

Corporate Social Responsibility – Yeah, Whatever

Corporate Social Responsibility (CSR) reporting is **all the rage**. If your company doesn't have one... tsk, tsk. Bad, bad company!

It's like HR is **off in la-la land** again with the latest corporate **do-good fad**. Companies exist to make money. Period. Right?

Well, yes, of course they do. But let's take a step back. There was a time when children worked in factories. A time when working conditions were **filthy** and little or no effort was made to improve employee well-being. **Toxic residue** spilled into **waterways** and factory owners **washed their hands of the mess**.

In some places around the world this is still the case.

Certainly, we have **made** huge **strides** in the way companies operate today. But there is still work to be done. Just take a look at your own work surroundings. Do you jump out of bed each morning **anxious** to start the work day? If you're not jumping, well... it may be time to see if you can play a role in putting together the next CSR report.

As always, actions speak louder than words. CSR reporting works best when it brings together the concrete steps companies are taking to improve the lives of their employees and **society-at-large**. The report alone will do nothing.

Don't get me wrong. Profitable operations are a good thing. No, they are a great thing! But companies are not so **narrow-minded** as to think that bottom line growth cannot **coincide with** HR development and **societal improvement**, wherever and whenever possible.

Glossary

all the rage	viimeistä huutoa
anxious	innokas, halukas
coincide with	olla samanaikaista kuin
corporate social responsibility	yritysten yhteiskunnallinen vastuu
do-good fad	sinisilmäisen ihanteellinen muotivillitys
filthy	tässä: kurja, viheliäinen
make strides	ottaa edistysaskelia
narrow-minded	rajoittunut
off in la-la land	muissa maailmoissa, pää pilvissä
societal improvement	yhteiskunnallinen edistys
society-at-large	yhteiskunta ylipäätään
toxic residue	myrkyjäämät
wash one's hands of the mess	pestä kätensä sotkusta (kuvaannollisesti)
waterway	vesistö