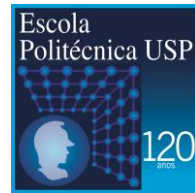


ESCOLA POLITÉCNICA DA USP DEPARTAMENTO DE ENGENHARIA DE PRODUÇÃO

PRO 3432 CSR and Workforce



2020

Agenda



O que é Responsabilidade Social Corporativa?

Declaração de Freeman sobre CSR

Doughnut Economics Framework

Teoria de Stakeholders

Parâmetros de análise RSC e trabalho

ODS 8 – Trabalho Decente e Crescimento Econômico

International Labour Organization

Parâmetros para análise

- Ambiente com alta regulação e pouca regulação; varia de acordo com o contexto.
- Lacunas do Estado
- Países desenvolvidos x Países em desenvolvimento
- Promover trabalho decente; sistema de previdência; diversidade; treinamento e empregabilidade; vida equilibrada (bem estar); anti-assédio
- Mesmo em países desenvolvidos, há regiões com lacunas regulatórias (Ex: Califórnia – nova legislação sobre tráfico de pessoas).

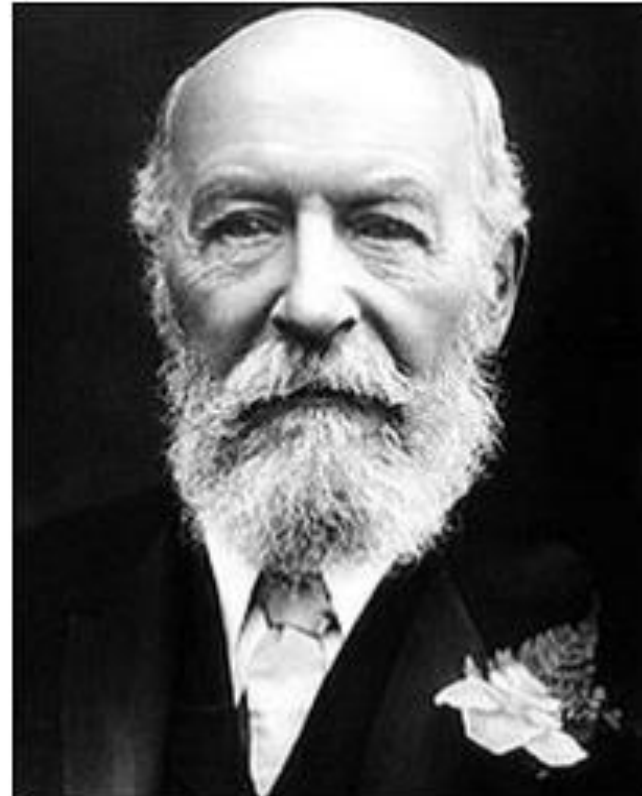
George Cadbury's vision

A new factory, planned by George, was built on the site, and the area became known as Bournville, after the small stream that runs through the site.

George was driven by a passion for social reform and wanted to provide good quality low cost homes for his workers in a healthy environment - giving an alternative to grimy city life. So he set about building a village where his workers could live.

George said of his plans: "If each man could have his own house, a large garden to cultivate and healthy surroundings - then, I thought, there will be for them a better opportunity of a happy family life."

His aim was that one-tenth of the Bournville estate should be "laid out



George Cadbury believed human beings should be treated equally



Community Intervention: Mercedes-Benz South Africa (A Daimler Company) (2008)

DAIMLER

Year Published: 2008

Disease Addressed: HIV/AIDS

Program Website: www.siyakhana.com

Executive Summary

The Mercedes-Benz South Africa (MBSA) HIV/AIDS Workplace Program extends universal access to quality prevention, treatment, care, and support to employees and their dependents. Through a public-private partnership, the Siyakhana Project, MBSA has expanded its workplace program to provide HIV/AIDS and Tuberculosis services to small and medium enterprises (SMEs) and the broader community.



a responsabilidade social se expressa pelo desejo e pelo propósito das organizações em incorporarem considerações socioambientais em seus processos decisórios e a responsabilizar-se pelos impactos de suas decisões e atividades na sociedade e no meio ambiente.

Códigos e padrões para RSC – trabalho

At the UN Global Compact, we aim to mobilize a global movement of sustainable companies and stakeholders to create the world we want. That's our vision.

To make this happen, the UN Global Compact supports companies to:

1. Do business responsibly by aligning their strategies and operations with Ten Principles on human rights, labour, environment and anti-corruption; and
2. Take strategic actions to advance broader societal goals, such as the UN Sustainable Development Goals, with an emphasis on collaboration and innovation.

