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Trinseo (NYSE: TSE), a global materials company and manufacturer of plastics, latex binders and synthetic rubber, announced the release of its 2021 Su ...

~~Trinseo Releases its 11th Annual Sustainability & Corporate Social Responsibility Report~~

PRNewswire/ - CAE issued its FY21 Annual Activity and Corporate Social Responsibility (CSR) report, a single

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source of information in key areas ...

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~~GAE releases its FY21 Annual Activity  
and Corporate Social Responsibility  
report~~

“Climate change poses a significant  
risk for our communities,” said Patty  
Riddlebarger, vice president of  
corporate social responsibility for  
Entergy ... to learn about innovative  
storm water ...

~~Entergy Sponsors Climate Resiliency  
Workshop With Loyola University~~

Q3 2021 Earnings Call Jul 07, 2021,  
8:30 a.m. ET Contents: Prepared  
Remarks Questions and Answers Call  
Participants Prepared Remarks:  
Operator Good morning, everyone, and  
welcome to the MSC Industrial ...

~~MSC Industrial Direct (MSM) Q3 2021~~

Groupe GM has announced the launch of Ecofill, the first refillable cosmetics dispenser on the market that is 100 per cent traceable.

~~Groupe GM Introduces Ecofill As Part Of Its Care About Earth~~ initiative

further embed sustainability principles into our Company's businesses and evidences our commitment to transparency and corporate social responsibility. The Sustainability Report 2020 contains ...

~~TCS Group Holding PLC: issue of 2020 Sustainability Report - its first according to GRI Standards~~

The platform will be dedicated to Corporate Social Responsibility (CSR) ... Boursa Kuwait has successfully introduced innovative investment tools,

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~~Bursa Kuwait revamps building facilities and installs energy efficient utilities including full color LED video walls and ticker displays~~

In an exclusive conversation with the Financial Express Online Shridhar Venkat, CEO of Akshaya Patra talked about the work they are doing, CSR initiatives, challenges ahead of them and more.

~~In the post COVID world, role of CSR will become even more important: Shridhar Venkat, CEO of Akshaya Patra~~

SCOTTSDALE, AZ / ACCESSWIRE / July 9, 2021 / Uncommon Giving Corporation, an early-stage fintech company, has been invited to present

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at the Access to Giving Virtual Investor  
conference, which is ...

~~Uncommon Giving Corporation to  
Present at Access to Giving Virtual ...~~

Al Bawani's CEO shares how Saudi Arabia's "unparalleled" potential will enable it to become a "touristic hotspot" in the future ...

~~"The most important success factor in a construction company is the people"~~  
who also oversees Corporate Social Responsibility and Sustainability at Advans Nigeria stated that "We put our clients first by creating innovative financial solutions to suit underserved ...

~~Advans Nigeria partners LUTH,  
celebrates world blood donor day  
CHICAGO--(BUSINESS~~

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WIRE)--Exelon today announced the release of its 2020 Corporate Sustainability Report (CSR), which highlights ... and communities through innovative energy technologies, new ...

~~Exelon Sustainability Report Highlights Efforts to Create a Cleaner, More Equitable Future~~

collaborated in a unique association to establish a Material Recovery Facility or a Dry Waste Collection Center in the Heart of East Delhi as a part of SBI-Card's CSR Initiatives. The facility ...

~~EDMC inaugurates Material Recovery Facility in Shahdara South Zone~~

The company also received 'The Corporate Social Responsibility Excellence award' and the 'Telecoms Facility Excellence award'. Receiving the awards, the Senior Manager for

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MTN Ghana recognised for its  
outstanding contributions to  
sustainable development

Keeping in view of the need,  
innovative modular hospitals came ...  
of PSA has been actively working  
towards securing Corporate Social  
Responsibility (CSR) support to  
implement these projects ...

India begins 'Extension of Hospitals'  
project to fight Covid

CSR roadmap 2020-2023 and built the  
foundation for GSS' transformation by  
implementing three key pillars:  
Digitalization (process), Commercial  
Management Group (risk) and Supply  
Chain Operation ...



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By and large, corporations of the 21st century have come to realise that their obligations to societies in terms of corporate social responsibility are fourfold: economic, ethical, altruistic and strategic. Meeting these four responsibilities is crucial to their survival in their various markets and industries; it also requires them to rewrite their previously less socially responsible business models in order to do so. All indications continue to suggest that it is those organisations that are perceived to be socially responsible by stakeholders in modern markets that survive and prosper. Corporations have equally realised that by being innovative in all things – including their CSR activities and initiatives – they will add value to the so-called bottom line, to the positive contributions they make to society and

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to how they are perceived by their key stakeholders. However, many criticisms have been made of CSR in its current form, often related to the lack of value that it generates within the enterprise and the fact that it offers only a partial and short-term response to the full challenges of sustainable development. The time has come to shift the CSR focus away from risk management towards a more progressive and entrepreneurial approach that seeks to create value and identify sustainable opportunities for strategic innovation. This book aims to explore, inspire and support creative, innovative and strategic CSR. "Innovation" in this book means new products, services and technologies and, in addition, new organisational and institutional systems, structures and new business models that

empower the organisation to advance strategically in an ever more competitive business world. Both research and practice show that CSR has mainly been approached in terms of value protection and risk management, where the main objective has been to protect companies' existing assets or avoid scandals. Therefore, in many cases where CSR remains at the forefront of business activity, it does not lead to fundamental changes and is not yet integrated as a strategic component where it could create value, generate new ideas and open new opportunities. How do corporate entities shift their attention from risk management to value creation? This is the key question that this book attempts to answer, both theoretically and empirically as well as through real

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case studies and experiences. With contributions from a crème de la crème of scholars from 12 countries, Innovative CSR gathers together a cornucopia of innovative practices that will be essential reading for academics and practitioners alike.

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