

# Corporate Social Responsibility (CSR) and Corporate Communications



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## **Growing social fears – fading trust in social fairness of companies**

- Fear to loose jobs,  
to see jobs wandering to the East
- Threat to see standard of living going down
- Anxiety for save pensions
- Discrepancy between top earners and average people became visible
- At least morally doubtful behavior of too many company leaders
- Risks of globalization are threatening

## Implications on companies

- The society expects from companies practicing CSR / CR
- Administrations take more influence on internal decisions (e. g. governmental standards and rules affecting the design of new cars)
- NGOs attempt to “contain” the influence and power of large companies via international institutions like EU, UN (and also through states: China)
- NGOs keep discussion on international standards on „business ethics“ going on

## **Business activities and counter activities**

- CSR/CR is being realized as an issue
- Business coalitions like „Econsense“ being formed and operated
- Sustainability / CSR reports became necessary due to rankings and now are established
- However, they have relatively low impact on reputation building through external communications

# CSR/CR in companies

Two main roads

CSR/CR implementation process leads to:

CSR/CR Organization  
(CRO)

CSR/CR Communications  
(CRC)

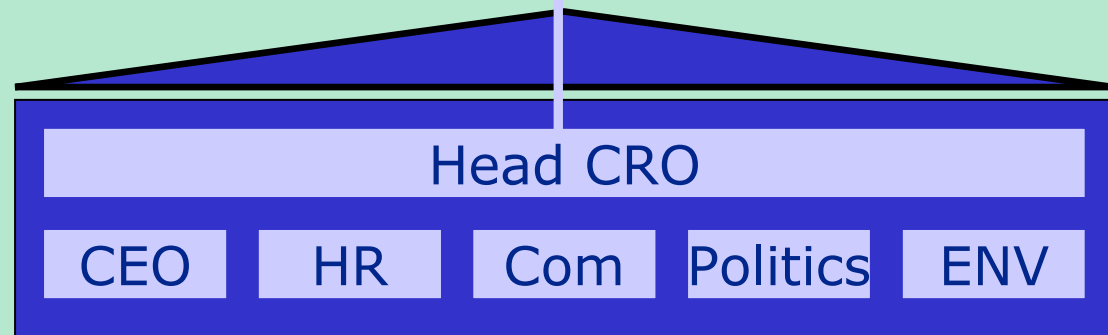
## CSR/CR organization: „CR Officer“

- New function attached to the CEO



- „CR Council“

- CEO staff
- Human resources
- Head of communications
- Head of public affairs
- Chief Environmental Officer

