

**UNIT**

**5**

**Sustainability  
in tech industry**



## 5.1 CSR – introduction

1. Think of some keywords to describe what you see. Can you derive both the meaning of CSR and the three pillars (3 Ps) on which it is based by means of the images below?



Figure 5.1



Figure 5.2



Figure 5.3

Keywords:	Keywords:	Keywords:
P	P	P
Definition CSR:		

2. Fill in the gaps in the following text about CSR. Use the words from the box below.

responsive – human rights – child labor – shareholder – reputation – internal -  
governance – holistic – community – external

When engaging in Corporate Social Responsibility it's key to keep the different stakeholder groups in mind. Most companies might be more (1) \_\_\_\_\_ to the (2) \_\_\_\_\_ because receiving money is still one of the main goals. Nowadays, however, most companies realise that it's not just about making profit but that they have to take other key stakeholders into consideration as well. Some companies are doing good things for the (3) \_\_\_\_\_ such as providing safe water around the world. This improves their (4) \_\_\_\_\_ with the (5) \_\_\_\_\_ stakeholders. They are not the only stakeholders they have to keep in mind though; what about those employers who force their workers to go to work 24/7 without giving them breaks, thus violating (6) \_\_\_\_\_ or those that force children to work in their facto-

ries because cheap (7) \_\_\_\_\_ is exactly what they need? This may lead to employees protesting because they want to improve their working conditions, so it's very important to keep the (8) \_\_\_\_\_ stakeholders in mind as well in order to develop a (9) \_\_\_\_\_ approach to CSR. In the end, it's all about good (10) \_\_\_\_\_.

## 5.2 What's in a name

1. Let's watch the video on CSR explained by Prof. Dr. Thomas Beschorner, the Director of the Institute for Business Ethics at the University of St. Gallen (Beschorner, 2016). Answer the questions below.



1. Name some examples of the dark side of economic activity:

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2. What is the seemingly obvious approach to engage in CSR?

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3. How is risk management an ideal preventative measure for the obvious approach?

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4. How is the seemingly obvious approach to engage in CSR insufficient?

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5. How does creating a charity foundation or donating a lot of money not equal systemic change?

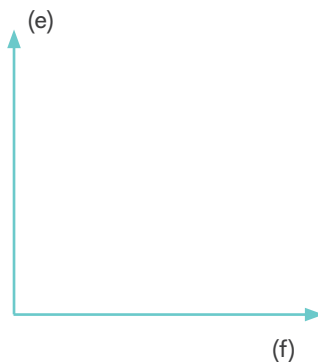
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6. Fill in the gaps.

1. Companies should develop a company (a) \_\_\_\_\_.
  - a. What is the societal purpose?
  - b. How does your business contribute to society?
  - c. Which bad practices are not allowed?
  
2. An organization needs to identify (b) \_\_\_\_\_ and (c) \_\_\_\_\_ issues in cooperation with the (d) \_\_\_\_\_ of the company.
  - a. Done by means of materiality analysis. What can be found on the x-axis and the y-axis?



3. You don't have to start from scratch because some guidelines are already in place.
  - a. The UN (g) \_\_\_\_\_
    - i. Contains 10 principles focusing on human rights, (h) \_\_\_\_\_, environmental protection and anti-corruption.
  - b. ISO 26000
    - i. Focuses on human rights, labor practices, environmental protection, fair business practices, (i) \_\_\_\_\_, the (j) \_\_\_\_\_ of companies into society, and organizational (k) \_\_\_\_\_.
  
4. CSR needs to be implemented in all (l) \_\_\_\_\_ of a company.
  - a. Procurement
    - i. E.g.: (m) \_\_\_\_\_
  - b. Production
  - c. Research and development
  - d. Human resources
  - e. Marketing
  - f. Sales and distribution
    - i. E.g.: guidelines for fair (n) \_\_\_\_\_ services
  - g. Publicity and advertising
  
7. Vocabulary – Can you explain the following words from the listening extract?
  1. Personality rights
   

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  2. Cook the books
   

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  3. Tax evasion
   

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4. Code of conduct

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5. Compliance management

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6. Mission statement

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7. Procurement

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8. Acquisition

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9. Emerging countries

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## 5.3 Sustainable Development Goals – technology

In the video about CSR, they mentioned that you do not have to reinvent the wheel as an organization because some points of orientation are already in place. Apart from the two organizations that were named in the video, the UN also set out to develop 17 sustainable development goals (SDGs). These goals are part of the 2030 Agenda for Sustainable Development which was adopted by all United Nations Member States. Each of the goals has specific targets, including indicators that enable you to measure your progress towards the target. It is important to note that the goals are not legally binding; stakeholders can decide whether they are willing to adhere to them. Some companies choose to integrate the SDGs into their business whereas others may not want to focus on them. (United Nations, n.d.)

What are the 17 goals?

