

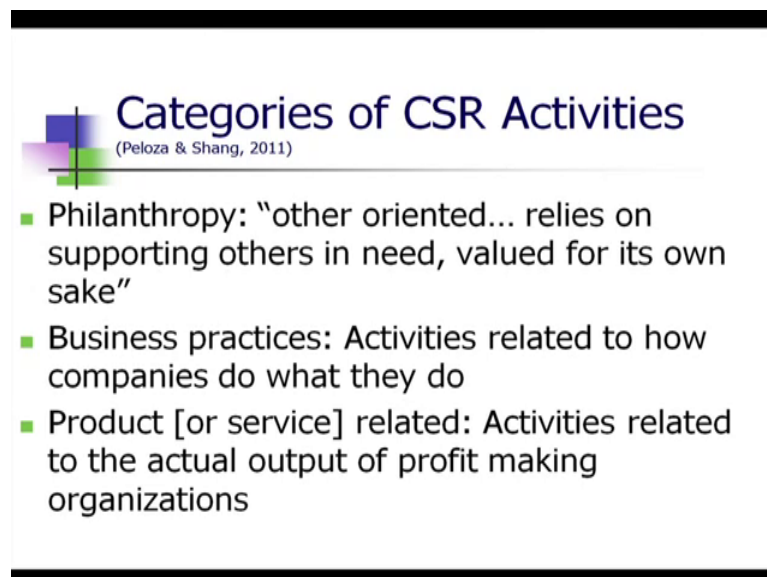
**Corporate Social Responsibility**  
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**Lecture – 28**  
**CSR Activities**

Welcome back to the MOOC course on corporate social responsibility. My name is Aradhna Malik and I am helping you with this course and we have discussed various issues regarding corporate social responsibility. Now in this particular lecture I am going to give you the actual methods or some examples I will share with you some examples of real life corporate social responsibility activities.

So, let us see what we have here activities this is based on a paper by Peloza and Shang published in 2011 I will give you the complete reference for this paper now various categories of CSR activities.

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**Categories of CSR Activities**  
(Peloza & Shang, 2011)

- Philanthropy: "other oriented... relies on supporting others in need, valued for its own sake"
- Business practices: Activities related to how companies do what they do
- Product [or service] related: Activities related to the actual output of profit making organizations

You know they bundled the big categories of CSR activities into three types of activities one is philanthropy which is other oriented activities it is a group of activities these activities fall into the category of philanthropy. They are focused exclusively on helping the other they are focused exclusively on the other on helping others rather than seeking benefit for oneself relies on supporting others in need valued for its own sake.

So, these are activities that are genuinely and solely for the purpose of helping others the second category is business practices these are activities related to how companies do what a do and I will give you examples later.

So, for example, you are manufacturing something not the ethical ways of manufacturing that thing have you taken permissions are you looking after the environment are you looking after your people in doing what you are doing for the purpose of generating profit and that will fall into business practices the third category is product or service related activities these are activities related to the actual output of profit making organizations.

So, how do you procure your material what kinds of products you send into the environment are they environment friendly are they going to be helpful for the people they are being consumed by etcetera or the service that you provide is that service really doing good for the people is it really a service or is it another profit generating activity. So, all of that will fall into the category of profit or service or product or service related activities.

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**Types of CSR Activities**  
(Pelozo & Shang, 2011)

