

CSR

Společenská odpovědnost podniku

Dobrovolná sebe-regulace soukromých podniků

CSR

DOBROVOLNÉ

Dobrovolné integrování sociálních a ekologických hledisek do každodenních firemních operací a interakcí s firemními stakeholdery

DOBROSŔDEČNOST?

Inkluze jiných hledisek než zisku do strategie firmy



Motivace?



Motivace?

5 minut

3 důvody proč to firmy dělají

Motivace k CSR

PR, BUDOVÁNÍ ZNAČKY - KONKURENČNÍ VÝHODA

HR NÁSTROJ (EMPLOYER BRANDING, PRODUKTIVITA, ...)

CHRÁNÍ PŘED KONTROLOU STÁTU

UMÝVÁ RUCE

ODPOUTÁVÁ POZORNOST

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"It was found that the primary reason for firms to engage in CSR was the expected financial benefits associated with CSR, rather than being motivated by a desire to be responsible to society"

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DOI: 10.1177/0149206311436079 • Corpus ID: 59438486

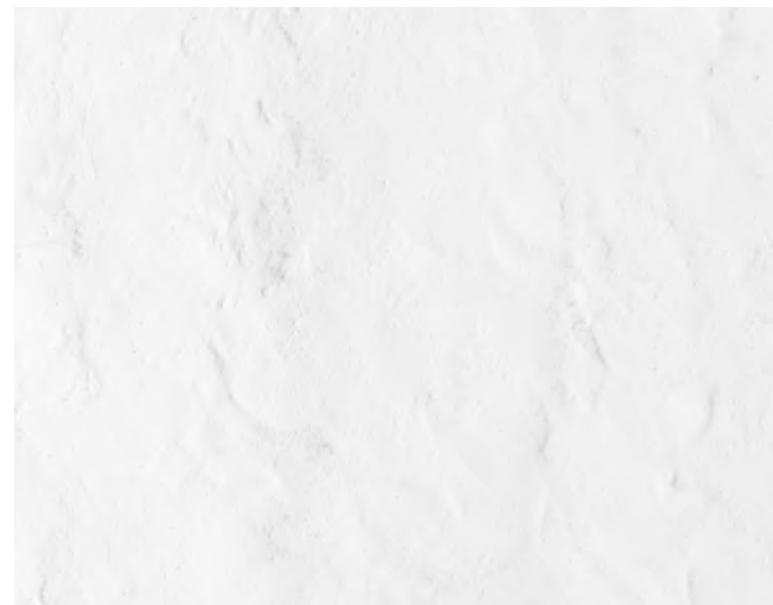
What We Know and Don't Know About Corporate Social Responsibility

Herman Aguinis, A. Glavas • Published 1 March 2012 • Psychology • Journal of Management

ODPOVĚDNOST, ALE JAKÁ? TRIPPLE BOTTOM LINE



People



Planet

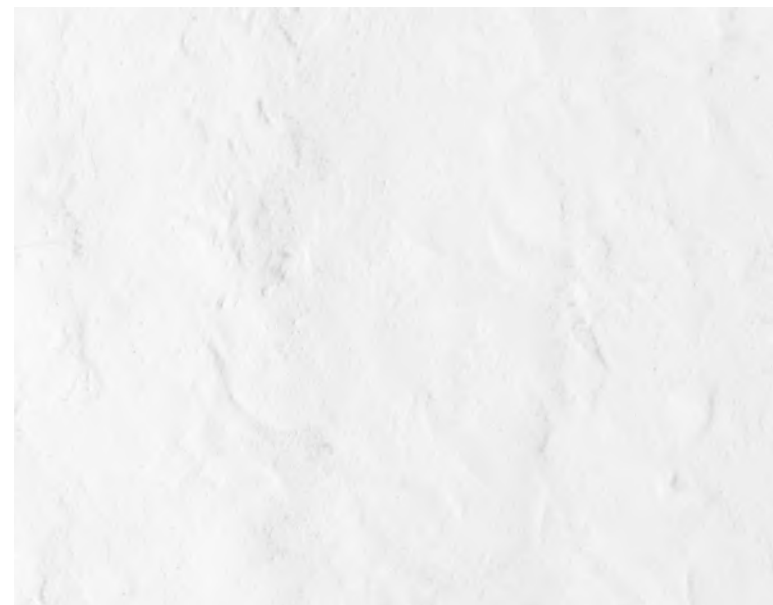


Profit

OBLAST ODPOVĚDNOSTI



Sociální



Environmentální



Ekonomická

OBLAST ODPOVĚDNOSTI



Sociální

- pracovní standardy
- filantropie
- etický přístup k zaměstnancům

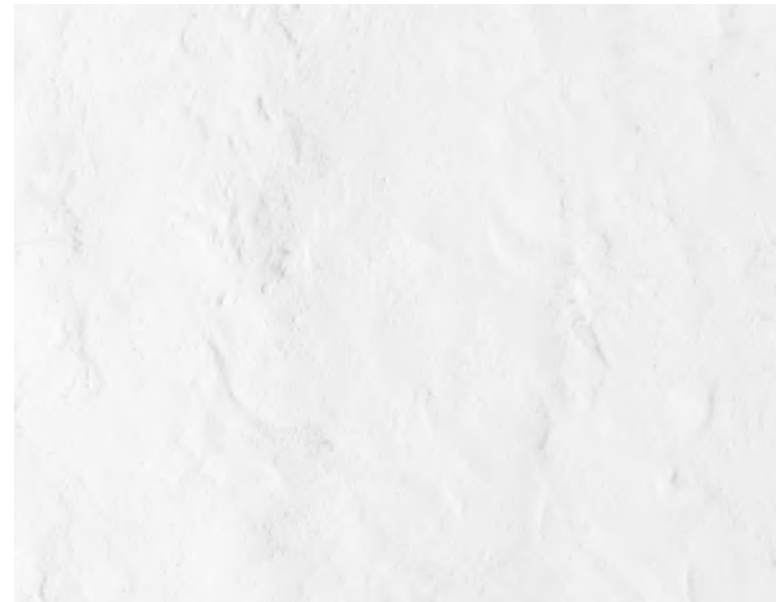
OBLAST ODPOVĚDNOSTI



Ekonomická

- žádná korupce
- transparentní finanční toky
- respekt k duševnímu vlastnictví

OBLAST ODPOVĚDNOSTI



Environmentální

ochrana zdrojů

recyklace

šetrná produkce

ekologie na každém kroku

Skupinky

Věříte tomu

Nevěříte tomu



We guarantee everything we make.

Because we know prioritizing durability results in consuming less energy, wasting less water and creating less trash.

[**View Ironclad Guarantee**](#)



Know how your clothes are made.

Everything we make has an impact on people and the planet. Learn more about our environmental and social responsibility program.

[**View Our Footprint**](#)



Keep your gear in play.

Buy used and fix your gear through Worn Wear.

[**Visit Worn Wear**](#)



We give back for every sale.

We've pledged 1% of sales to the preservation and restoration of the natural environment.

[**View 1% for the Planet**](#)





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Green Marketing

Greenwashing





ABOUT

MATERIALS

MADE WITH NIKE GRIND

PARTNERS



NIKE GRIND

**CHANGING THE GAME
FROM THE GROUND UP**

Nike:

[Next to worn products] we also recycle worn test products, defect products, fake products, sales samples, and other shoes that aren't in the right condition to help athletes reach their performance potential

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