



Social Responsibility

Responsibility of the Active Citizen

Version 2015-02

JCI Mission:

“To provide development opportunities that empower young people to create positive change.”



Module 1

Challenges

JCI Mission:

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This Course is for Active Citizens

- This course is designed for the individual JCI member and citizens who want to be active in the community
- This is not a course for companies to implement CSR programs
- A course for companies will be launched after JCI members understand, accept and practice the CSR and Global Compact principles



The World and its Challenges

Please form teams of 3 to 5 people

Task:

- Draw the world and its challenges according to your team's point of view

Report:

- One person will introduce team members and explain the chart



Course Objectives

At the end of the course participants will:

- Have developed an understanding of CSR
- Be aware of the effect of their own actions, and
- Be empowered to implement actions in their own circle of influence.



Course Program

Module 1: Challenges

Module 2: Principles

Module 3: Responsibility

Module 4: Commitment



Course Outcome

At the end of the course you will have:

- Developed many ideas to face today's world challenges
- Reviewed and discussed all ideas presented
- Decided on one action to work on in the next 30 days



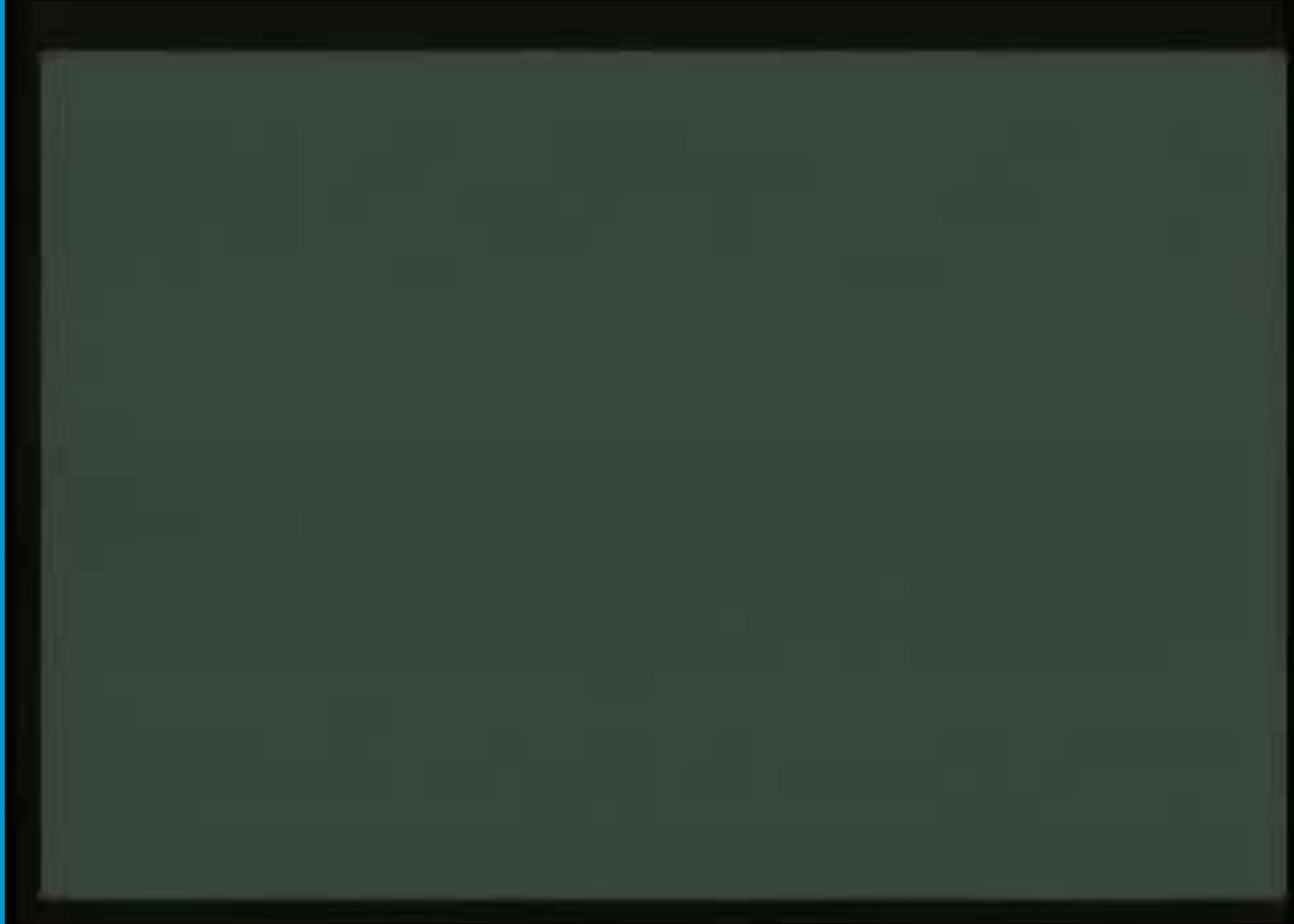
Certification

- Register online
- Participate
- Complete evaluation and pass the knowledge test. Available 4 days after report, for **60 days**.

Course material can be downloaded from www.jci.cc/training after test.



The girl who silenced the United Nations



Thank you!

The Girl Who Silenced the United Nations

- When did this speech happen?

At the 1992 United Nations Environment Conference in Rio de Janeiro, Brazil

- What has been done in the past **two decades**?
- Corporate Social Responsibility...



What is CSR to You?