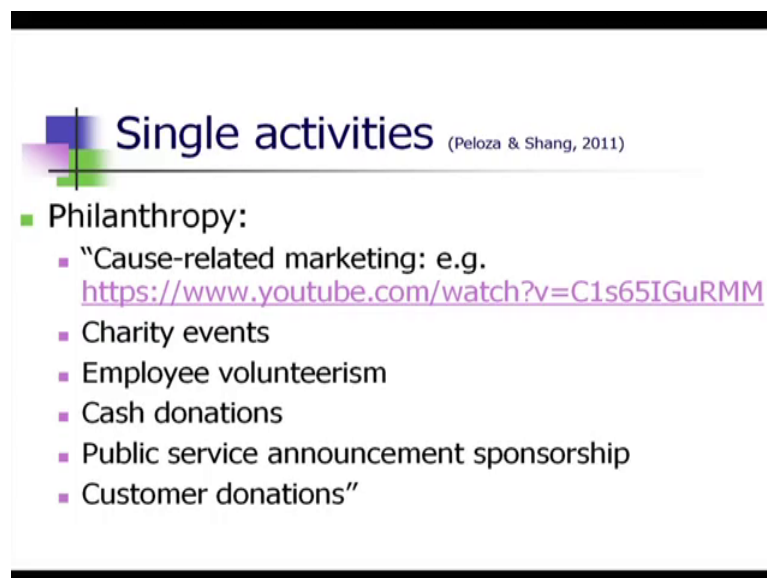
- Single activities: Independent
- Focused activities: "Multiple activities within the same category"
- Diffuse activities: "Activities from [several] categories"

Now, what Pelozo and Shang have done is they have bundled CSR activities into you know depending on how many types of activities and how many categories they cover they have further bundled these activities into single focus and diffuse activities what are these single activities are independent activities they are done for just independently.

So, they could be single philanthropic single activities in business practices single product or service related I will give you different examples of these then focused activities are multiple activities within the same category for example, we want to prevent child labor we want to make sure that whatever we are doing and I will show you a very nice video about it in a few minutes.

So, focused activities are say we want to make sure that that you know our products are for example, environment friendly. So, we do everything in our capacity we undertake a variety of activities that are focused on making sure that are product is environment friendly that is focused activities diffuse activities are activities from several categories. So, they are spanning several categories number of activities spanning several categories.

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**Single activities** (Pelozo & Shang, 2011)

- **Philanthropy:**
  - "Cause-related marketing: e.g. <https://www.youtube.com/watch?v=C1s65IGuRMM>
  - Charity events
  - Employee volunteerism
  - Cash donations
  - Public service announcement sponsorship
  - Customer donations"

Let us see examples of these single activities let me show you a video this is an example of cause related marketing let us see what this is.

What an enormous gift it has been to partner with Gucci and to benefit from the leadership and creativity of Frida Giannini you know it is allowed us to save and improve the lives of the most vulnerable children in the poorest countries in the world this partnership truly would not be what it is without Frida Giannini.

You know from creating special products to conducting events to campaign Gucci has truly committed itself to the support calls when talking about linking the new Gucci

children selection with UNICEF I realized you know this is a huge idea and something that was very very special and that really really touched my heart.

Gucci employees more than seven thousand people around the world our partnership with UNICEF gives them a sense of purpose we are not just making it back we are not just making a pair of shoes or making something with the purpose. For most of these children especially those impacted by HIV aids education represents a way out thanks to the incredible Frida Giannini and partners like Gucci UNICEF is giving these children the gift of a better future.

I have been able to see firsthand the results of the world that UNICEF is doing in Africa and realize how important it is and we hope to have UNICEF as vital as force to help disadvantaged children so what we saw was an example of cause related marketing now which means that money is raised through other efforts through regular marketing with a purpose the marketing is done with a purpose the products are marketed with a purpose and the money. So, raised goes towards helping or of a portion of proportion of the money. So, raised goes towards helping those in need.

Now, this is philanthropy this is cause related marketing the other example I wish I could show you examples of each of these, but for want of time I will not be able to go into it charity events is another one where things are auctioned where things are you know and the proceeds go to towards helping people in need we have employee volunteerism people actually go and volunteer and they go and they donate say a day of their time at work towards helping those in need.

So, many organizations have saved you know days where they dedicate their employees towards building homes repairing roads going for different kinds of activities the employees are paid by the organization they are paid their regular salaries. But they go out into the community and the coin help the community that is employee volunteerism and that that could happen on one specific day in a year or that could happen on a regular basis and organization has different ways of doing this.

Then we have cash donations that is another single activity you have you pay certain amount of money public service announcement sponsorships are their customer donations are there. So, you seek donations from customers that is again a single event related to a single activity related to philanthropy and once this money comes in.

