Assignment

Identify four corporate social responsibility initiatives adopted by corporate which you are familiar with.

Solution

The idea behind corporate social responsibility is that companies have multiple responsibilities to maintain. These responsibilities can be arranged in a pyramid, with basic responsibilities closer to the bottom. As a business meets lower-level responsibilities that obligate it to shareholders and the law, it can move on to the higher -level responsibilities that benefit society.
Examples are the following:

1. Deloitte employees both have the opportunity to lead and attend conferences that provide training on volunteerism and non-profit organization. What is that saying about teaching a man to fish? Deloitte has a keen awareness that training employees on skills based volunteer programs and running functional non-profits has the ability to have long-term effects rather than simply taking an employee volunteer trip.
2. Cisco's initiatives cover every aspect of daily life. Global projects provide education, healthcare, economic empowerment, and disaster relief to areas in need. Cisco employee's log more than 160,000 volunteer hours around the world in a year. Teams of Cisco employees called Civic Councils get involved in their local communities by organizing events and donation projects. Cisco asks their employees to, "be a part of the equation. You + Networks= Impact Multiplied."
3. LinkedIn. One Friday each month LinkedIn's employees participate "InDay." InDay's purpose is to give back to the community through employee volunteerism and resources. Each InDay has a different theme allowing diverse departments to come together for a common cause. InDay activities range from guest speakers discussing global justice, to initiating global learning programs, and volunteering in local communities.
4. IBM believes in Corporate Citizenship. Their social good projects extend across societal issues. Employees volunteer in environmental efforts, community economic development, education, health, literacy, language and culture. Their year long volunteer initiative, "Celebration of Service," logged over 3,00,000 hours of service. IBM has also established, "On Demand Community," enabling employees and retirees to find volunteer opportunities, through trainings and placement.