Form teams of 3 (different from the first team)

Task:

- Share your experiences with CSR
- As a team, come up with short definition of CSR

1 person per team reports



What is CSR?

“The *voluntary commitment* by business to manage its activities in a *responsible way*.”

-- International Chamber of Commerce



Module 2

Principles

JCI Mission:

“To provide development opportunities that empower young people to create positive change.”



Background of CSR

- Globalization is affecting everyone
- It brought advantages:
 - Access to information and goods from everywhere
- It also brought challenges
 - Monopoly of large corporations
 - Focus on profits and lost local identity and roots
- There was a need for **Social Responsibility**



CSR Principles

The continuing commitment by business to:

- Behave **ethically**
- Contribute to **economic development**
- **Create prosperity and improve the quality of life**
 - Employees
 - Families
 - Local community
 - Society at large



The Three Ps of CSR

Planet

Protecting the environment and conserve natural resources

Prosperity

Economic prosperity for all and continuity

People

The social well being and equal opportunities



People: The Human Capital

- Fair practices for employees and families and contribute to the growth of the community
- Involve **stakeholders** in company activities
- Contribute to the strength and social well being of the community and society

People

The social well
being and equal
opportunities



Planet: The Natural Capital

Planet

Protecting the environment and conserve natural resources

- Sustainable environmental practices
- Dispose own non-degradable waste
- Avoid ecologically destructive practices
- Costs should be analyzed in the long run



Prosperity: The Economic Capital

- Economic benefit by the host society
- The lasting economic impact on the economic environment
- Not only the company gain, but also human and society gain

Prosperity

Economic prosperity for all and continuity



Review of the Global Challenges

- Let's review the Global Challenges charts
- Review each challenge on the charts and decide under which P it could be classified



Three Ps Assignment

- One-by-one, count from 1 to 3, each person one number
- The ones who said **ONE** are assigned to **People**
- The ones who said **TWO** are assigned to **Planet**
- The ones who said **THREE** are assigned to **Prosperity**



Actions

Task (individually):

- Come up with **one action you** could do to help with the challenge under your Assigned **P (People, Planet or Prosperity)**
- Write it on a Post-It note (others must be able to read it)



United Nations Global Compact

The United Nations Global Compact is an international initiative of the United Nations to bring together ***companies, UN agencies, labor, civil society*** and ***governments*** to advance ten universal principles in the areas of ***human rights, labor, environment*** and ***anti-corruption***.



JCI and United Nations Global Compact

- JCI has a cooperation agreement with UN Global Compact
- Both principles are closely related
- JCI can have an impact on small-and-medium enterprises
- Active citizens must act to create **positive change**



The UN Global Compact Principles

To restore *rights* and *values* among *people*,
companies, *communities* and *countries*.

Divided in four categories:

Human Rights

Labor

Environment

Anti-Corruption



Human Rights Principles

Principle 1

- Business should support and respect the protection of internationally approved human rights

Principle 2

- Business should ensure their suppliers respect human rights



Labor Standards Principles

Principle 3

- Business should accept and recognize right of collective bargaining

Principle 4

- Business should never use forced and compulsory labor



Labor Standards Principles

Principle 5

- Business should abolish child labor

Principle 6

- Business should not discriminate for employment and occupation



Environment Principles

Principle 7

- Business should foresee and implement environmental protection measures

Principle 8

- Business should promote environmental responsibility

Principle 9

- Business should develop environmentally friendly technologies



Anti-Corruption

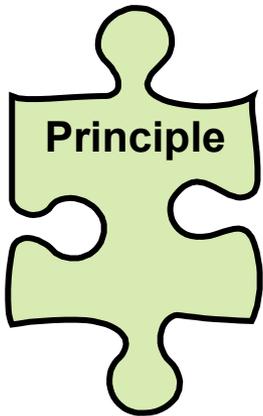
Principle 10

- Business should work against corruption in all its forms, including extortion and bribery
- **Corruption** is the *abuse of entrusted power for private gain*
- **Extortion** is the solicitation of bribes accompanied by threats
- **Bribery** is an offer or receipt to or from any person as an inducement to do something which is dishonest, illegal or a breach of trust



Case 1 (Individually)

You are in a foreign country and lost your documents and need to get a temporary document with the local authority. The general comments in the community are that you must bribe the employee to get the service.



**Would you bribe the
employee?**
Yes or **No**



More Actions

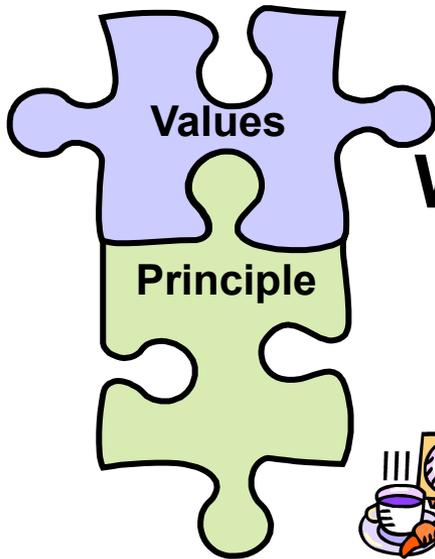
Task (in pairs):

- Find a partner from the same **P** and discuss your action and come up with **two more actions a person could do**, under the same **P (People, Planet or Prosperity)**
- Write them on new Post-It notes and paste them on your chart



Case 2 (Teams)

At the document agency, you find out that the employees don't ask for money from customers but they tell you that they are accepting donations which will be deposited in a fund the employees established to give birthday presents to poor children in the community.