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**Single activities (Contd.)**  
(Peloza & Shang, 2011)

- Business practice:
  - Environmental protection
  - Child labor/ sweatshop prevention
  - Decreased product use messages
  - Diversity
  - Prevention of false/ misleading information
  - Ethical behavior
  - Socially responsible company
  - Fair trade
  - Supply chain responsibility
  - Fortune rankings
  - Customer relations
  - Employee relations
  - Packaging

once this health comes in then it goes out and it reaches the people who need later business practice related activities could include environmental protection child labor and a sweatshop prevention I will show you something else that is not a single activity that is more of a focused activity, but I will show you that too in a few minutes.

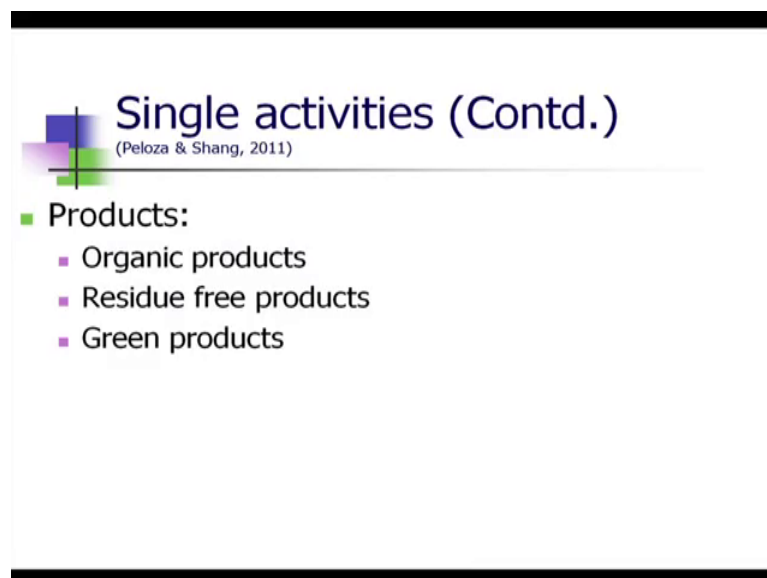
So, you know you could do something about the child labor or prevention of sweatshops decreased product use messages diversity inclusiveness. So, you say we employ people from all walks of life or from all different kinds of backgrounds prevention of false or misleading information you take active steps to ensure that the information that you give about your product is actually accurate and you do not misrepresent the contents of your product or what it does this is especially true and especially visible in the case of medication where you know or pricing medication when we talk about medicines we you know it is expected that you will know what kind of side effects come with your medication.

So, once that is advertised then you know that this company is actually I mean they may say the taste of medicine will be helpful for you, but if you take this these are the potential side effects that you need to be careful of and you need to get in touch with your doctor for that does not come with most medicines that comes mostly with prescription drugs. But you know if that that is one way of informing the public that look

it is not all hunky dory our product is not all great you know there could be some negative effects of this particular product also.

So, that is one then you have a ethical behavior of your employees socially responsible your company could be you know you could portray your company as a socially responsible company they could be fair trade supply chain responsibility fortune rankings these are one time single activities they are not happening in an institutionalized manner. But you could be taking occasional steps to do these things employee relations packaging maybe to one activity.

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The slide features a title 'Single activities (Contd.)' in a dark blue font, with a citation '(Peloza & Shang, 2011)' below it. To the left of the title is a graphic consisting of overlapping colored squares (blue, purple, green) and a black crosshair. Below the title, there is a horizontal line, and then a bulleted list of products. The list is headed by '■ Products:' and contains three items: '■ Organic products', '■ Residue free products', and '■ Green products'. The slide is framed by a thick black border at the top and bottom.

## Single activities (Contd.)

(Peloza & Shang, 2011)

- Products:
  - Organic products
  - Residue free products
  - Green products

then you could as for as products are concerned maybe you are selling organic products only or you are selling residue for a free products only or you are you have a branch that specializes in green products.

