


Corporate Social Responsibility: Authentic Initiative or PR Stunt



15th Risk Mitigation and CSR Seminar, Toronto
September 30, 2015

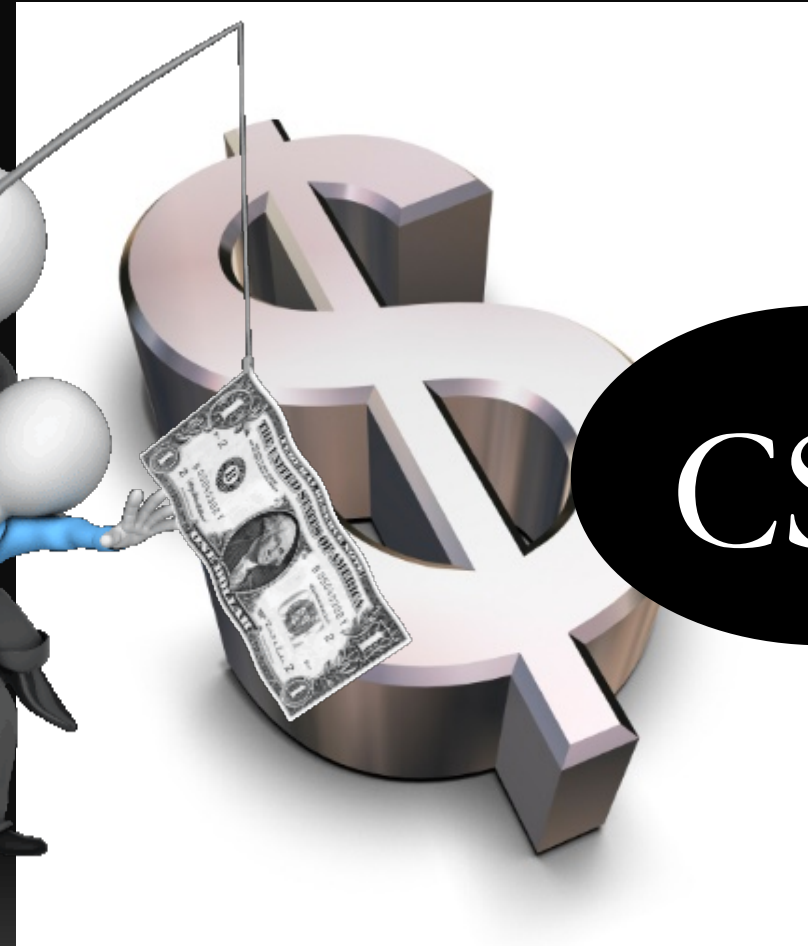
Christie Christelis, CEO, Consilient Inc.



A close-up portrait of Milton Friedman, an older man with glasses, wearing a dark suit, white shirt, and a patterned tie. He is looking slightly to the left of the camera with a neutral expression.

“The social responsibility of business is to increase its profits”

“Businesses that take seriously their responsibilities for providing employment, eliminating discrimination, avoiding pollution... are preaching pure and unadulterated socialism”



CSR





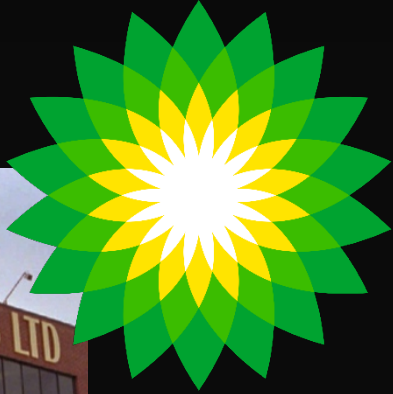
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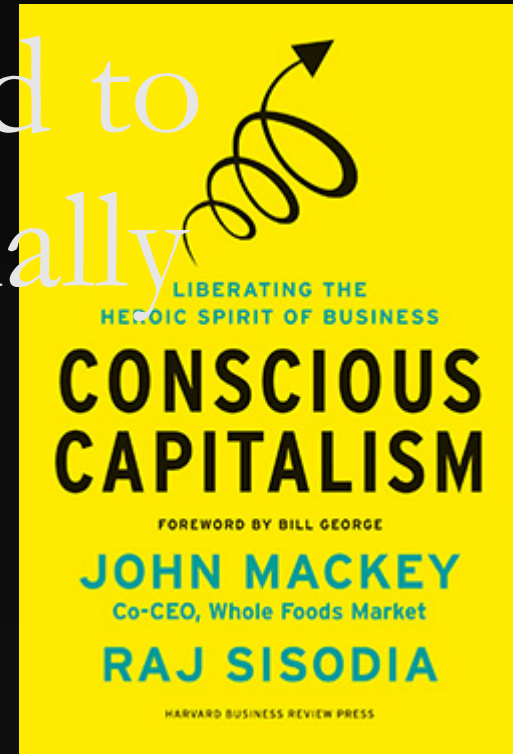
Do Organizational Values Matter?



bp



“A good business doesn’t need to do anything special to be socially responsible.”



