



**THE DRIVE TOWARDS CORPORATE
CITIZENSHIP-IS CSR A MARKETING BLITZ? A
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CONTENTS



- Definitions
- Overview
- The Case for CSR
- The Criticisms on CSR
- Is it a marketing blitz?
- Conclusions
- **Q & A**

Definition of Corporate Citizenship/CSR



- “**Corporate Citizenship** is a recognition that a business, **corporation** or business-like organisation, has social, cultural and environmental responsibilities to the community in which it seeks a licence to operate, as well as economic and financial ones to its shareholders or immediate stakeholders.”

Definition of Corporate Citizenship/CSR(Cont.)



- Improving the standards and quality of life for communities around them while pursue profitable business.
- Examples; Ethical sourcing
- Sustainable growing.
- A moral and ethical issue- Religions, etc.
- greater business focus by Enron, Maddoff and Goldman Sachs scandals

OVERVIEW



The five stages of corporate Citizenships;

- Elementary- Basic and undefined activities and little senior mgt. involvement
- Engaged- Policy promoting employee involvement
- Innovative—shareholder involvement and consultative approach
- Integrated- formalized into regular company operations
- Transforming- part of strategic thrust.
- Recommended further reading.....Google

The Case for CSR?



- **Reputation capital-improved customer relations**
- **Attract and retain staff-cohesion and sense of purpose Sense of meaning for staff**
- **Generate revenue- customer loyalty through shared values and beliefs**

The Case for CSR? (Cont.)



- **Enhance asset value**
- **Reduce costs**
- **SMEs-can produce social change through aggregate of their efforts:**
- **Competitive advantage?**
- **Making A Difference-giving back**

The Critic's view



- WIIFM- not genuine and sincere. “There is only one social responsibility of business- to use its resources and engage in activities designed to increase its profits so long as it stays within the rules of the game, which is to say, engages in open and free competition without deception or fraud”
American economist Milton Friedman

The Critic's view(cont.)



- A Profit motive-hypocritical and self-serving.
Is it wrong?
- Window dressing-forced on business
- Business greed
- The end justifies the means-who is better one who advertise good deeds or one that does not?
- “pinkwashing,” e.g. an unhealthy product trying to improve its image.

IS CSR A MARKETING BLITZ?



- Definition: A **blitz** campaign is a **marketing** strategy designed to promote a product or a business quickly through the use of mass media; it is also called a "**marketing blitz**," a "time-based **marketing** campaign," and "**intensive marketing**."

IS CSR A MARKETING BLITZ?(Cont.)



- Clear evidence of competitive advantage (2000 American firms=74%)
- Profit motive versus doing good
- It can be abused
- The end justify the means
- Business greed?
- A competition and a race among peers
- Advertising mocks and blurs the CSR

THE CASE FOR INDIVIDUAL SOCIAL RESPONSIBILITY (ISR)



Should we leave CSR to purely philanthropic organisations/individuals?

Perhaps business should abandon the “fake” Social responsibility and replace it with genuine giving back!

The story of 2% aside! Now a Foundation. A GM....etc!

Reflect on my opening Story of ISR.

CONCLUSION



CSR remain an evolving field.

ISO 26000 is a guideline-not mandatory

Much remain to be seen and to be done

My take?

Parting Shot



THANK YOU!

Q & A