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**Focused activities** (Pelozo & Shang, 2011)

- Philanthropy:
  - "Employee volunteerism
  - Cash donations
  - Cause related marketing
  - Licensing agreements
  - Cause related marketing
  - Promotion of social issues
  - Product donation
  - Advocacy advertising
  - Non-specific charity support"

So, that could be one way of giving back to the society then focused as for as focused activities are concerned some examples of philanthropic focused activities would be employee volunteerism. Again you do this on a regular basis it is not a onetime activity you do not have this campaign on one day you do it every say every term or every or semi annually cash donations again cause related marketing you could have licensing agreements which are more longer terms.

So, we are talking about long term issues promotion of social issues through in a more institutionalized way, but then you pick one social issue when we are talking about focused activities we are specifically talking about one group or one set of activities that are all of the activities are focused towards a specific issue product donations for that is specific issue advocacy advertising could be there you could have nonspecific charity support. But again that is a another focused philanthropic activity you say you give us this money we will make sure that it goes to a charity of your choice and these are the charities in that category.

So, it could be women it could be children it could be abused children it could be the sick it could be people affected by disaster it could be anything.

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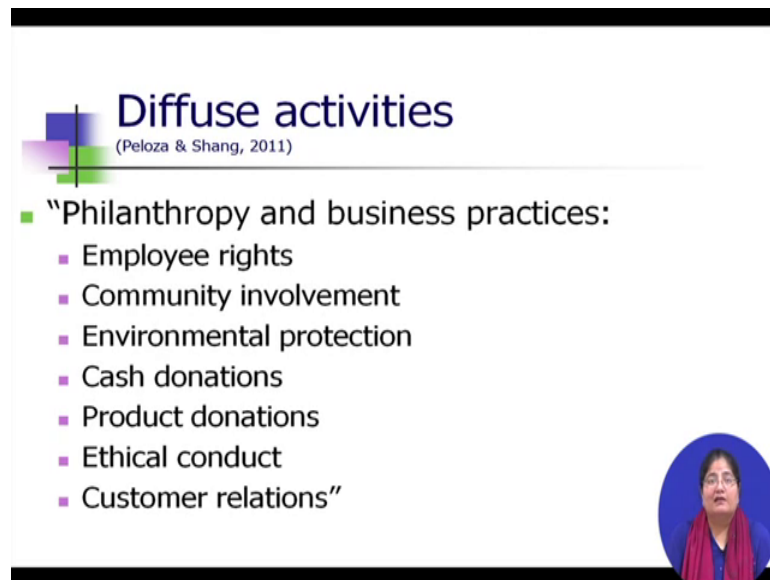
**Focused activities (Contd.)**  
(Peloza & Shang, 2011)

- **Business practices:**
  - "Controlled animal testing
  - Employee relations
  - Environmental protection
  - Community satisfaction
  - Supplier satisfaction
  - Competitor satisfaction
  - Socially responsible advertisements
  - Animal testing
  - Campaigns against false advertising
  - Protection of human rights
  - Domestic supply chain"

Then business practices you could have controlled animal testing you could have employee relations you could have environmental protection community satisfaction supplier satisfaction various ways in which you look after the community, but this is more institutionalized single activities. Like I said earlier are sporadic focused activities are more institutionalized more routine more regular socially responsible and it is means you could have issues you know or you could ban you could portray that you do not use products that have been tested on animals or raw material that has been tested on animal in your on animals in your products campaigns you could run campaigns regular campaigns against false advertising you take active steps to protect human rights and you look after the domestic supply chain then diffuse activities.



