

TOPIC: SOCIAL RESPONSIBILITY – MEMORANDUM**1.1 Socio economic issues**

SOCIO-ECONOMIC ISSUE	MOTIVATION
HIV/AIDS	Some SCF employees stay absent from work on a regular basis due to illnesses caused by not taking ARV treatment as prescribed.
Unemployment	The majority in the community are not economically active.
Poverty	Some are unable to satisfy basic need.

6. Differences between Corporate Social Responsibility (CSR) and Corporate Social Investment (CSI)

Corporate Social Responsibility	Corporate Social Investment
The intention is to change business practices.	Actively committing money and resources to uplift the community.
Focus is on increasing image and profits.	Focus is on the upliftment of community without return on investment.
Ensure that all internal CSI policies include stakeholders' interests.	Ensure that CSI projects are relevant to the needs of communities.
Often intended as a marketing initiative.	Intended to benefit and uplift communities through social development.
Projects are usually linked to the business, e.g. a manufacturing business offering to train the unemployed.	Projects are external to the business and have a strong developmental approach.

7.1 Identification of examples CSI projects from the scenario

- School uniforms for needy learners
- HIV/ AIDS prevention programmes
- Food parcels to alleviate poverty
- Donating money to social events that benefit the community directly.
- Funding of additional lessons, for example Mathematics and Science

8. Purpose of CSR

- CSR programmes are internal programmes that businesses use to comply with laws and ethics.
- Key areas of concern are protecting the environment, the wellbeing of employees from the community and civil society in general.

- Businesses seek to promote public interest and do away with harmful practices without the need for any formal legislation.
- Business operations address Triple bottom line through CSR programmes by considering its impact on people, profit and planet.
- CSR aims at creating a safe working environment for employees.
- CSR programmes and activities the business undertakes to contribute positively to the community in which the business operates.
- CSR may take the form of a monetary donation to support local organisations.

9. The meaning of social responsibility

- An ethical view point that says every individual or organisation has an obligation to benefit society as a whole.
- The responsibility of every citizen, individual or organisation to contribute towards the well-being of the community and the environment in which they live.

10. Meaning of CSR

- The continuing commitment by business to behave ethically and contribute to economic development while improving the quality of life of the local community and society at large.
- Corporate Social Responsibility/CSR is the way a business conducts its operations ethically and morally, regarding the use of human, physical and financial resources.
- Corporate Social Responsibility is an obligation required by law and benefits both business and society.

11. The meaning of CSI

- Refers to investment of corporate funds for the primary purpose of achieving social outcomes.
- Money that a business budgets to provide solutions to social problems within the communities from which they draw their workers or where they make or sell their products/services.
- Projects that are not part of the normal business activities of a business and are designed and aim to benefit the community.
- The projects are not directly for purposes of increasing company profits.
- These projects have a strong developmental approach and utilise company resources to benefit and uplift communities.