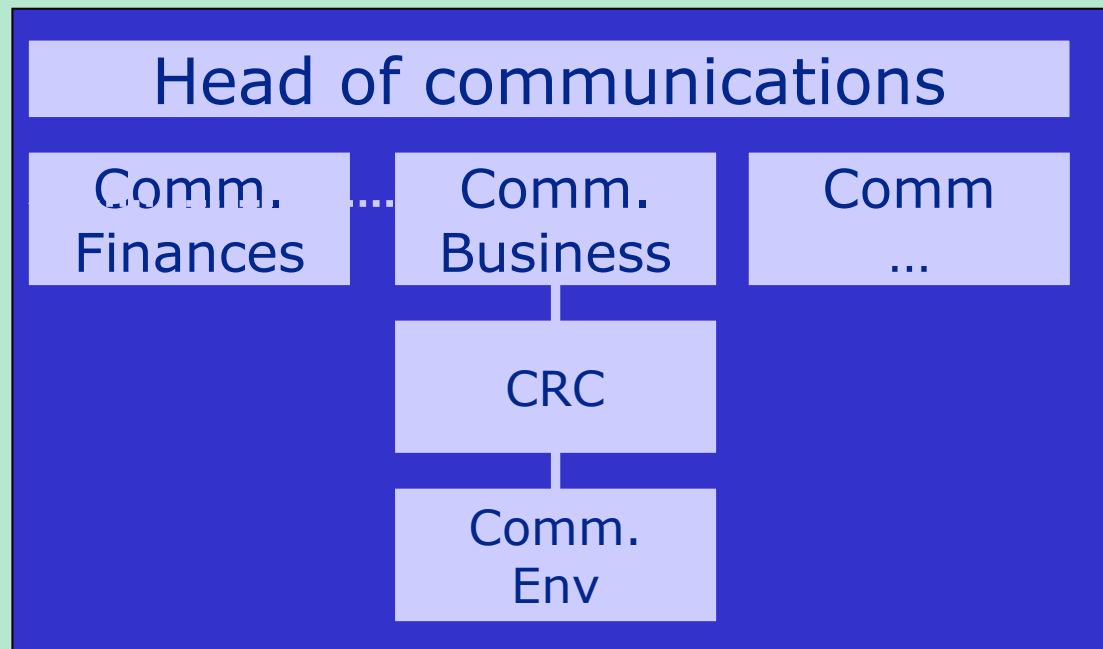


## CRO activities

- Structures (incl.. ENV and data security)
- Define / take care of business objectives („Code of Conduct“)
- Implementation of business objectives
- Develop sensorium towards the outside
  - Contacts to NGO's, critical politicians and media etc.
- Generate impact
  - Internal (employees)
  - External: Networking (Econsense, Global Compact ...)
- Do communications!

## CSR/CR communications: The „CR communicator“

- CR Communication is linked to business communications
- Environmental Communications as a part of CRC
- „Dotted Line“ to CRO



## Main CRC instruments

- Sustainability / CSR report

Only for a small audience,  
generally little impact to media

- Internet / Intranet / blogs

- Advertisements

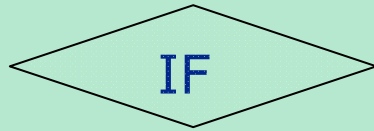
- Media relations (press)

Only reportable news to journalists  
Well prepared (text, photos, graphics, videos)

- Events

- ...

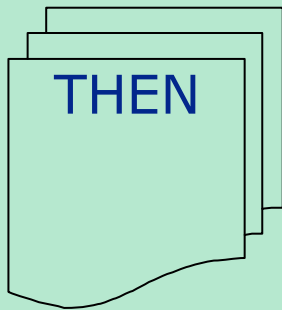
# CSR/CR communications versus marketing



CR communication,

the publicized expression of  
a company's responsibility and care

is used as marketing instrument



CR efforts will not be trustworthy  
and  
journalists won't report.

# „Drinking water initiative“ by Danone and Volvic together with UNICEF



- **Time:** June 2005 to December 2005
- **Aim:** Set up of and care for **25** wells
- Drinking water initiative „1 Liter for 10 Liter“ allowed the set up of 25 well systems in Ethiopia
- **Result:** Min. 125.000 people have good drinking water for the first time

Caution!  
Sales promotion

## Realization:

- Co-operation with an international partner with a good reputation: **Unicef**
- Campaign with prominent TV-announcer: **Markus Lanz (RTL)**
- **TV-Spot**
- Close cooperation with **RTL**
- Communication about the initiative on the product  
→ direct approach of customers

## **CR communications: Basic thoughts before developing ideas**

What “fits” to the company?

branch, activities, corporate culture, ...

Where makes it sense to implement own know how?

research, distribution, local sites, ...

Which partners to win?

Potential partners are available like NGO's, DEG, ...

What interests the media?

News, non-PR,  
nothing which was already in brochures, ...

## The „meta-tags“ of public interest

Man	friends, neighbors, celebrities
Safety &	job, transportation, crime, war, safety
Health	diseases, food & beverages, dining
Liberty	driving by car, living, sports, travel
Money	earnings, oil price, taxes, inflation
Future	pensions, top performances, innovations
Environment	environmental protection, global climate

...

# Transformation into media through unconventional channels

These news paper columns usually report about company activities



Business	Politics	Culture	Knowledge	...
Profits	H <sub>2</sub> -Motorway	Visions		
Revenues	Vision Zero		Research	
M & A	Jatropha			
Employees		Training	Electronics	

# Transformation into media through unconventional channels



Optimize your presence in media:  
Utilize all columns!



