

CSR

Public Relations
and Communications

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Corporate Social Responsibility

The functions of Carroll's CSR pyramid

- **Economic Responsibilities:**
Keeping your costs to a minimum, maximizing income.
Ensuring financial risks are managed correctly.
Providing a return to your owners and/or shareholders.
- **Legal Responsibilities:**
Being truthful and transparent about the safety and security of the products or services you sell.
Keeping your employees and customers safe.
Paying your taxes.
- **Ethical Responsibilities:**
Do the right and fair things according to the moral outlook
- **Discretionary Responsibilities:**
Sponsoring community initiatives.
Donating to charity, and offering employee donation-match schemes.
Tackling wider global issues, such as poverty, climate change, racism, or gender inequality.



Introduction

The term Corporate Social Responsibility was coined in the year 1953 in Bowen's publication 'Social Responsibility of Businessmen', demanding an answer to the question, 'what responsibilities towards society can business people be reasonably expected to have?'

Carroll's (1979) model of CSR, which came into prominence during the 1970s, framed business responsibilities into four components: economic, legal, ethical, and discretionary. Carroll's (1991) CSR pyramid stated that a socially responsible corporation should simultaneously "strive to make a profit, obey the law, be ethical, and be a good corporate citizen"(p. 43).

The Benefits of Carroll's Pyramid of CSR

- 1 Building and improving your reputation
- 2 Increasing sustainability
- 3 Attracting and retaining talent



Corporate Social Responsibility



Chobani

Brand of Chobani

Corporate Profile: Chobani rose to prominence as a leading Greek yogurt producer in the United States, capturing 29% of yogurt sales in the country by 2011. It later expanded to Australia in the same year, solidifying its global presence.

Corporate Mission: Chobani's core values revolve around providing access to nutritious food as a fundamental right and strengthening communities. The company's CEO emphasizes improving people's lives in terms of health and employment.

Stakeholder Analysis & CSR Causes:

1. Consumers:

- Chobani's primary stakeholders are health-conscious consumers seeking innovative and healthy yogurt options.
- The company constantly innovates its product lines, offering choices like no-sugar yogurt and Oat milk.
- Chobani prioritizes quality ingredients, such as non-GMO ingredients and cane sugar, promoting healthier consumption.

2. Community:

- Chobani always actively engages with the community, building trust and a positive reputation.
- Initiatives like School Breakfast Clubs have been established to enhance children's nutrition.
- Chobani employs about 30% of refugees, contributing to social inclusion and community development.

3. Partners:

- Chobani collaborates with partners who share its mission
- Partnerships enable resource integration and maximizing contributions to the community.

4. Employees:

- Chobani demonstrates employees' care through comprehensive welfare and equitable pay.
- The company encourages employee volunteerism, offering 8-hour paid wages per year for volunteering.

5. Environment:

- Chobani prioritizes sustainability, with dedicated groups focusing on sustainable goals.
- Actions like experimenting with sustainable packaging, reusing by-products, and ensuring water efficiency support environmental preservation.

Corporate Social Responsibility

Key Takeaways

Practicing Corporate Social Responsibility (CSR) in public relations can offer numerous benefits to companies, ranging from enhancing their reputation to increasing customer loyalty. In addition, we think that the implementation of CSR needs to take into account all stakeholders, rather than being one-sided and unilateral.

From Chobani's CSR behaviors, we can derive several valuable lessons that can be applied to other companies.



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Adaptability and Innovation

Adapt to Changing Consumer Preferences: Agility in responding to evolving consumer demands for healthier and sustainable products is key.

Dynamic Nature of CSR: CSR reflects evolving societal and environmental challenges, requiring constant adaptation.

Diversity, Inclusion, and Employee Well-being

Championing Diversity: Companies should prioritize diversity and provide opportunities for underrepresented groups.

Employee Well-being: Ensuring competitive compensation and comprehensive benefits enhances workforce productivity.

Societal and Environmental Responsibility

Addressing Societal Issues: Businesses can play a pivotal role in tackling societal challenges, as seen in Chobani's efforts against food insecurity.

Environmental Stewardship: Sustainable practices and responsible sourcing align with consumer demands and reduce environmental impact.

CSR in PR and Company Behavior

Beyond Profit-Making: CSR showcases a commitment to ethical practices beyond profit, enhancing reputation and trust.

Cultivating Loyalty and Attracting Talent: CSR fosters customer loyalty, attracts top talent, and mitigates PR risks.

Competitive Advantage and Sustainability: Integration of CSR promotes long-term sustainability and positive relationships with stakeholders.