<https://www.youtube.com/watch?v=gCfMFppotJg&feature=youtu.b0e>

<https://www.unglobalcompact.org/sdgs/global-goals-in-action> (vídeo Natura)

Millennials Worry About the Environment -- Should Your Company?

If combatting global warming *is* a genuine concern and a natural fit for your company, developing a CSR program in response makes sense -- especially if millennials and Gen Z are important to you.

More than any other age group, they are, "highly worried about global warming, think it will pose a serious threat in their lifetime, believe it's the result of human activity, and think news reports about it are accurate or underestimate the problem," as the poll shows.



Taking Corporate Social Responsibility to the next level

Corporate responsibility expert Malcolm Scovil believes he has found a way to keep his workforce motivated and benefit the wider community

Malcolm Scovil

Engaging employees

Critical to any argument is the powerful influence that employee engagement has in CSR and the role sustainability plays in employee motivation. Employees generally feel motivated to work for companies knowing that they actually give a damn about wider society and they're more likely to be productive and put extra effort in for those organisations.

Independent research carried out of UK employees backs this up. Over half (57%) want their employers to do more for CSR and tellingly 63% said that paid time off during working hours to commit to charitable initiatives would significantly improve their engagement with the company. The benefits cited of this improved engagement includes them taking 3.5 fewer sick days and staying in the company longer than disengaged employees. Furthermore, over half of employees (51%) actually believe their company has a duty to commit to charitable acts and CSR.

“Achieving the Global Goals opens up US\$12 trillion of market opportunities in the four economic systems⁷ examined by the Commission. These are food and agriculture, cities, energy and materials, and health and well-being. They represent around 60 percent of the real economy and are critical to delivering the Global Goals.” (Business & Sustainable Development Commission, 2017)



SUSTAINABLE DEVELOPMENT GOALS





Objetivo 8.

Trabalho Decente e Crescimento Econômico

Promover o crescimento econômico sustentado, inclusivo e sustentável, o emprego pleno e produtivo e o trabalho decente para todos

8.5 Até 2030, alcançar o emprego pleno e produtivo e trabalho decente todas as mulheres e homens, inclusive para os jovens e as pessoas com deficiência, e remuneração igual para trabalho de igual valor

8.6 Até 2020, reduzir substancialmente a proporção de jovens sem emprego, educação ou formação

8.7 Tomar medidas imediatas e eficazes para erradicar o trabalho forçado, acabar com a escravidão moderna e o tráfico de pessoas e assegurar a proibição e eliminação das piores formas de trabalho infantil, incluindo recrutamento e utilização de crianças-soldado, e até 2025 acabar com o trabalho infantil em todas as suas formas

8.8 Proteger os direitos trabalhistas e promover ambientes de trabalho seguros e protegidos para todos os trabalhadores, incluindo os trabalhadores migrantes, em particular as mulheres migrantes, e pessoas com emprego precário

International Labour Organization - ILO



The International Labour Organization (ILO) is the United Nations agency for the world of work. It sets international labour standards, promotes rights at work and encourages decent employment opportunities, the enhancement of social protection and the strengthening of dialogue on work-related issues.

Promoting decent work.

CREATING JOBS

Promoting economies that generate opportunities for investment, entrepreneurship, skills development, job creation and sustainable livelihoods.

PROMOTING SOCIAL DIALOGUE

Strong and independent workers' and employers' organizations are central to increasing productivity, avoiding disputes at work and building cohesive societies.

A bit of history.



The ILO is founded as part of the Treaty of Versailles that ended the First World War, to reflect the belief that universal and lasting peace cannot be achieved without social justice.

1919



The Declaration of Philadelphia states that labour is not a commodity and establishes basic human and economic rights for States to uphold.

1944



The ILO becomes the first specialized agency of the United Nations.

1946



The Organization is awarded the Nobel Peace Prize.

1969



The Declaration on Fundamental Principles and Rights at Work creates a set of core labour standards.

1998



The Declaration on Social Justice for a Fair Globalization expresses the contemporary vision of the ILO's mandate in the era of globalization.

2008



Agenda 2030 for Sustainable Development places decent work for all at the heart of policies for sustainable and inclusive growth and development.

2015



The ILO marks its Centenary and launches a number of key initiatives to equip the Organization to take up successfully the challenges of its mandate in the future.

2019