

Material 2.2.1m

INTRODUCTION TO CSR

The three innovative concepts and developments in enterprises following the changes in the world of work (technological change, demographic change, globalization, climate change) are:

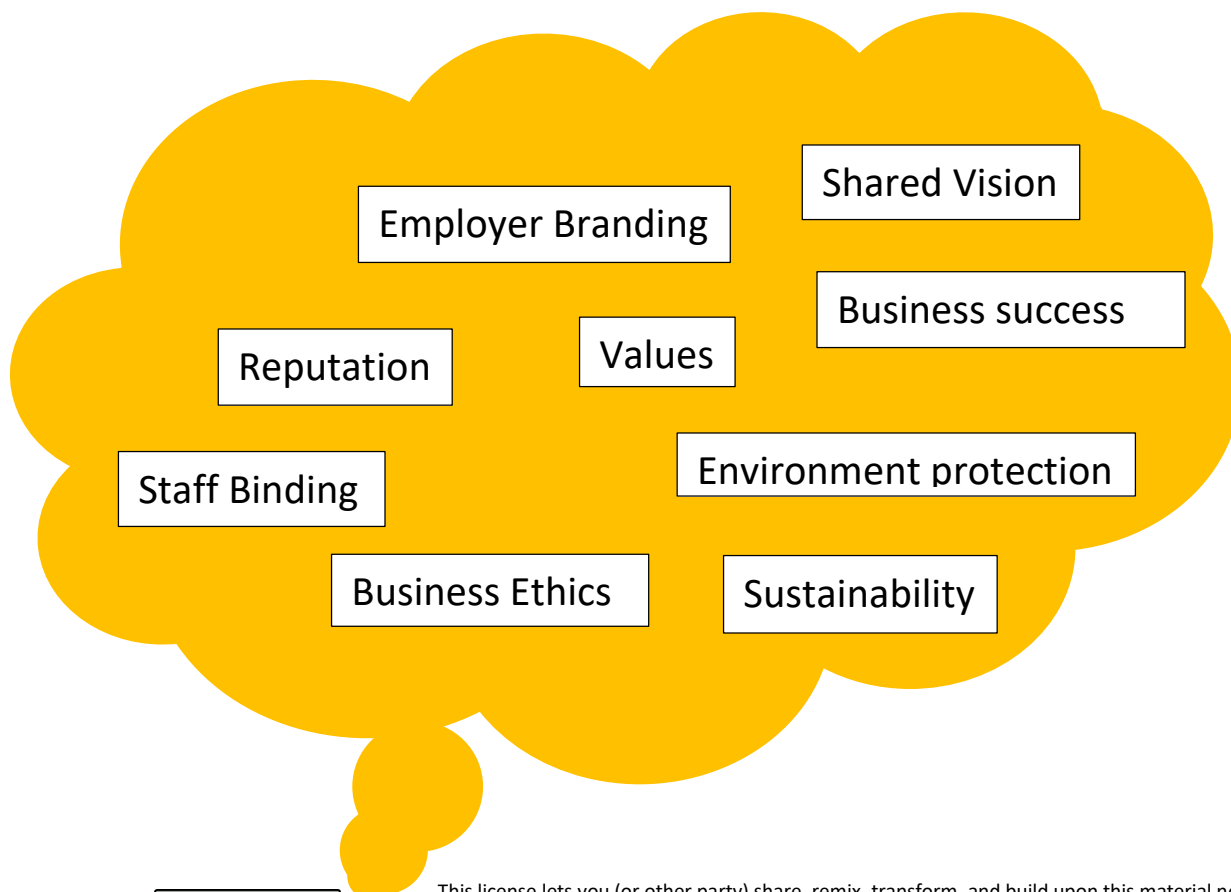
- Turn to a Learning organization
- Commitment to Corporate social Responsibility
- Benefiting from Networking and Cooperation

Session 2 is focusing on:

Corporate Social Responsibility (CSR)

In session 1 the importance of CSR activities of enterprises and its impact on Human Resource Management have already been picked out as a central theme.

The following graph contains some of the relevant **key words**:



Your Task:

Discuss with few peers surrounding you your understanding of Corporate Social Responsibility (CSR).

What is your attitude towards CSR? Name some reasons.