Would you donate money to the children's fund?

Yes or **No**

15 minutes break



Module 3

Responsibility

JCI Mission:

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CSR Implementation

- Who is responsible for the implementation of CSR?
 - Large corporations
 - Small businesses
 - Organizations
 - Individuals



Ideas for Companies

Task:

- Everyone assigned to the same **P** will now form teams.
- As a team, discuss the ideas on your chart and come up with **at least FOUR ideas for activities or projects a company could implement**
- Write them on Post-It notes and paste them on your respective team chart
- One person reports



How Does CSR Work?

- Involves ***voluntary initiatives*** by enterprises or individuals which go ***beyond compliance*** with the law
- Involves the ***whole business process*** rather than simply focusing on philanthropy or charity
- Involves a **close understanding** of and **involvement** with appropriate **stakeholders**



Implementation Process

- 1 Understanding and awareness of CSR
- 2 Identify your organization's CSR goals
- 3 Develop your CSR plan
- 4 Communicate the CSR plan to stakeholders
- 5 Implement your CSR plan
- 6 Follow up and evaluation



Select the 3 Most Relevant

Rotate:

- *People* team goes to *Prosperity* chart
- *Prosperity* team goes to *Planet* chart
- *Planet* team goes to *People* chart

Task:

- As a team, decide on the **THREE most relevant actions** on the chart and mark them with an “X”
- One person reports

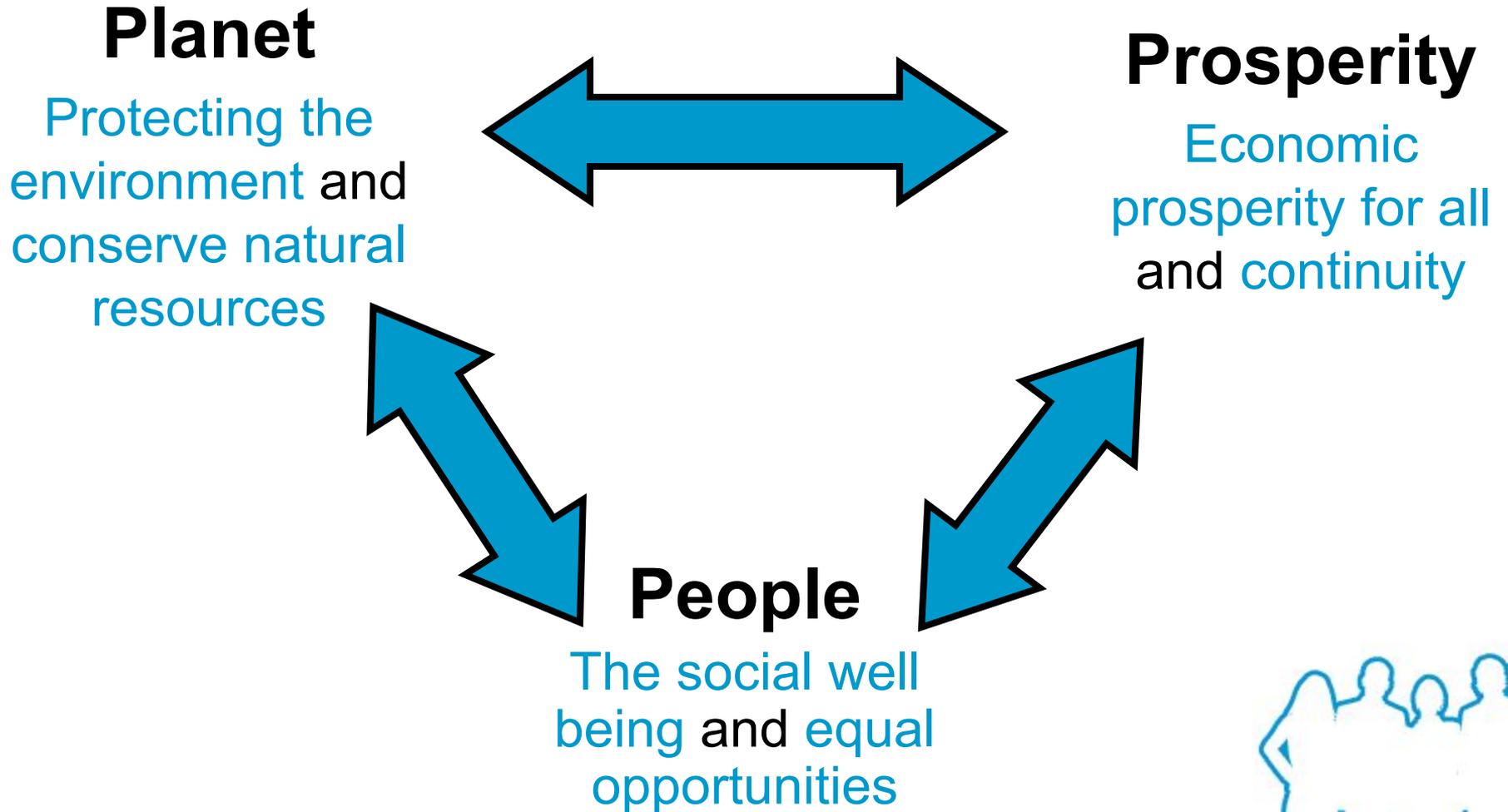


People, Planet and Prosperity

- A company's responsibility to ***stakeholders*** instead of ***shareholders***
- Stakeholders refers to ***anyone who is influenced, either directly or indirectly, by the actions*** of the company
- People and planet must be treated at the same level as prosperity (profit)