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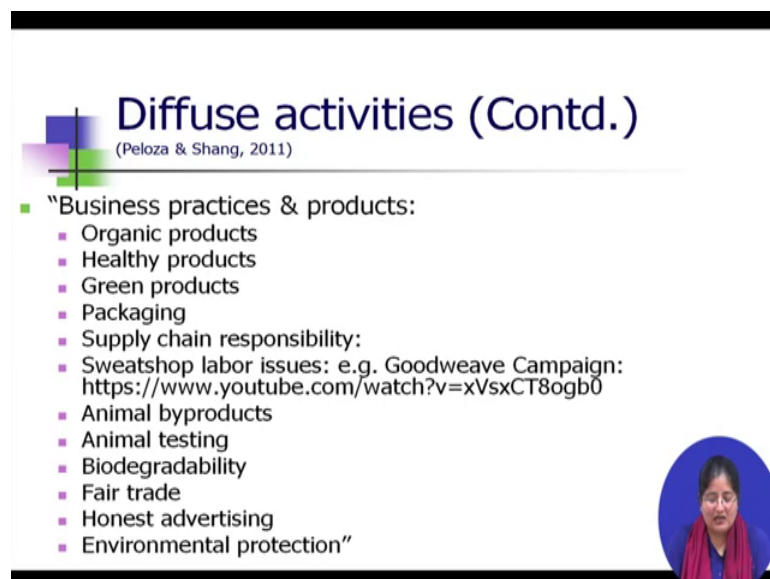
## Diffuse activities

(Pelozo & Shang, 2011)

- "Philanthropy and business practices:
  - Employee rights
  - Community involvement
  - Environmental protection
  - Cash donations
  - Product donations
  - Ethical conduct
  - Customer relations"

You know you could have philanthropy and business practices you could have employee rights community involvement environmental protection cash donations again spread over a wider group of activities.

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## Diffuse activities (Contd.)

(Pelozo & Shang, 2011)

- "Business practices & products:
  - Organic products
  - Healthy products
  - Green products
  - Packaging
  - Supply chain responsibility:
  - Sweatshop labor issues: e.g. Goodweave Campaign:  
<https://www.youtube.com/watch?v=xVsxCT8ogb0>
  - Animal byproducts
  - Animal testing
  - Biodegradability
  - Fair trade
  - Honest advertising
  - Environmental protection"

So, these are again you know that could be one then some other types of diffuse activities could be organic products you sell organic products you sell healthy products you sell green products gain you know in a variety of ways you are looking after them then one more thing that I would like to show you is a good wave campaign which is an excellent

example of a diffuse activity that really deals with business practices and products. So, let us see this I had told you about rug mark earlier.

People believe that slavery is abolished, but it is not true we still see children enslaved virtually as you see in the media village they have no freedom at all.

Child labor is the last form of slavery in the world I think there is a recognition in the world community that this is just unacceptable practice.

Children of the carpet industry live in another world of work tens of thousands work as bonded laborers change to the loom every country has laws and provisions outlawing slave labor, but when the government does not act to protect children consumers have the power to affect these children by buying rugs that is certified child labor free.

the concept behind good weave is that when consumers in North America and Europe choose to buy certified good weave child labor free products then a message is sent down the supply chain that that child labor will not be tolerated. Hence that manufacturers will stop employing child labor its essential that they look for the good weave label to ensure that no child was exploited to produce a product it also means that a percentage of the purchase price goes to support rehabilitation and education for children who have been rescued from carpet lengths.

The good weave program has freed more than 3600 children from weaving looms providing each with the opportunity to embark on a new life.

I love woven rugs, but not all rugs are created equal and there is a human price for their beauty and all of us have to be very careful to make sure that the rugs that we purchased bear the good we label.

The good weave label and its predecessor the rug mark label offer equal assurance that your rug is child labor free imagine a world where consumers use their economic clout to end child labor imagine a world where adults do the work children go to school and child labor is a thing of the past.

Child labor can be eliminated child labor will be eliminated this should be deep rooted in our parts and minds and even in our souls that yes we can eliminate child labor and it is

happening some of our former child slaves are now activist with us and they are the one who are liberator.

The purchase of good weave certified rugs helps fund to take care and early childhood education as well as school sponsorship for children of adult weavers adult literacy programs and health clinics.

We encourage people to donate and help us reach our goal which we feel within the next decade we can completely eradicate child labor from this industry and creatively transformation

This is the process of some sort of a small victory of liberty over slavery.

Good weave certified rugs can be purchased in some fifteen hundred retailers and showrooms across North America as well as online visit [www dot good weave dot org](http://www.goodweave.org) to find an help to you for more information or to make a donation go to our website or call us at 800; 7846275.

