. Ability of consumers to choose the products and services they want.
- • The Right to Be Heard. Ability of consumers to express legitimate complaints to the appropriate parties.

# Responsibilities to Employees



- Workplace Safety. Monitored by Occupational Safety and Health Administration.
- Quality-of-Life Issues. Balancing work and family through flexible work schedules, subsidized child care, and regulation such as the Family and Medical Leave Act of 1993.
- Ensuring Equal Opportunity on the Job. Providing equal opportunities to all employees without discrimination; many aspects regulated by law.
- Age Discrimination. Age Discrimination in Employment Act of 1968 protects workers age 40 or older.
- Sexual Harassment and Sexism. equal pay for equal work without regard to gender.

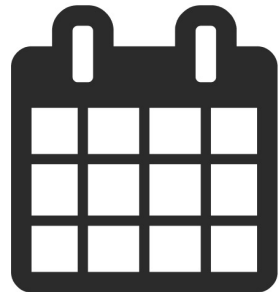
# 6 EASY WAYS TO IMPROVE YOUR WORK-LIFE BALANCE



**DONATE  
YOUR TIME,  
EXPERTISE, OR  
FINANCES**



**FIND A MENTOR  
TO PROVIDE  
ADVICE &  
INSIGHT**



**PLAN YOUR  
VACATION &  
DAYS OFF IN  
ADVANCE**



**PRIORITIZE  
YOUR TOP  
TASKS & DO  
THEM FIRST**

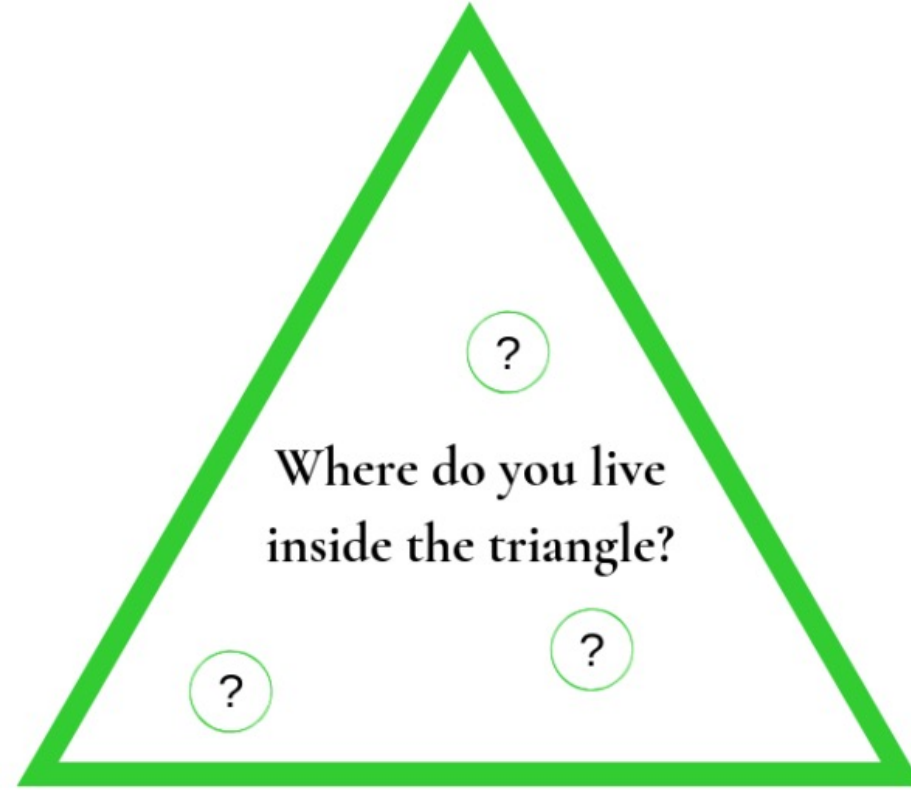


**TAKE TIME TO  
REST BOTH  
MENTALLY &  
PHYSICALLY**



**ADD EXERCISE  
AS A PART OF  
YOUR DAILY  
ROUTINE**

# Self

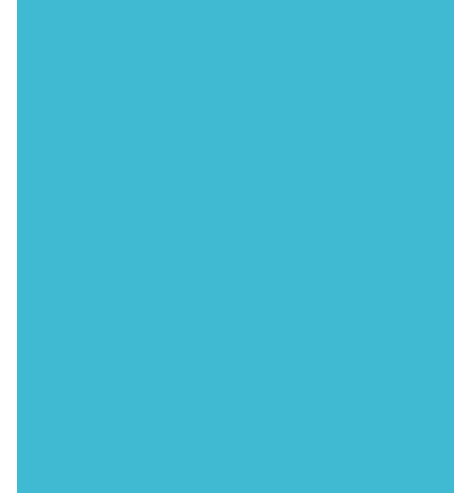
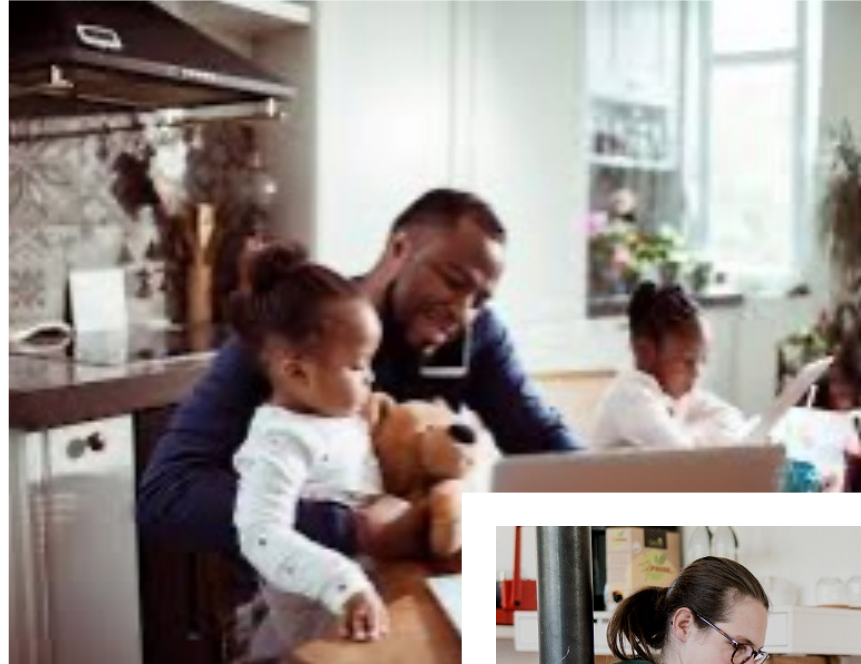


Where do you live  
inside the triangle?

# Career

# Family

# How to Manage Work-Life Balance During the Pandemic ?



# Responsibilities to Employees

Businesses can show responsibility to employees in various ways:

- Providing work experience for people with limited job skills
- Volunteerism
