



THE TIMES 100

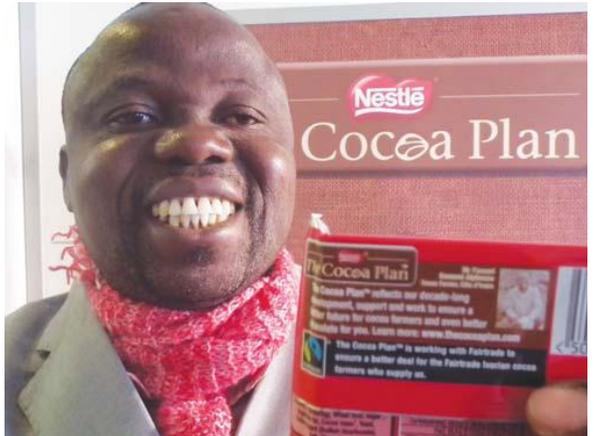
BUSINESS CASE STUDIES

Teacher guide

Corporate Social Responsibility Nestle

Where does the lesson fit?

This session would fit in a Business Environment or a Strategy Module to introduce the concept of CSR and the further idea of Creating Shared Value.



Suggested resources & activities related to Nestle and CSR

- Full Nestle case study
- Corporate Social Responsibility PowerPoint
- Nestle crossword
- Nestle word search

Suggested timings for the session

| | |
|---------|---|
| 5 mins | Starter e.g. Nestle word search |
| 5 mins | Use the Corporate Social Responsibility PowerPoint to discuss the topic |
| 5 mins | Read the case study |
| 10 mins | Questions |
| 25 mins | Task – debate |
| 10 mins | What have you learned? |

Answers to questions

1. What is Corporate Social Responsibility (CSR)?
CSR is concerned with the wider responsibilities that firms take towards all stakeholders and the environment, as opposed to only serving the interests of stakeholders.
2. Describe how Creating Shared Value (CSV) differs from CSR.
CSV is concerned with creating economic value whilst also creating benefits for society as a whole.



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3. Explain why some firms may not wish to adopt either a CSR or CSV approach. Adopting a socially responsible stance may:

- Increase costs
- Impact on efficiency
- Limit business activities

In addition to this, some directors/managers may feel that they should only work in the interests of the shareholders since the business would not exist without the investment they have made.

4. Analyse how Nestle benefits from adopting a Creating Shared Value approach to its activities, using examples from the case study.

The activities carried out by Nestle in its CSV approach benefits society, but also goes to ensure that it continues to benefit from a sustainable and high quality supply of cocoa in the long term. For example, by investing in the water supply, society benefits and, since Nestlé's operations also rely on water, the business benefits too.

What have you learned?

Expected learning is likely to include:

- Definition of CSR
- Definition of CSV
- Examples of socially responsible behaviour
- Benefits and costs of socially responsible behaviour