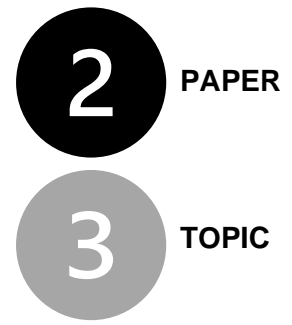


SOCIAL RESPONSIBILITY



Define the term “social responsibility” and give practical examples.

Social Responsibility:

- that each person has a duty to act in the best interests of their environment and society as a whole
- that every individual and organisation can contribute towards the well-being of the community and the environment in which they live.

Some of the most common examples of social responsibility include:

- **reducing our carbon footprints:** a carbon footprint refers to how much carbon dioxide the activities a person or company emits. These could include direct emissions from fossil-fuel combustion, for example in manufacturing, heating, transportation, electricity, and the consumption of goods and services.
- **donations to charities:** When you help others, it will empower you. You will also feel happier and more fulfilled.
- **volunteering in the community:** this is a way in which a person or group of people in a community take part in voluntary social, charitable and environmental activities towards the betterment of a community.

Define/Elaborate on the meaning of Corporate Social Responsibility

Corporate social responsibility:

- is about businesses taking responsibility for their impact on society and the environment
- is also the way in which a business conducts its operations ethically and morally – that is, how they use human, physical and financial resources.

Recommend/Suggest initiatives businesses can take to address socio-economic issues and evaluate the extent to which these initiatives have addressed the socio-economic issues.

Initiatives to address inequality and poverty

- Businesses can support poverty alleviation programmes that are offered by the government.
- They can also donate things such as money or food parcels to local NGOs.
- Some businesses may invest in young startups that could potentially be a competitor, buyer or supplier.
- Business could also organise and encourage entrepreneurial programmes for startups. In this way, they can stimulate growth in the economy.

Extent to which inequality and poverty has been addressed

- Income inequality and poverty in South Africa has deepened.
- South Africa is making slow progress in reducing poverty.

Initiatives to address inclusivity

- Businesses should educate managers and employees on the benefits of diversity in the workplace.
- They should create new policies or amending current ones – from recruitment to performance evaluations and promotions.
- Businesses should also value individual differences in the workforce, and make employees feel welcome and accepted.
- They should design the workplace so that it is not segregating any employees based on their special requirements and needs.
- Businesses can also create mentorship programmes to ensure that every employee has the opportunity to advance.

Extent to which inclusivity has been addressed

- Progress remains inadequate. Many businesses continue struggling to diversify their workforces.

Initiatives to address HIV / AIDS

- Businesses should conduct regular workshops and information sessions on the effects of HIV/AIDS on the employees and their peers.
- They should initiate and develop counselling programmes for infected/affected persons/employees.
- Businesses should also develop strategies to deal with the issues around “stigma” and “discrimination”.
- They should offer voluntary HIV/AIDS testing and counselling in the workplace and encourage employees to join HIV/AIDS support groups.

Extent to which HIV/AIDS has been addressed

- Since the start of the TAC campaign in 1998, there has been greater awareness and support for HIV/Aids which has contributed to the decrease in the numbers of people dying of Aids and/or being affected by HIV/Aids.

Initiatives to address gambling

- Businesses could conduct awareness programmes on dangers of gambling for their employees.
- They could also offer financial literacy education to them.
- They could refer employees to Gamblers Anonymous and the National Council on Problem Gambling to help gamblers fight their addiction.
- For example: Casinos have a very strict policy that persons must be 18 years and older to gamble and children are not allowed to enter the gambling area.

Extent to which gambling has been addressed

- The number of people who never gambled was 25.6% and in 2020 it was 20.1%.

Initiatives to address counterfeiting & bootlegging

- Businesses must raise awareness of counterfeiting.
- They should secure a patent, trademark or copyright, and register these in other countries where counterfeit products may originate.
- Businesses must use technology to make it easier to identify and stop counterfeiters by creating distinctive patterns using special devices to uncover fakes.
- Businesses should find easy ways for their customers to identify and report fake products.
- They should also track down and prosecute counterfeiters by monitoring the market.

Extent to which counterfeiting & bootlegging has been addressed

- The global scale for counterfeit goods is large, and it has grown since previous estimates. This growth is expected to continue.

Initiatives to address strikes

- Businesses should continually strive to address challenges through improved relationships with their employees.

Extent to which strikes and political disturbances has been addressed

- The number of riots and protests between 2018 and 2020 was high and businesses suffered significant losses.
- Civil unrest continues to soar, as it is driven by protests on issues ranging from economic hardship to police brutality, which has affected citizens and businesses.

Initiatives to address violence

- Businesses should offer their employees an Employee Assistance Programme (EAP) that will enable them to seek help if they are experiencing personal problems.
- Businesses could also provide counselling facilities or refer employees to private counsellors.

Extent to which violence has been addressed

- Five main categories of violence are prevalent in South Africa. These are:
 - the number of violent crimes
 - the number of violent protests
 - the number of murders
 - easy access to weapons

Initiatives to address crime

- Businesses should encourage their employees to participate in community policing forums.
- They should also become involved in sustainable projects within the local community.
- Businesses could sponsor special sports programmes by providing finance (for example, prize money) for special community events.

Extent to which crime has been addressed

- During the 2019/20 period, overall crime levels were down when compared to the prior year.