- Providing safe working conditions
- Equal treatment
- Fair pay

Equal Pay Act: Requires men and women be paid equally

- American with Disabilities Act: Bans discrimination against people with physical or mental disability.


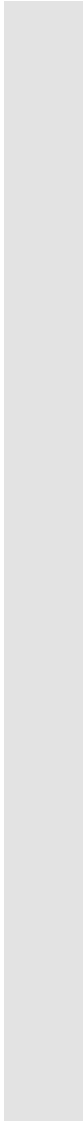
# Responsibilities to Employees

- • Provide adequate monetary , psychological rewards as well as job security
- • Selection of employees should be made fairly
- • Providing educational opportunities & training to the employee at company's expense
- • Working conditions should be safe & pleasant

# Responsibilities to Investors

- • Investors protected by regulation by the Securities and Exchange Commission and state regulations.
- • Resources available are used for the benefit of the owners/shareholders
- • Stability of the enterprise
- • Ensure that the company grows, so that the shareholder gains from increase in the market price of his shares



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- 1. How is producing a good or service a way of being socially responsible?
  - 2. What is the mission of the Food and Drug Administration?
  - 3. What is one of the biggest social issues that businesses face today?

# SUSTAINABLE DEVELOPMENT GOALS



What do teenagers need to be successful? At school, they are expected to try their best, listen to teachers, do their homework and study hard. By doing these things, we hope they will achieve the grades they need to find work or study further.

What is your group do in Social responsibility project ideas ?

How to make Corporate Social Responsibility more interesting ?

More Creative Ideas for Learning About Corporate Social Responsibility ?