So, this is an example of a inactivity that borders between focused and diffuse we cannot really you know have these categories as exclusive the focus is on removing child labor, but then after removing or after ensuring that children are not involved in the making of rugs they are given opportunities to do a lot of other things.

So, that is what the good we project is all about I would encourage you to go and see for yourself visit the website and see what is out there you know and what they do rug mark I had told you about and this is a newer version of rug mark or it has its roots in rug mark.

So, anyway, so, this is one example then we have animal by products we are making sure we do not use animal byproducts animal testing biodegradability ensuring biodegradability of our products and advertising it has such a fair trade honest advertisement honest advertising environmental protection all of these are examples of diffuse activities.

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**Diffuse activities (Contd.)**  
(Pelozo & Shang, 2011)

- Philanthropy, business practices & products:
  - Environmental protection
  - Community involvement
    - e.g.  
<https://www.youtube.com/watch?v=V1WfVOW6mKc&index=6&list=PLJiJfCKScn5iI6YOxpJdr0oYkLAW6DxW3>
  - Diversity
  - Product issues
  - Product quality
  - Controversial products

As for as philanthropy business practices and products are concerned you could work on environmental protection community involvement here is a very very nice example of community involvement that I found that I thought I would share with you.

No charities need donations, but there is something far more important than money people you know them as volunteers and more than seven hundred and thousand are needed each year in Australia alone the problem is some of the countries charities struggle to find enough volunteers to achieve their goals seek volunteer is a website dedicated to finding volunteers for all strain charities, but for the past ten years its struggled to get noticed.

What if for the first time ever we could get the media industry corporations and individuals to come together and volunteer their space free an infinite amount of blank canvases all dedicated to promoting the vital importance of volunteering this one simple message was vision filmed voiced recorded and printed. So, that it could be adapted to any space any medium anywhere for anyone started to appear in every major city from super sites taxis buses trams posters cinemas packaging to online press and magazines cafe lifts and digital screens primetime TV, radio shows and national news presenters.

And that is why I am volunteering to present this ad as are many others behind the scenes.

Even appeared on an everyday postage stamp in just under 2 weeks over hundred and fifty organizations and volunteer millions of dollars in media then the idea went up a gear as people volunteered their online spaces by a digital kit that gave everyone access to the campaign in every format thousands came together. And support volunteering their personal spaces as media space from simply changing their profile pictures to offering up their blogs websites tweets right down to their email signatures every single modern communication channel became a messaging system then something happened after participating in an act of volunteering people did.

So, again it is time for the charities they were helping to support a simple message was having a huge social impact in just one month people putting up their hands to volunteer rose 557 percent that is more in four weeks than in the previous four years it is an idea without an end date the online media kit is still active for anyone who wishes to promote this important message because we will always need volunteers.

This is such a brilliant way of a diffuse activity you need people and you go out and you get people and then channel the human resource that has gathered into different activities that require that or that can benefit greatly from this human resource.

So, I thought I would show you this; this is a perfect example of how community involvement snowballs you know a simple idea has snowballed into something. So, fantastic now this is again of a mix of everything when people come they bring their skills they bring their motivation they may also bring some tangible help with them. So, that is again you know that is why its classified here, but again all of these the boundaries between these different types of activities are very very thin or fuzzy then we have diversity we could be dealing with product issues we could be dealing with product quality ensuring the quality is environment friendly does not harm anyone etcetera and quail controversial products could also come in here.

So, that is these are some different types of activities that I wanted to show you that are that can be classified under CSR activities and that is call we have time for in this lecture. But in the next lecture I will show you how we measure and evaluate all of these activities how we start about or how we go about finding out how to how to start how to or how we go about seeing whether what we have done has had an impact or not.

So, that is all we have time for thank you very much for listening please take these ideas and explore them on your own and I have seen on the forum people have started putting up their inputs regarding the different types of activities that they have found you know or examples of CSR activities that is a very nice step please continue to do. So and let us build a big database and let us continue to learn together.

Thank you very much for listening I will see you in the next lecture.