



**SILESIAN  
UNIVERSITY**  
SCHOOL OF BUSINESS  
ADMINISTRATION IN KARVINA

**Evaluation of the level of use of socially responsible activities  
(CSR) in the company / organization**

CORPORATE SOCIAL RESPONSIBILITY – PEM/NACSR

**Name, middle name and surname:**

**SU OPF**  
*Winter term 2022/2023*

## CONTENT

### **1. Introduction**

(introduction of the company / organization, how it approaches socially responsible activities, initial definition of the issue and the relationship of the entity)

### **2. The approach of the company / organization to the social pillar**

(what activities are used, planned to use, how they are measured, evaluated, are they cost-effective?)

### **3. The approach of the company / organization to the environmental pillar**

(what activities are used, planned to use, how they are measured, evaluated, are they cost-effective?)

### **4. The approach of the company / organization to the economic pillar**

(what activities are used, planned to use, how they are measured, evaluated, are they cost-effective?)

### **5. How the company / organization approaches evaluation (use of socially responsible activities) and what is the main motivator / demotivator in the use of socially responsible activities**

### **6. What are the advantages / disadvantages of the company / organization when it uses / does not use socially responsible activities**

### **7. How does the company / organization approach to informing its interest groups (stakeholders) about its socially responsible activities**

### **8. Whether the company / organization seeks / has an appropriate form of certification (e.g. FairTrade, participation in competitions for a socially responsible company or other methods of certification, awards, product labelling, etc.).**

### **9. Conclusion**

*(summary of the main findings and formulation of your recommendation for the company / organization)*

Used sources:

1. CSR Report...

TIP:

Choose an entity according to your interest (about which you want to know more information, you like it, it is your inspiration, etc.). Obtain available information on corporate social responsibility (CSR) issues for the subject (use CSR reports, annual reports, information available on the company's website, from internal documents and other secondary sources). Process the individual points of the content according to the available information and draw a conclusion.