

THE BUSINESS BENEFITS OF DOING GOOD

Part 1/ Watch this short video about Corporate Social Responsibility and answer the questions:



<https://www.youtube.com/watch?v=ZoKihFLCY0s&t=105s>

a) Explain what it is, using your own words. What domains does it cover? What is its purpose? What benefits can companies get from adopting it?

b) Use the vocabulary to fill in the blanks:

- **corporate social responsibility / CSR** (noun) – *an umbrella term for charitable, philanthropic or volunteering activities that make positive contributions to solving environmental or social problems.*
- **corporate citizenship** (noun) – *the idea that corporations have a responsibility to society as a whole, not just to their shareholders, customers or employees.*
- **brand image** (noun) – *how people view a brand at a particular time.*
- **non-governmental organisation / NGO** (noun) – *a non-profit organisation with a purpose of solving political, social or environmental problems.*
- **stakeholder** (noun) – *a person, group or organisation with an interest in something, especially in a business.*
- **community-focused** (adjective) – *describes something that seeks to involve or benefit a community.*

1. In order to become more _____, JLB began a monthly meeting in the town hall so they could consult with local residents.
2. While many companies claim to agree with the concept of _____, their continued focus on providing profits to their shareholders suggests otherwise.
3. At the end of every week, we have a meeting with our _____, including representatives from the local government and community groups.
4. In order to improve their _____, Weyland-Yutani Corporation gave millions of Easter eggs to school children across the country.
5. As part of its _____ policy, Planet Express employees volunteer once per month delivering food to old people who have no relatives to care for them.
6. Mars is working with local _____ to improve sustainability in the cultivation of cocoa crops.

Part 2/ Watch 2 extracts from this video and answer the questions:

<https://www.youtube.com/watch?v=7t6Ry4PITo&t=37s>

▪ **Extract 1 (beginning to 5"35)**

a) Get the meaning of the acronyms:

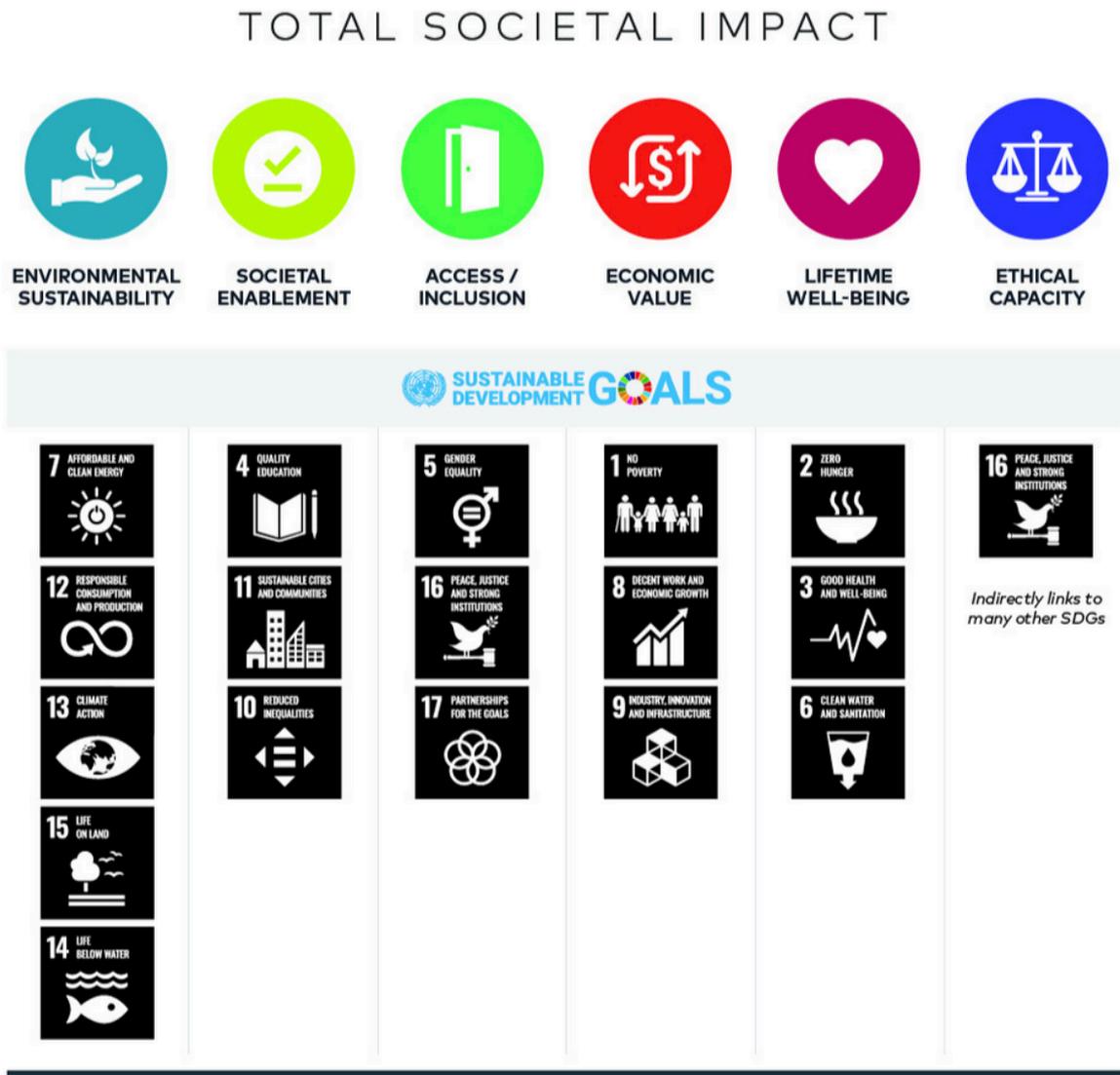
C.S.R = _____

T.S.I = _____

T.S.R = _____



b) According to the speaker, what is the problem with C.S.R? And what's better than it?



c) Fill in the blanks :

« T.S.I. is the of all of the business can society, by doing their job:

- Thinking about their
- Working on their and manufacturing
- And their ”

According to her, this will - generate

- solve meaningful of our world today.

When you focus on T.S.I, it means you incorporate and considerations.

d) What is T.S.I often presented to as its opposite and why?

e) Write what you understood about Mars company and T.S.I example:

▪ **Extract 2 (9'40 to the end)**

a) Why are some people reluctant (=réticent) regarding T.S.I.? What do they think? Why?

b) Write what you understood about the example of Airbnb and T.S.I.:



c) Write what you understood about the example of Standard Bank and T.S.I.:



d) Discuss the following questions with your classmate(s):

- Isn't it the job of governments to solve problems, not businesses?
- Should companies work with NGOs to help solve world problems?
- What do you consider the most important social responsibility of a company: to produce high

quality and affordable products, to provide secure employment, or to make positive contributions to the health and education of a community?

- Which stakeholders (= *parties prenantes*) does a company have more responsibility to? Its customers? Its workers? Its shareholders or the community it operates in?

Part 3/ Follow-up activity

You work for a young consultant start-up company that provides counseling for companies that want to create and/or develop their T.S.I.

- Pick one of these companies and imagine 2-3 different strategies for their T.S.I.:

Microsoft / Mistral / Ubisoft / Bumble / Spotify / Deliveroo / Netflix / Uber / H&M / McDonald's

- Brainstorm with your partner(s) – do research on the activity of the company and its potential T.S.I domains.

- Be ready to present to the rest of class:

introduction

Part I/ Activities of the company

Part II/ T.S.I strategy proposals in details

Part III/ Benefits for the company

conclusion