Business	Politics	Culture	Know how	...
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Profits	H <sub>2</sub> -Motorway	Visions	
Revenues	Vision Zero		Research
M & A	Jatropha		
Employees		Training	Electronics

## Example 1

### Nature Summer Camps: DC, Lufthansa, GNF

- Employees can actively participate in environmental projects, e.g.: GNF project „**Living Lakes**“ in 7 countries world wide)
- Companies only pay for support done by NGO; employees travel at own risks and on their own expenses.
- **External communications:**  
Opinion setting media report (media partner: P.M.)
- **Internal communications:**  
Application form in the Intranet, report about preparatory workshop, report about project, photo contest, ...



## Example 2

### BMW and TNT

- **TNT opens perspective for long-term unemployed people:** TNT runs pilot project „LexDi“ – to improve the individual chances of long-term unemployed people to get employed again
- **Idle potential:** BMW employs engineers of 50 years and plus in their plant at Leipzig.



## Example 3

### Henkel, Betapharm, Vaude

- **“MIT-Miteinander im Team”:**  
Initiative for employees. Distinct support of regional projects, which are supported by own employees
- **Social breach in health system:**  
Social sponsoring „Bunter Kreis“:  
Aftercare club supports families with children having severe diseases  
beta Institut, betapharm Stiftung
- **Vaude (sport goods manufacturer)**  
family responsive personnel policy



# Possible believable activities

	Trade	Fairs	Traffic	Banks	Insurances	Construction	Energy, water	Chemistry	Food	Health	IT, Telecom	Media
Energy			●			●	●			●	●	
Light						●	●					●
Water	●					●	●	●	●	●		
Potable water						●	●	●	●	●		
Clean air			●			●						
Health, intactness	●			●		●		●	●	●		●
AIDS					●			●		●		●
Food	●					●		●	●	●		
Poverty	●			●				●	●	●		
Secuting standard of living		●		●	●	●	●	●	●			
Environmental protection (preserving biodiversity, stop of deforestation and waste)	●		●		●	●	●	●	●	●		●
Education				●						●	●	●
Culture	●			●						●	●	●
Growing global IT-grid						●	●				●	
Improving agricultural infrastructure	●	●	●	●	●	●	●	●			●	●
Desaster warning					●					●		●
Transportation carriers			●		●	●	●					
Traffic infrastrcuture		●	●		●	●					●	●
Social and company environment				●		●	●		●			●
Conditions to work				●		●		●	●	●		●
Motivation of employees				●								
Corruption												●

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Energy			●			●	●			●	●	
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Water	●					●	●	●	●			
Potable water						●	●	●	●			
Clean air			●			●						
Health, intactness	●					●	●	●	●			●
AIDS				●			●	●	●			●
Food						●	●	●	●			
Poverty				●			●	●	●			
S			●	●	●	●	●	●	●			
E				●	●	●	●	●	●			●
d					●	●	●	●	●			
w					●	●	●	●	●	●		
E			●						●	●	●	
C			●						●	●	●	
G					●	●				●		
I			●	●	●	●	●			●	●	
D				●						●	●	
T				●	●	●	●					
T				●	●	●	●			●	●	
S			●			●	●		●			●
C			●			●	●	●	●			●
M			●									
Corruption												●

The fog fishers (Chile)  
 Fishermen in the Atacama desert area collect the everyday mist in their flews and use it to irrigate agricultural plants, e.g. plantations of aloe vera.

Tropical regions (Brazil, Africa, Indonesia)  
 Support for installation of clean water supply, possibly through systems using anodic oxidation together with solar technology

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Energy			•			•	•			•	•	
Light						•	•					•
Water	•					•	•	•	•	•		
Potable water						•	•	•	•	•		
Clean air			•			•						
Health, intactness	•			•		•		•	•	•		•
AIDS					•	•		•	•	•		•
F						•		•	•	•		
P						•		•	•	•		
S						•		•	•	•		
E						•		•	•	•		
d						•		•	•	•		•
w						•		•	•	•		
E									•	•		•
C									•	•		•
G						•	•			•		
I					•	•	•			•		•
D					•	•	•			•		•
T					•	•	•					
T					•	•	•					
S						•	•		•			•
C						•	•	•	•			•
M												
Corruption												•

Medicament extraction (India)

After the extrusion of the Jatropha nut the residue could be used as fodder – if the poison inside could be expelled.

