

What matters most:  
corporate values and  
social responsibility



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1. List the cardinal points of the instance and why the writer considers them of import lessons.

Harmonizing to Jeffrey Hollender. the cardinal issues that a company must turn to to go socially responsible are:

1. Values: Develop a clear set of values and runing rules that every employee or member of the company takes to bosom.
2. Committedness from the top of the company: As mentioned earlier. this is basic because if the top directors are non willing to be unfastened and honest about their company's existent state of affairs and countries of chance. how can we anticipate anyone else to be.
3. Determine construction. measurings and mechanisms to measure advancement: We need to make this taking into consideration a set of ends based on our values. A really common construction is the sort of Corporate Social Responsibility ( CSR ) describing that companies do to unwrap their socially responsible activities.

2. What has Greenpeace done to control corporates from working our planetary natural resources?

A cardinal portion of their runs is probes ; they go to the scene of the environmental offense. expose the responsible 1s and work with the affected communities to place solutions. They besides investigate the impacts that these offenses have on our planet and people. Another of import portion of Greenpeace's labour is the legal 1 ; as we know. decision-makers in authorities have the capableness and duty to do positive alteration happen.

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So, in order to assist with this undertaking, Greenpeace policy experts work with Congress to reform policy on the province and national degrees.

3. Pick five ( 5 ) corporate change-makers cited in the instance and give illustrations of why the writer picked these organisations.

Harmonizing to their web page, Chiquita is the lone planetary banana company to hold met the rigorous criteria for Rainforest Alliance enfranchisement for 100 % of their farms. This means that they meet the rigorous criteria of the Sustainable Agriculture Network ( a alliance of environmental groups in 8 tropical states ) . Since 1992, when Chiquita started this of import alteration, 100 % of their banana plantations have been modified to conserve wildlife home grounds and natural resources