The Three Ps of CSR



Assign Between Ps

Rotate:

- Each team goes to the chart not assigned before

Task:

- Read all ideas on the chart and decide if they affect more than one **P** and place them between the two charts



Module 4

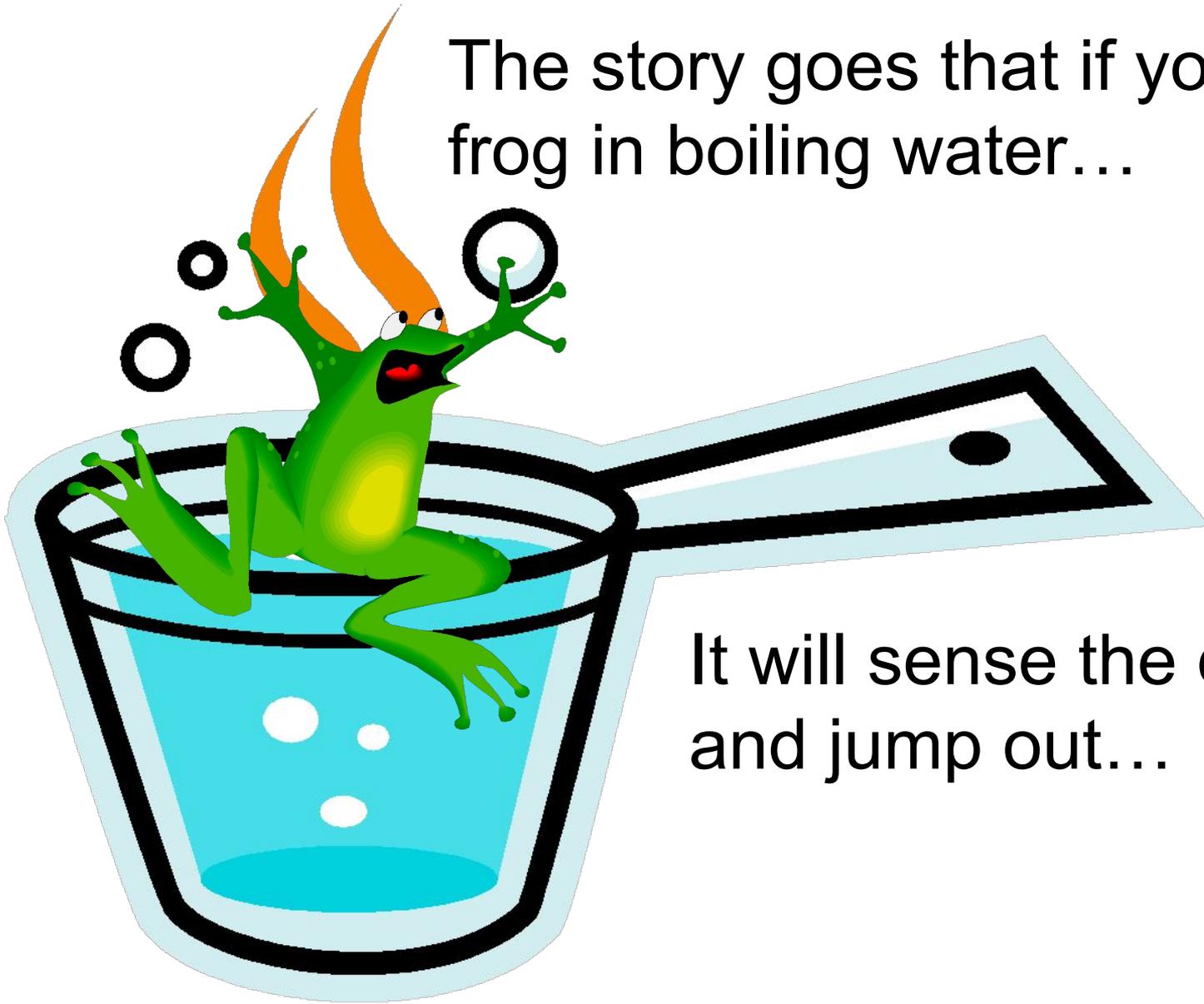
Commitment

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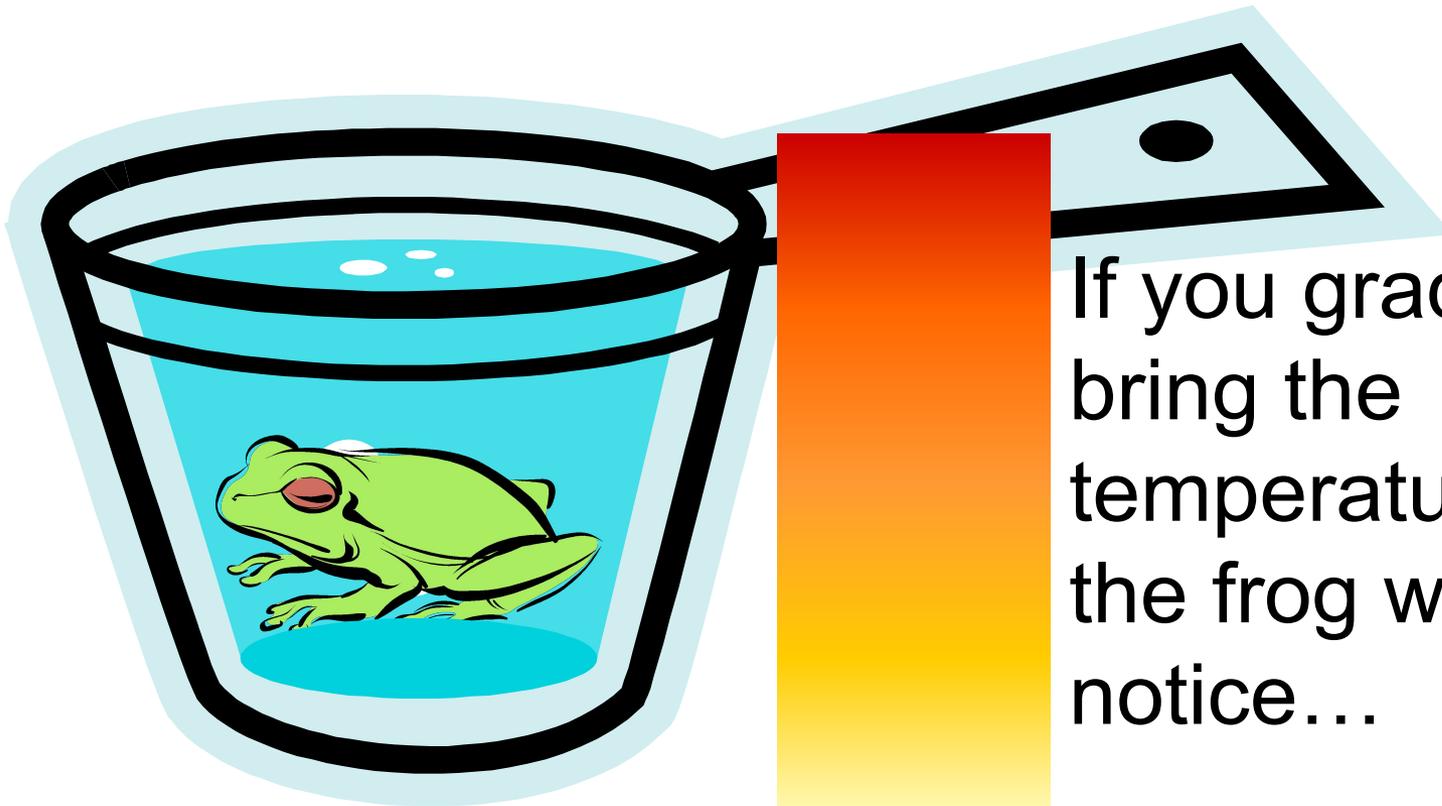
The story goes that if you put a frog in boiling water...



It will sense the danger and jump out...