This poison is a so-called phorbol ester, worth 1000 Dollars per gram. It is the most efficient remedy against Bilharziose.

Co-operation with an Indian research institute, co-financing through DEG seems possible.

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Energy			●			●	●			●	●	
Light												
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Potable water												
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Health, intactness												
AIDS												
Food												
Poverty	●											
Secuting standard of living		●				●	●	●	●			
Environmental protection (preserving biodiversity, stop of deforestation and waste)	●		●			●	●	●	●			●
Education	●			●						●	●	●
Culture	●			●						●	●	●
Growing global IT-grid						●	●				●	
Improving agricultural infrastructure	●	●	●	●	●	●	●	●		●	●	
Desaster warning					●					●	●	
Transportation carriers			●		●	●	●					
Traffic infrastrcuture		●	●		●	●	●				●	●
Social and company environment				●		●	●		●			●
Conditions to work				●		●		●	●			●
Motivation of employees				●								
Corruption												●

Education (Magazine „Junge Wissenschaft“)

Support of the first real scientific publications of young scientists (within the framework of „Jugend forscht“, but with own - and better - presentation opportunities. Also a good tool for the acquisition of young researchers).

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Energy			●		●	●				●	●	
Light					●	●						●
Water	●				●	●	●	●		●		
Potable water					●	●	●	●		●		
Clean air			●		●	●						
Health, intactness				●	●	●	●	●	●	●		●
AIDS					●	●	●	●	●	●		●
Energy saving (Germany, Europe, USA, Third World)					●	●	●	●	●	●		●
Energy saving through intelligent technology, which measures continuously power or water consumption					●	●	●	●	●	●		●
Energy saving (Germany, Europe, Third World)					●	●	●	●	●	●		●
Utilization of just market-ready fuel cell technology, e.g. as emergency power supply units for base stations in cell phone networks					●	●	●	●	●	●		●
Corruption												●

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Health, intactness	●			●		●		●	●	●		●
AIDS					●			●	●			●
Food	●					●		●	●	●		
Poverty	●			●				●	●	●		
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Traffic infrastrcuture		●	●		●							
Social and company environment				●								
Conditions to work				●								
Motivation of employees				●								
Corruption												

„Bolsa Amazônia“ (Brazil, Ecuador, Peru, Columbia)

Exchange of products of the Amazon region like coco products, juices, papers for arts, ...

Similar activities in Central Africa or Indonesia

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Health, intactness	●			●		●		●	●	●		●
AIDS					●			●	●			●
Food	●					●		●	●	●		
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Transportation carriers			●									●
Traffic infrastrcuture		●	●									●
Social and company environment				●								
Conditions to work				●								
Motivation of employees				●								
Corruption												●

Vegetable oil cooker on the Philippines

Preparation of food;  
No deforestation for gaining firewood;  
no injuries by inappropriate handling

Bosch Siemens Hausgeräte, DEG,  
State University of Leyte

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Health, intactness	•			•		•		•	•	•		•
AIDS					•			•		•		•
Food						•		•	•	•		
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Co				•		•		•	•	•		•
Mo				•								
Corruption												•

Light (Third World)

In equatorial regions daylight only lasts from 6 am to 6 pm. No means to elongate the activity period are available (except fire).

Light is a precondition for improving the standard of living: education, exchange of information, traffic safety (e.g. on rivers), save roads.

Lamps, e.g. with solar technology, which can be recharged over daytime, are ideal.

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Culture	●			●						●	●	●
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Desaster warning					●					●		●
Transportation carriers			●		●	●	●					
Traffic infrastrcuture		●	●		●	●					●	●
Social and company environment				●		●	●		●			●
Conditions to work				●		●		●	●	●		●
Motivation of employees				●								
Corruption												●

## **Sustainable gain of reputation: Maid by CR communications**

Three key success factors for the management:

- Care for widely accepted CR rules  
(corporate CR goals and CR organization)
- Search for projects with potential attraction for  
media which fit to your company
- Do clever, intelligent communications

**You can be proud of your company**

**CR communication is ...**

**the publicized expression  
of a company's  
responsibility and care**



**δοκεο**  
[Reputation, Image]