CSR HAS MANY FACES...

CSR ACTIVITIES 2006) I MODEL

Communication

- Why Goals
- What Which CSR activities
- ■When Occasions
- Who Stakeholders
- Where Media

Stakeholders

- •Who are they?
- ■Dialogue & Inclusion
- Communication

Employees

- Prevention
- Retention
- Integration

CSR Innovation

- New processes
- New Products
- New Services
- CSR Profile business models

Management

- Good management ethics
- CSR policies, procedures and guidelines
- Social responsibility

Customers

- Demands from, and dialogue with customers
- Product labels

Environment

- Pollution prevention
- Waste minimizing
- Reduction of energy, water, materials etc.

Community

- Community support
- Contribution and sponsorships
- Partnerships

Suppliers

- Risk assessment
- Guidelines
- Codes of conduct
- Cooperation