“When it creates value for its major stakeholders, it is acting in a socially responsible way.”



Foundational Values



Accountability

Integrity

The Money

Cost Consciousness

Performance

Pragmatism

Wealth Creation



The World

Mutual Benefit

Health & Wellness

Diversity

Making a Difference

Caring for the Environment

Living in Harmony

Community Support

Human Rights

Social Responsibility

Humanity



Consilient Universal Organizational Values Map



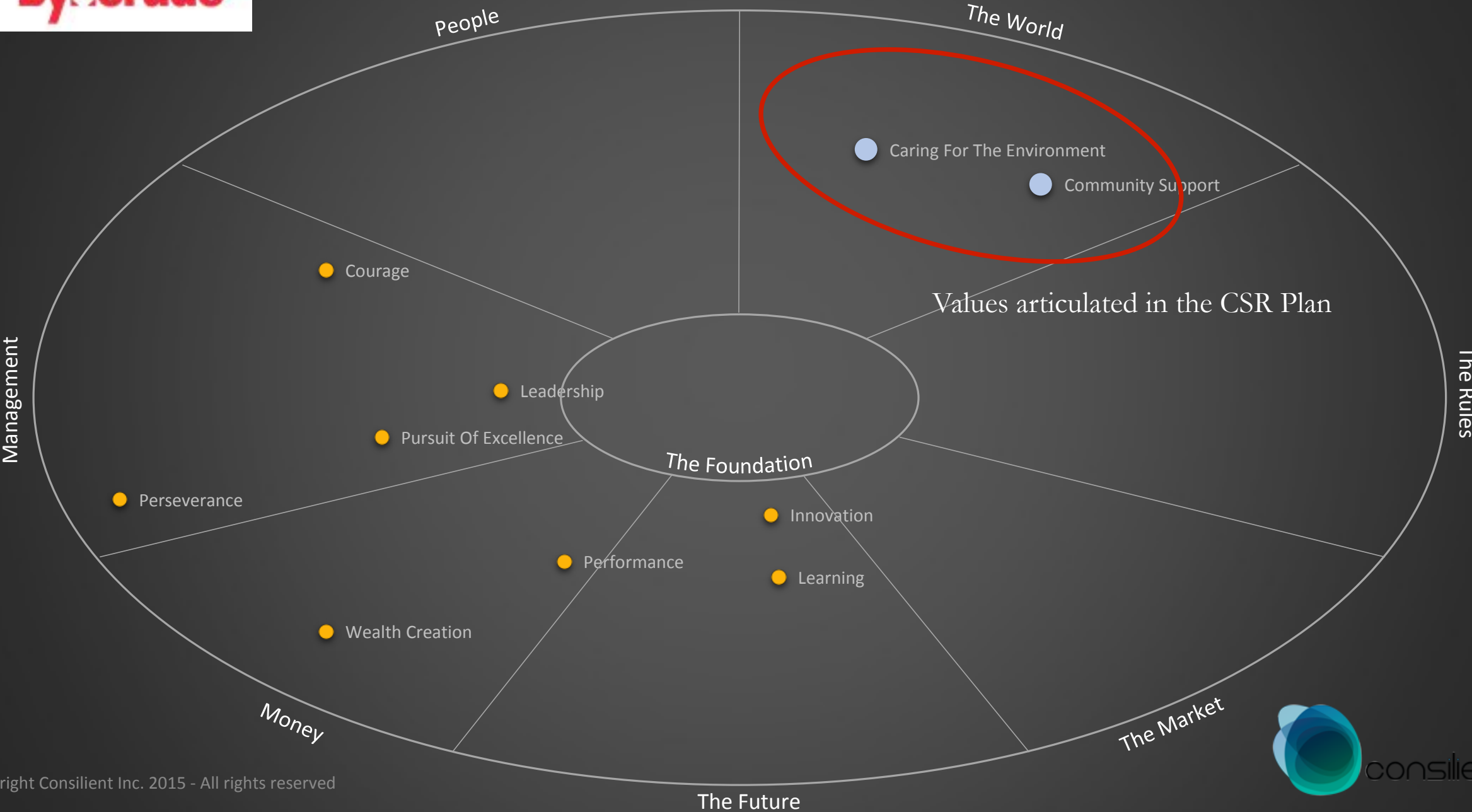


Syncrude's Claimed Core Values





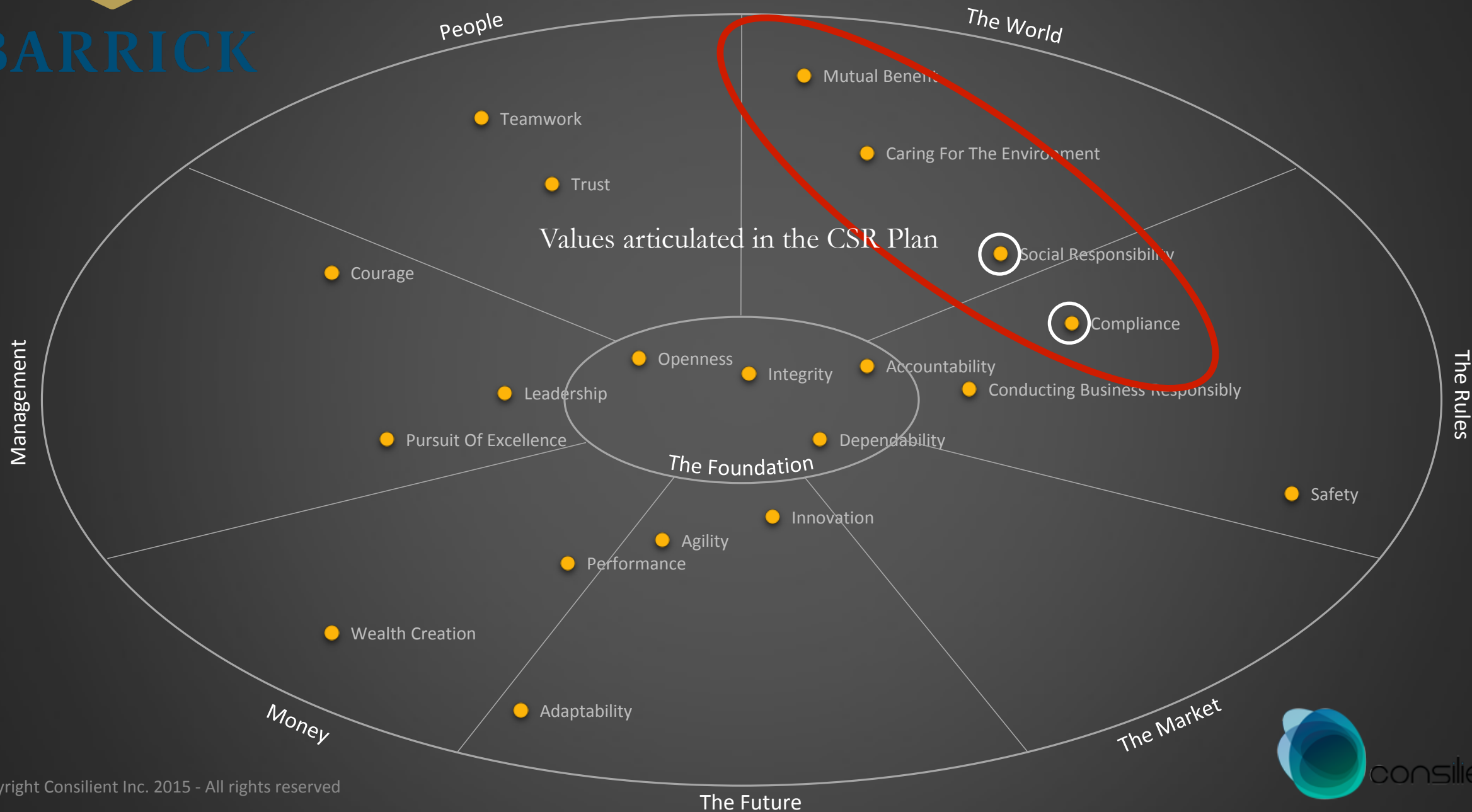
Syncrude's Combined Values

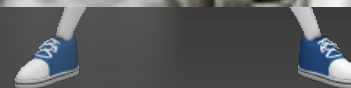
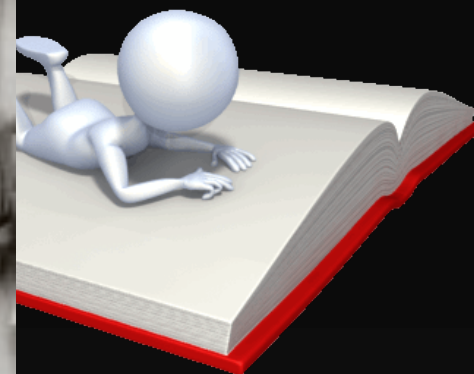


