

PART 3 INDIVIDUAL ASSIGNMENTS-COMLETE BOTH

1) CORPORATE SOCIAL RESPONSIBILITY (CSR)

Corporate Social Responsibility is a form of corporate self-regulation and functions best when included in the company's business model. CSR policy functions should be developed as a built-in, self-regulating mechanism whereby a business monitors and ensures its active compliance with the spirit of the law, ethical norms, and proper international behavior. The goal of CSR is to monitor the company's actions and encourage a positive impact through its activities on the environment, consumers, employees, communities, and all other members of the public sphere who may also be considered as stakeholders.

Your company, like you, is part of a community. This community can be viewed concurrently as local, national and global in nature. As a senior member of the management team you have been asked to submit your recommendations on how the company can act/sponsor activities so as to "improve/give-back" to the local community. Some things you may want to consider in your recommendation are:

- The environment
- Local/national charities
- Education and political activities
- Employee quality of life and ethics training
- Ethical behavior and support
- Health, poverty and homeless problems
- Employment and expanded disabilities opportunities
- Expanded corporate transparency
- Etc

A good recommendation will expand your thinking beyond "gift giving" and looks further than today. Renewable and sustainable are important points. Very similar to the view you took in the computer model

2) Going Green:

The environmental grass roots movement that led to Earth Day and the creation of the EPA is 42 years old. Many define going green as changing lifestyle (personal and corporate) for benefit and safety of the environment. Recommend two ways your company can go green in your local community. In addition to suggesting your company's corporate local opportunities, you should review UNEP and GEMI activities to see if you should adopt, expand or join.

Please, maximum of one well written page for each of the above!

All due by presentation day.