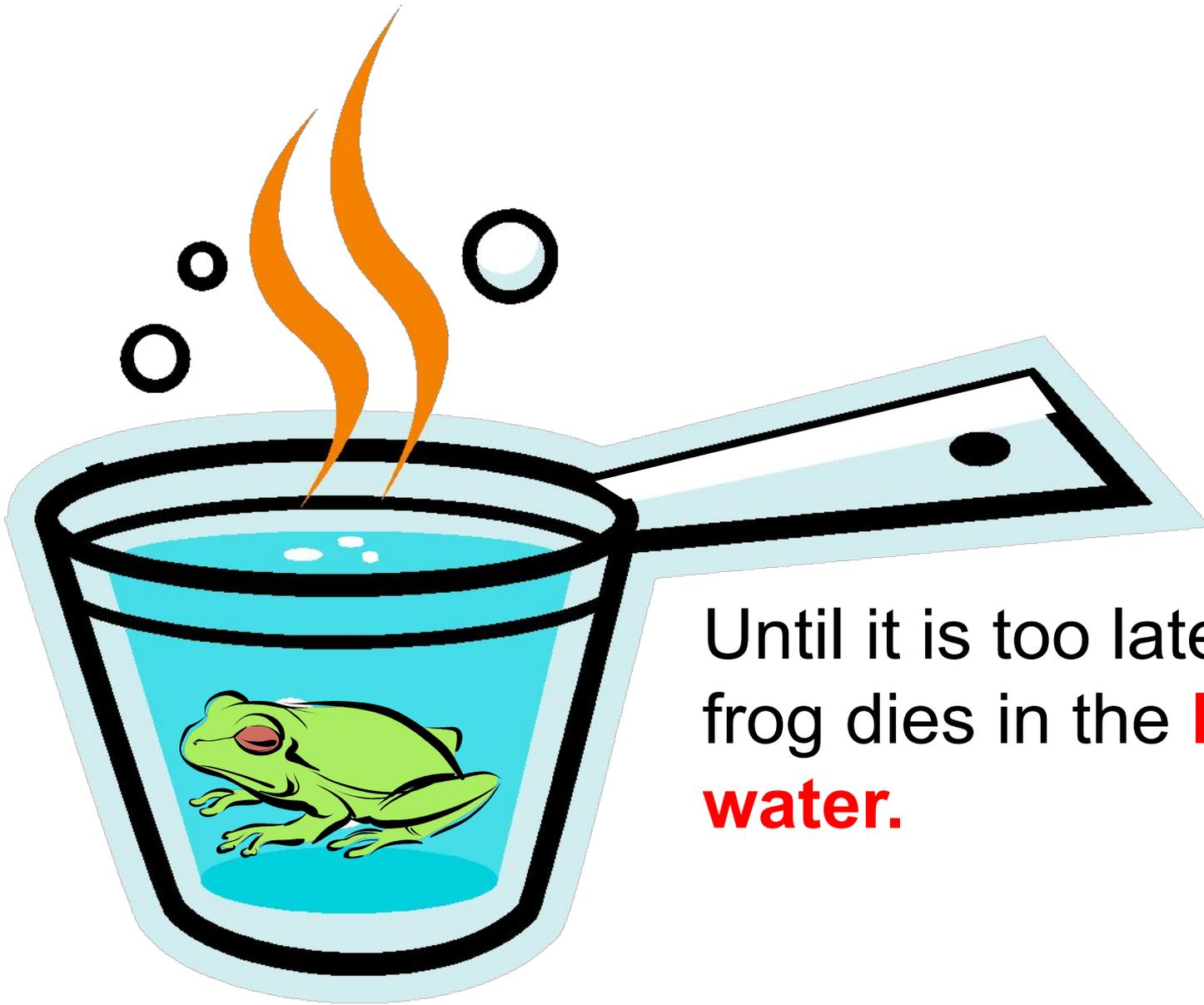


But if you put the frog in water at room temperature, it will be comfortable...



If you gradually bring the temperature up the frog will not notice...





Until it is too late and the frog dies in the **boiling water.**



Key Success Factors

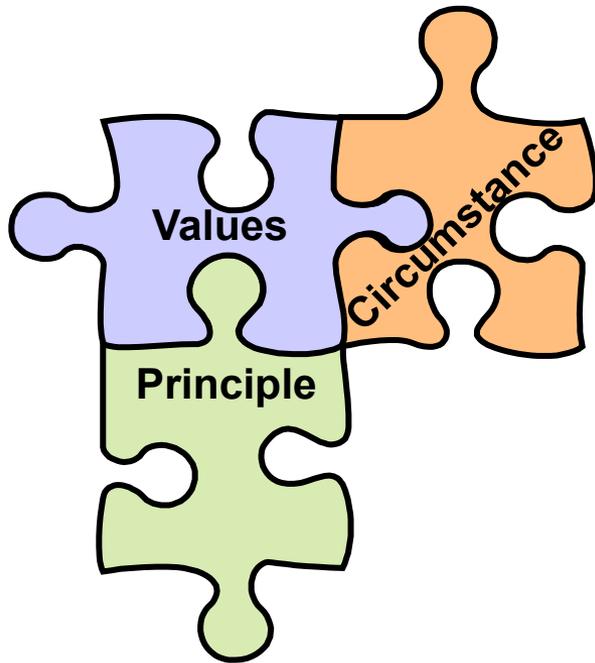
The implementation of CSR and Global Compact principles include:

- Making them your own principles
- Willingness and ability to learn and adapt
- Communicate and promote principles
- Dedication to practical action
- Lead by example, practice principles



Case 3 (Teams)

At the document agency, the employee tells you that the requests from people who donate for the children fund are placed in front of everybody else, in front of people in line for many hours.



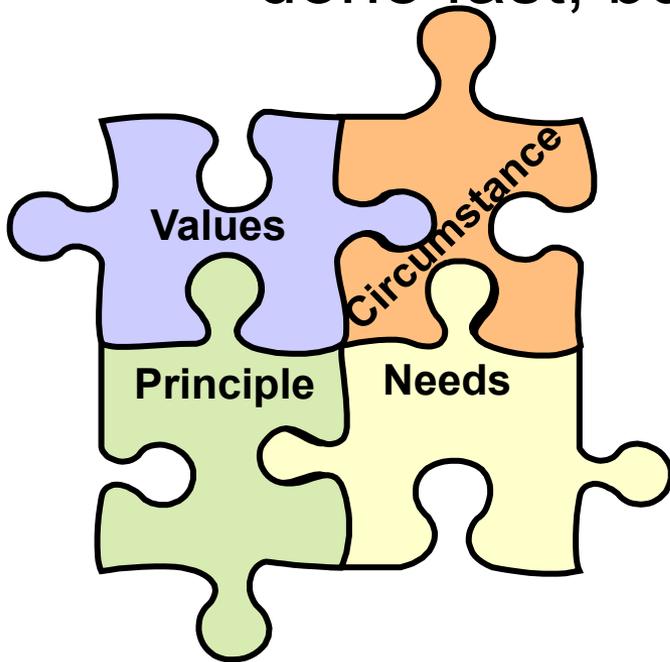
**Could your donation be
considered morally
correct?**

Yes or No



Case 4 (Individually)

You have an important business meeting in another city. You need the document to travel. If you wait the normal delivery time you will lose a large amount of money. The employee says it can be done fast, but only if you pay extra money.



To avoid losing a large amount of money, would you pay extra money?

Yes or No



Adopting the Principles

- Adopting the principles and acting responsibly will not be as easy as it seems
- Until the majority becomes part of the chain and acts responsibly you may face challenges
- As a responsible and active citizen you must always know what is **right** or **wrong** and act responsibly



Actions for the Organization

Task:

- In your teams, **come up with at least one idea** for a project your **Local Organization** could implement immediately
- One person per team reports



The Need for Action

- Wise and timely decisions will set the course of global development and societal achievements
- They cannot be addressed by any government or institution acting alone
- Active citizens and organizations must be involved



- Solving the world's challenges will require efforts and determination
- But the question is:

Where to start?