Barrick's Claimed Organizational Values



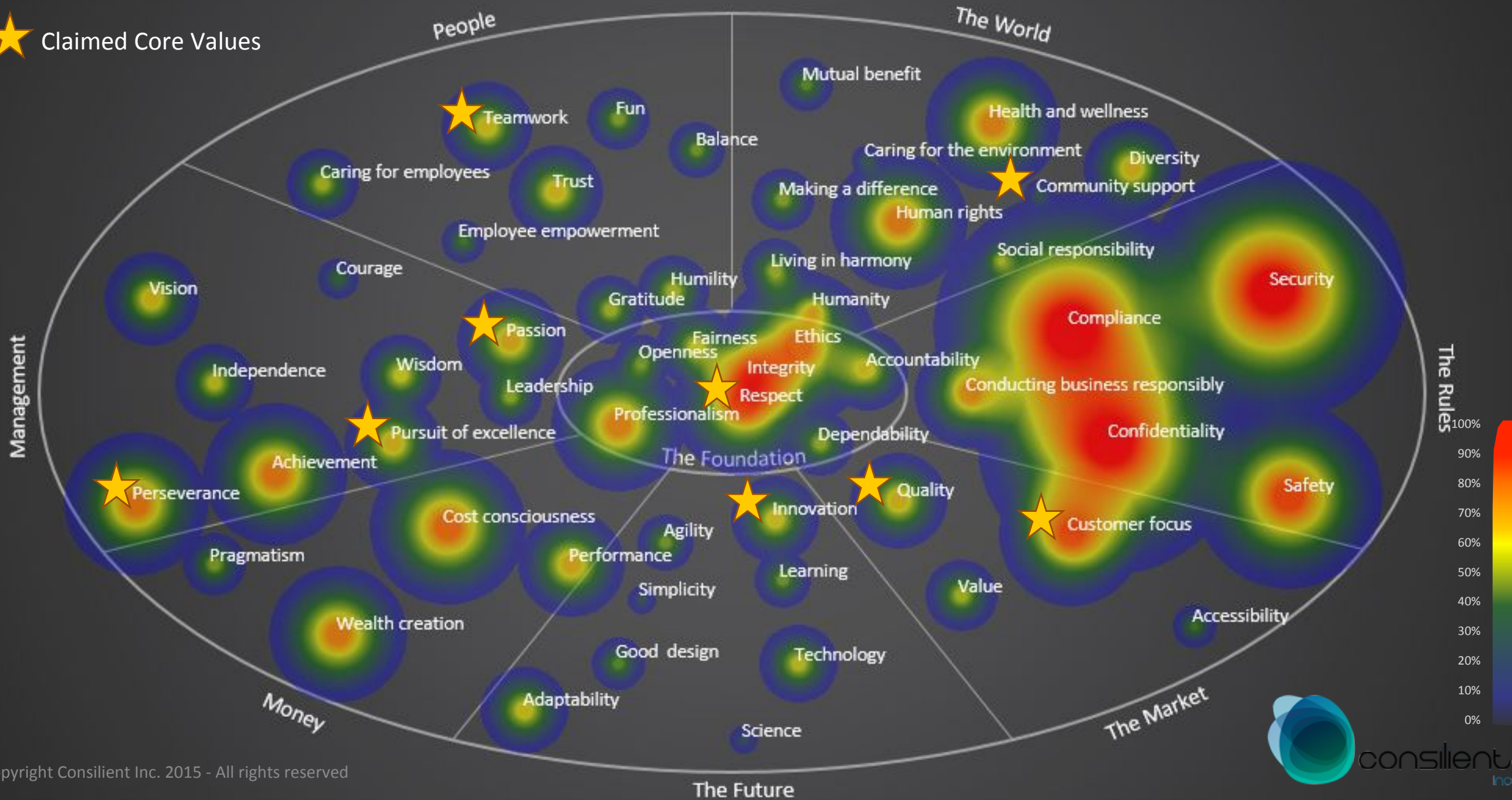
Barrick's Claimed Combined Core and CSR Organizational Values





Case Study Organizational Values Map

★ Claimed Core Values



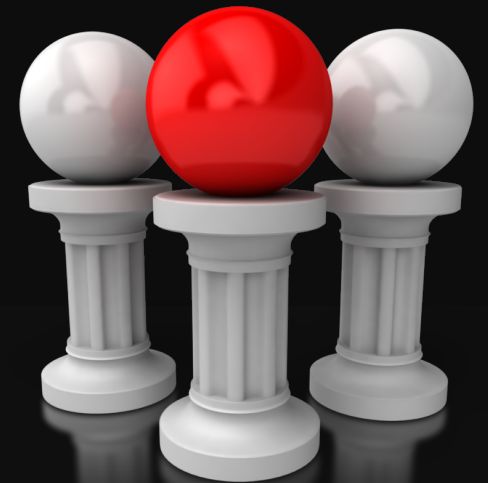
A Simple Greenwashing Test

- Do you have a CSR plan?
- Are the values that are embedded in your CSR plan included in your organization's core values statement?
- Are your organization's core values embedded in the culture?



Alignment between claimed core values and CSR values

The Values Imperative



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