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Corporate Social Responsibility in Costa Verde

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Abstract

As Kreutzer said once, "progressive businesses are gaining competitive advantage by responding to societal signals. Companies prosper by helping society to prosper" (as cited in Jain, 2013).

The topic of Corporate Social Responsibility (CSR) is one of the most important and current themes concerning organizational strategy definition. The way a company acts towards CSR shows how they value their stakeholders, both at an internal and external level, i.e., the employees and everyone that may have a relation to the company.

In this work we will focus on Costa Verde, a local company that respects and takes action to have a more positive environment inside and outside the company.

Key-words: corporate social responsibility, corporate culture, company strategy, management, ethics

CSR: definition and evolution

The concept of Corporate Social Responsibility has evolved over time. From being a social obligation to be considered as the responsibility of carrying out an organisation's mission and activities legally and ethically (Fig.1), CSR has been through lots of theories and explanations. Social responsibility is integrated into the ethics of companies since it refers to the relationship with the environment in which the activity of the organisation is developed. (Rodrigues & Duarte, 2012, p.63).

CSR, which comprises two main dimensions (Fig. 2), typically includes commitments and activities concerning to:

- corporate governance and ethics;
- health and safety;
- environmental stewardship;
- human rights (including core labour rights);
- sustainable development;
- conditions of work (including safety and health, hours of work, wages).

The organisation

Costa Verde began its business activity in 1992 based on a completely innovative philosophy insofar as to invite the main Portuguese porcelain distributors to participate in its industry and social capital.

Located in Vagos, Aveiro, this company is considered one of the most modern companies, within its business sector, in Europe, with excellent productivity indexes.

Internal

- It mainly focuses on investing in employees, promoting health and safety in the workplace and managing resources throughout the production process.

External

- It is mainly demonstrated by the company's relations with the local community, the ability to create advantages related to stability and prosperity in the physical environment in which it operates.

Fig.2 Dimensions of CSR



Fig.1 Components of CSR (Source: Lucey, 2017)

With well 70% of their production being exported, it is considered one of the most competitive companies in its sector.

Due to the permanent commitment to training, the company contains qualified human resources and holds an effective position and posture in the markets that it occupies. The organisation is characterised by the advanced equipment that it uses and the national and international resources rigorously chosen, standing out by the index of quality (Costa Verde, 2017).

Costa Verde considers social responsibility as a contribution to sustainable development, complying with legislation and standards of conduct. It is also the well-being of workers and society and response to the expectations of the different stakeholders that make up the organization (Costa Verde, 2017).

CSR in Costa Verde

Costa Verde does not allow nor supports child or forced labour; any discriminatory action is inadmissible; it provides employees with a health system, a working schedule, a competitive salary, a management system and good work conditions concerning hygiene and security.

In order to accomplish the commitment of reducing the environmental impact and energy consumption, Costa Verde invests on using the best environmentally friendly and economically sustainable techniques to streamline the resources and minimise the emissions.

This commitment continues as the company integrates the innovative GreenWave project. This initiative empowers the use of microwaves' potential in the firing method, aiming to reduce the company's energy consumption and the firing time by 20% each (Costa Verde, 2017).

Conclusion

Costa Verde is a socially responsible company. Although they do not have a big action that shows to the outside people what they do, the company cares about their people and the outside environment, and works every day in order to guarantee the best for their stakeholders and the surrounding area.

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