**Videos on CSR – key**

1) Apple video: What is the main idea (the gist) of the video?

Some key concepts in tapescript: *exhausted workforce, falling asleep; in 2010 14 workers killed themselves; Apple promises to protect its workers; ID cards have been taken; iphones are assembled; forms are filled in and answers are chanted out; do you want to work night/standing up? Apple says it is trying hard to protect its workers; more than 60 hours a week which are more than Apple's guidelines; Apple is championing itself, it's all a facade; no other company is doing as much as Apple...*

2) Does CSR make commercial sense?

* Who is the speaker?
* *Paul Burns, dean of business school Bedfordshire*
* According to the speaker, does CSR make competitive sense?
* *Yes, there are good reasons apart from moral and ethical reasons...*
* What are the three commercial reasons for CSR?
* ***enhanced customer loyalty*** *(reinforce brand image, f.ex. coop supermarket sources its product ethically; CSR helps differentiate from competitors; it cements customer loyalty, it contributes almost 50% to the image of a brand; poor CSR image can actually detract from a brand; so 40% of customers in the USA wouldn't buy a product if it had a poor CSR image; f.ex. BP (oil in the gulf of Mexico)*
* ***reduced operating costs****: green agenda, looking at the life cycle of a product, reduce waste, recycle elements of the product, cut resource input to that product- saves company money; ethical issues can help employees' motivation, graduates tend to select companies with a better CSR image; CSR issues can help reduce costs.*
* ***improved new product development****: new ways of doing things, drive to eliminate fossil fuels, raises question why consumers need to own products, if ownership stays with company then company motivated to replace and recycle elements, f.ex rolls royce leases its jet engines*
* What does the speaker say about shareholders?
* *why shareholders see CSR as a major strategic issue for companies; CSR is important for shareholders; realise that companies that perform better on CSR issues also tend to perform better financially.*
* ***Conclusion:*** *CSR makes good ethical, moral and commercial sense*