Three Stages of Corporate Social Responsibility

CSR is the total effect the business world has on communities.

Voluntary Contributions

In general, voluntary contributions made for the benefit of the community and society in collaboration with non-profit organizations are the tip of the iceberg, which consists of the larger effect of business operations.

Effect of Operations

Direct operations of a business unit has the most important impact on the society.

Impact through value chain

 Suppliers have a more extensive indirect impact on consumers through professional customers along the ‘value chain’.

The direct relationship of corporate social responsibility with the success of our business is in the area of innovation and market access.
Offering Resources of Today to the Use of Tomorrow

- Investing in human capital
- Encouraging good governance
- Strengthening the economy
- Protecting the environment
- Ensuring social harmony

Sustainable Growth and Development

Using today’s resources without impeding the right of tomorrow’s generations to meet their needs...
- **Unilever is the world’s biggest tea company**
- We buy 12% of the world’s black tea – 300,000 tons
- We have been working to ensure the sustainability of our East African tea estates for over 15 years.
- In 1998, we started to measure key aspects of sustainable tea production and developed a set of 10 sustainability indicators covering social, economic and environmental factors.
Partnership with Rainforest Alliance

- Aims to:-
  - reassure consumers about the source of the tea
  - improve the crops, incomes and livelihoods of nearly 1 million people in Africa and, eventually, up to 2 million people around the world
  - we anticipate Rainforest Alliance-certified tea commanding prices 10-15% higher than current average prices paid at auction and estimate that we will be paying farmers around €2 million more for their tea by 2010 and around €5 million more by 2015.
  - protect the environment from a further drain on its resource
  - provide Unilever with a means by which we can differentiate our brands from those of our competitors
Palm-oil in West Africa
The objectives of the Investment Climate Facility are to:

- **Build the environment for investment climate reform**
  - Encourage, develop and work with coalitions for investment climate reform, and support business-government dialogue.

- **Get the investment climate right**
  - Support governments in creating a legal, regulatory and administrative environment that encourages businesses at all levels to invest, grow and create jobs.

- **Encourage business to respond**
  - Improve Africa's image as an investment destination through a coordinated effort to publicise improvements in the investment climate.
Allanblackia floribunda
Millennium Development Village, Kenya