The definition of CSR

The voluntary commitment by business to manage its activities in a responsible way

CSR Principles

1. Continuing commitment by business to behave ethically
2. To contribute to the economic development
3. Create prosperity and improving the quality of life

The three Ps of CSR

Planet, People and Prosperity



UN Global Compact Human Rights

- Business should support and respect the protection of internationally proclaimed human rights
- Business should make sure they are not complicit in human rights abuses

UN Global Compact Labor Standards

- Business should uphold freedom of association and collective bargaining
- Elimination of forced and compulsory labor
- Abolition of child labor
- Elimination of discrimination in employment and occupation



UN Global Compact Environment

- Support precautionary approach to environmental challenges
- Undertake initiatives to promote greater environmental responsibility
- Encourage development and diffusion of environmental friendly technologies

UN Global Compact Anti-corruption

- Business should work against corruption in all its forms, including extortion and bribery



How does CSR work?

- Voluntary initiatives that go beyond compliance with laws
- Whole business process rather than donations
- Understanding and involvement with stakeholders

Who are the stakeholders?

- Anyone who is influenced, either directly or indirectly, by the actions of the company.



What is the CSR implementation process?

- Understanding and awareness and identify organization's CSR goals
- Develop plan and Communicate to stakeholders
- Implement CSR plan and conduct follow-up and evaluation

Lesson from the “boiling frog”

- People react immediately to dramatic changes or catastrophic loss
- If the same changes take place gradually, over a few years or even generations, we hardly notice or become aware of it



What are the key success factors?

- Making them your own principles
- Willingness and ability to learn
- Communicate and promote principles
- Dedication to practical action and lead by example

What was the lesson from the case studies?

- Adopting the principles and acting responsibly will not be as easy as it seems
- Until the majority becomes part of the chain and acts responsibly you may face challenges
- As a responsible and active citizen you must always know what is right or wrong and act responsibly



It does not matter where you start if you know what to do and are committed to action!

- **Action** in the Local Organization
- **Action** at the workplace
- **Action** in the community and friends
- **Action** at home

Active citizens can make a difference!



Personal Commitment for Positive Change

Task:

- Take a Post-it note and walk around the charts and read the ideas
- Come up with **one action** you will commit yourself to act on during the next 30 days
- Write it on the Post-it note
- You will announce it during the Closing Module



