

## 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

<b>all the rage</b>	modefluga
<b>tsk, tsk</b>	fy på er
<b>do-good</b>	idealistisk
<b>fad</b>	modefluga
<b>toxic residue</b>	giftigt avfall
<b>washed their hands of the mess</b>	att inte ta ansvar för
<b>make huge strides</b>	ha stor framgång, lyckas väl med
<b>society-at-large</b>	samhället i stort