(1) No poverty	(2) Zero Hunger	(3) Good Health and Well-being	(4) Quality Education	(5) Gender Equality
(6) Clean Water and Sanitation	(7) Affordable and Clean Energy	(8) Decent Work and Economic Growth	(9) Industry, Innovation and Infrastructure	(10) Reducing Inequality
(11) Sustainable Cities and Communities	(12) Responsible Consumption and Production	(13) Climate Action	(14) Life Below Water	(15) Life On Land
(16) Peace, Justice and Strong Institutions	(17) Partnerships for the Goals			

Let us take a look at what tech firms can do to contribute to these SDGs by focusing on one SDG in particular.

SDG 9: Industry, Innovation and Infrastructure  
*Build resilient infrastructure, promote inclusive and sustainable industrialization and foster innovation.* (United Nations, n.d.)

This goal mainly aims to invest in infrastructure (transport, irrigation, energy, information and communication technology) in order to improve health, education, productivity and incomes.



1. Read the text below about two targets of SDG9 that focus on technology and answer the questions (SDG-tracker, n.d.).

Target 9.B: Support domestic technology development and industrial diversification

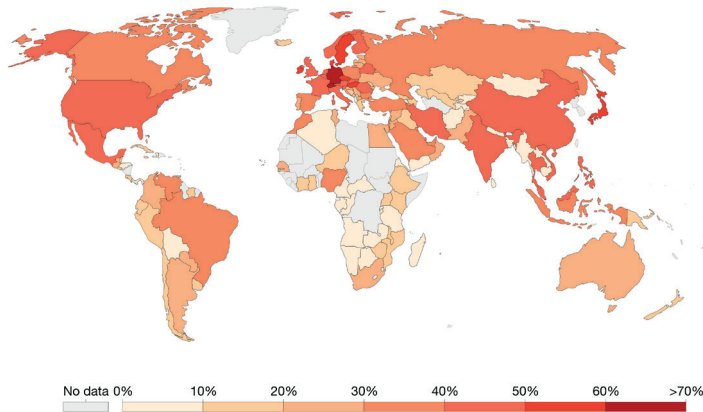
### Medium and high-tech industry

Definition: Indicator 9.B.1 is the proportion of total manufacturing value added from medium and high-tech industry

#### Proportion of total manufacturing value added from medium and high-tech industry, 2018

Our World  
in Data

The proportion of medium and high-tech industry (MHT) value added as a percentage of total manufacturing value. Higher values indicate a country's industry sector is focused on high-tech manufacturing.



Source: UN Industrial Development Organization

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This indicator measures the share of a country's manufacturing value added which is derived from medium to high-tech industry outputs. Higher values indicate that a country's industrial sector is more focused on high-tech and innovation products.

Goal: Support domestic technology development, research and innovation in developing countries, including by ensuring a conducive policy environment for, inter alia, industrial diversification and value addition to commodities by 2030.

## Target 9.C: Universal Access to information and communications technology

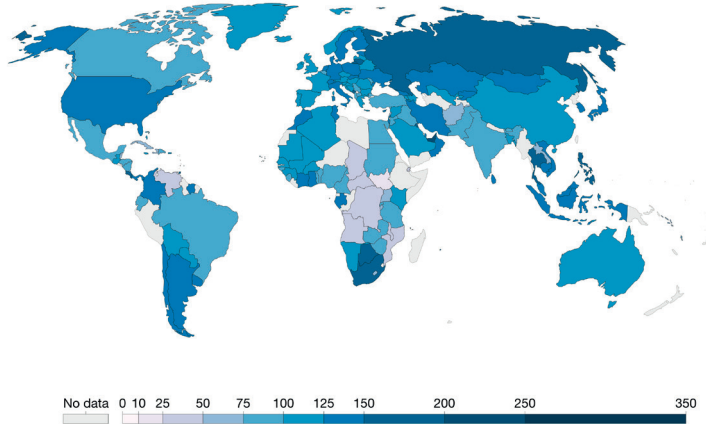
### Development assistance for infrastructure

Definition: Indicator 9.C.1 is the proportion of population covered by a mobile network and/or by technology.

#### Mobile cellular subscriptions, 2019

Mobile phone subscriptions, measured as the number per 100 people.

Our World  
in Data



Source: International Telecommunication Union (via World Bank)

OurWorldInData.org/technology-adoption/ · CC BY

There are two technology types featured for this indicator: the number of mobile cell phone subscriptions (per 100 people), and the share of a given population using the Internet (on any device).

Goal: Strive to provide universal and affordable access to the Internet in least developed countries by 2020.

Unlike most SDG targets, which are set for the year 2030, this indicator was set for 2020.

## Target 9.B

1. What is meant by 'the share of a country's manufacturing value added'?

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2. True or false? Explain when false. 'The main goal is, among others, to support national technology development and focus on developing countries by ensuring that they offer new products or services.'

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3. Describe the image 'Proportion of Total Manufacturing Value Added from Medium and High-tech Industry, 2016'. Do you think it is feasible to achieve this goal by 2030?

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#### Target 9.C

1. Is there a link between the number of mobile cell phone subscriptions on the one hand and the amount of people using the Internet?

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2. Describe the image 'Mobile Cellular Subscriptions, 2017'. The goal was set for 2020. Based on the image, do you think the goal was achieved?

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