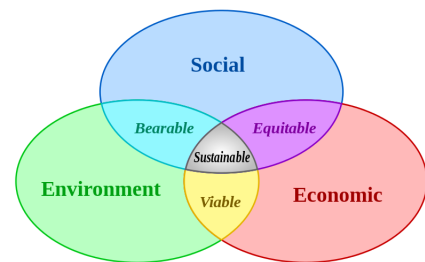


Corporate social responsibility

Some form of merchant responsibility has existed since people started doing business, but it was during the industrial revolution that social issues such as child labour and urban poverty became really pressing. Businesses responded by assuming some kind of corporate social responsibility (CSR), partly forced by unions and new political parties emerging. Often these efforts were just focused on sustaining the corporate image.

In 1994, the British business consultant John Elkington suggested extending the CSR concept to the environment and proposed using a triple bottom line of 'people, planet and profit' to evaluate a company's performance.



For some businesses, social responsibility just means to comply with the law in their country. Others, most notably in the fair trade and organic industries, are aiming at higher ethical standards. Corporate social behaviour may also be driven by consumers' expectations and the opportunities for value creation it offers.

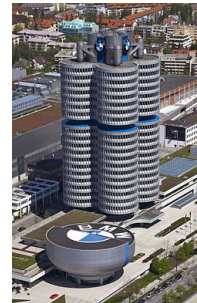
A) Match the underlined words in the text with the definitions below.

- verbs:
 - to keep up, to support = to sustain
 - to become visible, to come to the surface =
 - to follow (a rule or standard) =
 - to take on (a responsibility, a role, an obligation) =
- nouns:
 - a problem, question or topic of importance =
 - the result of an addition or balance =
 - someone selling or buying goods =
- adjectives and adverbs
 - especially, as a good example =
 - related to a company, especially a large one =
 - consisting of three parts =

B) Put the words from the box in the text.

issue	emerge	notably	corporate	assume
merchant	comply	triple		bottom line

- In 1972, BMW built the so-called four-cylinder tower in Munich to serve as its headquarters.
- On the, commitment to your town pays back in the shape of loyal customers.
- Introducing e-mobility on a large scale will be a crucial if we want to stop global warming.
- The DHL Ocean Freight division maintains a fleet of ships to deliver cargo across oceans.
- Farmers, if they want to get funding from the EU, must with some basic environmental standards.
- In the case of risk technologies, most fracking and nuclear energy, some people say that much bigger problems will from their use than they can solve.
- Legally speaking, the ability to responsibility for their actions is one thing that divides adults from children.
- In 1938 Mercedes Benz presented the W 154 for the new 3-litre formula and won a victory at the Tripoli Grand Prix.



C) Devise a set of 5-7 CSR principles for your own company.