We did not inherit the earth from our parents



We are borrowing it from our children



And their children



My Personal Commitment

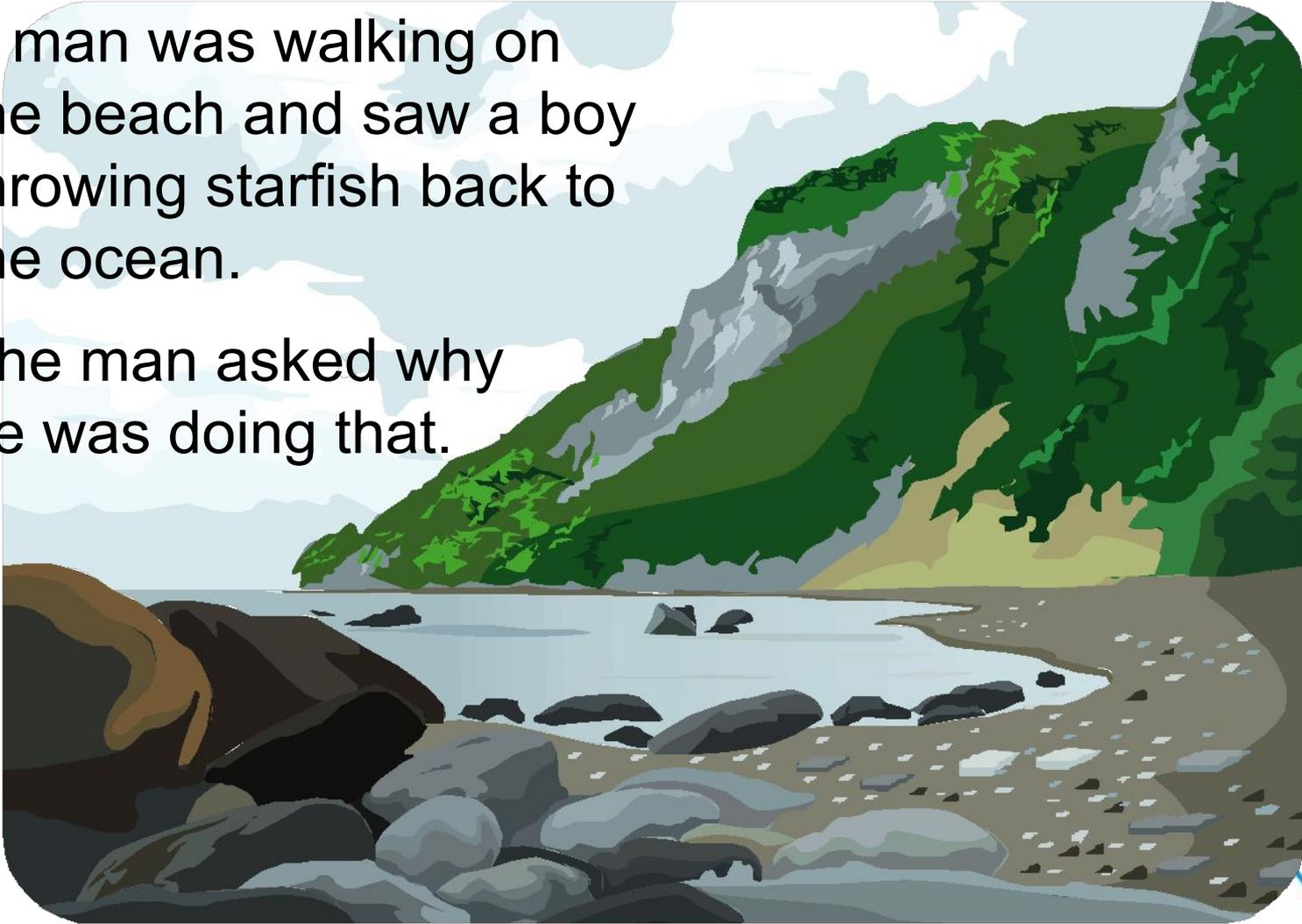
Each person
makes a personal
commitment



Making a Difference

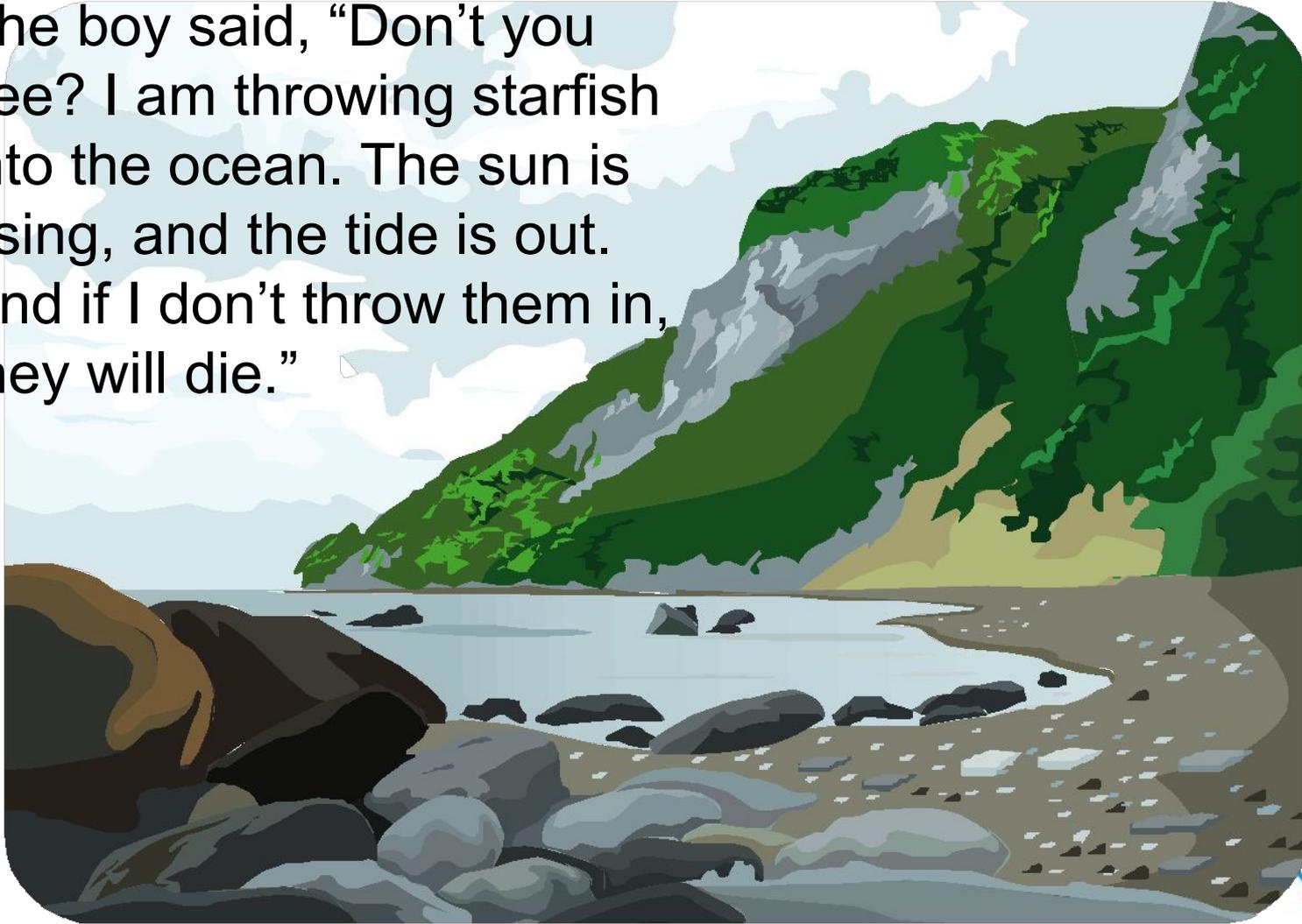
A man was walking on the beach and saw a boy throwing starfish back to the ocean.

The man asked why he was doing that.



Making a difference...

The boy said, “Don’t you see? I am throwing starfish into the ocean. The sun is rising, and the tide is out. And if I don’t throw them in, they will die.”



Making a Difference

***“It made a
BIG
difference
for this
one.”***

The man said:

“Young man, it is not going to make any difference, there are thousands of starfish out here.”

After throwing another one into the ocean the boy said:





Thank you!

Commitment to Action!



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