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Thecasesolutions.com Socially Responsible Entrepreneurs: What do They do to Create and **Build Their Companies?**

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Today's shoppers aren't just looking for

Today's shoppers aren't just looking for the best price and quality — they expect the companies they patronize to do good with their dollars and make a positive impact on the world around them. To this end, many organizations are now making social responsibility a top priority.

Corporate social responsibility (CSR) refers to a business practice that involves participating in initiatives that benefit society.

Susan Cooney, founder of crowdfunding philanthropy platform Givelocity, said that today's top talent wants to work for companies who are making a difference.

"The next generation of employees is seeking out employers that are focused on the triple bottom-line: people, planet and revenue".



Types of corporate social responsibility Thecasesolutions.com

CSR can encompass a wide variety of tactics, from giving nonprofit organizations a portion of a company's profits, to giving away a product or service to a worthy recipient for every sale made. Here are just a few of the broad categories of social responsibility businesses are practicing:

Environment->

Philanthropy->

Ethical labor practices->

One primary focus of corporate social responsibility is the environment. Businesses, both large and small, have a large carbon footprint. Any steps they can take to reduce those footprints are considered both good for the company and society as a whole. Examples include everything from curbing pollution to developing clean energy solutions.

Businesses also practice social responsibility by donating to national and local charities. Whether it involves giving money or time, businesses have a lot of resources that can benefit charities and local community programs.

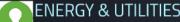
By treating employees fairly and ethically, companies can also demonstrate their corporate social responsibility. This is especially true of businesses that operate in international locations with different labor laws than those in the United States. Research shows that consumers will turn on companies extremely quickly if they are found operating sweatshops or violating other ethical labor practices.

Examples of corporate social responsibility





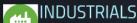
PERSONAL, COMMERCIAL, CORPORATE, INVESTMENT BANKING, AND CREDIT UNIONS



OIL & GAS EXPLORATION AND PRODUCTION, POWER GENERATORS



SOFT DRINKS, PACKAGED FOODS, RESTAURANTS



INDUSTRIAL CONGLOMERATES, MACHINERY, AEROSPACE AND DEFENCE



GOLD, PRECIOUS AND DIVERSIFIED METALS, MINING, PACKAGING

TELECOM/ELECTRONICS

TELEPHONY SERVICES, ELECTRONIC EQUIPMENT, COMMUNICATION EQUIPMENT, CONSUMER ELECTRONICS



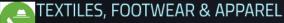
FOOD, SPECIALTY, GENERAL MERCHANDISE, HOME IMPROVEMENT

TECHNOLOGY

HARDWARE, SOFTWARE, SOFTWARE SERVICES, SEMICONDUCTORS

TRANSPORTATION & LOGISTICS

AUTOMOBILES, RAILROADS, SHIPPING



APPAREL, ACCESSORIES, FOOTWEAR, SPORTSWEAR