

LIFE CITYAdaP3 project

CSR as a management system



“SUPERVUCA-E” MOMENT

we live in a **VUCA** World



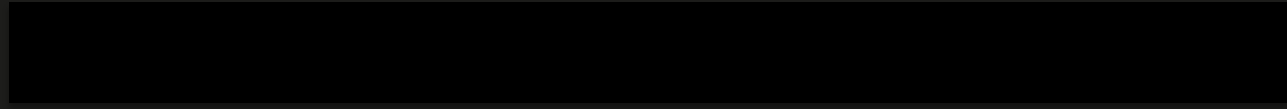
SUPER VOLATILE

SUPER UNCERTAIN

SUPER COMPLEX

SUPER AMBIGUOUS

SUPER LITTLE TALENT



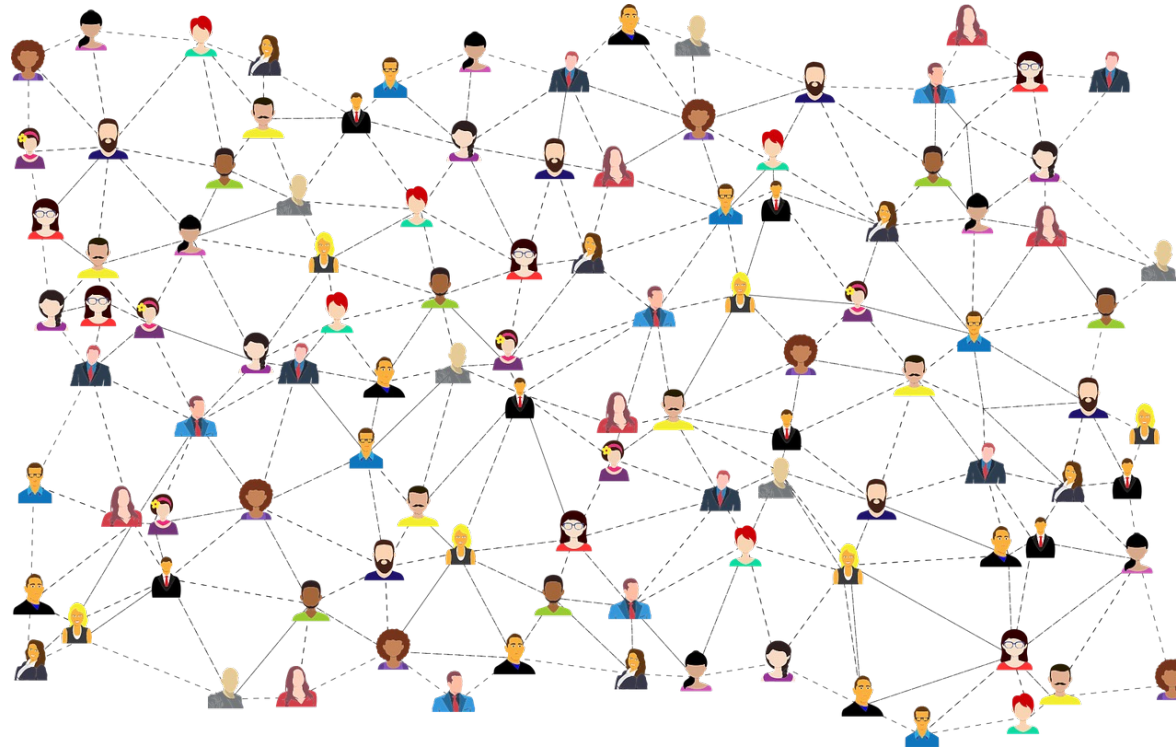
DEFINITION OF EFFECTIVE CSR

CSR is HOW to get WHAT

WHAT: The company's profitability

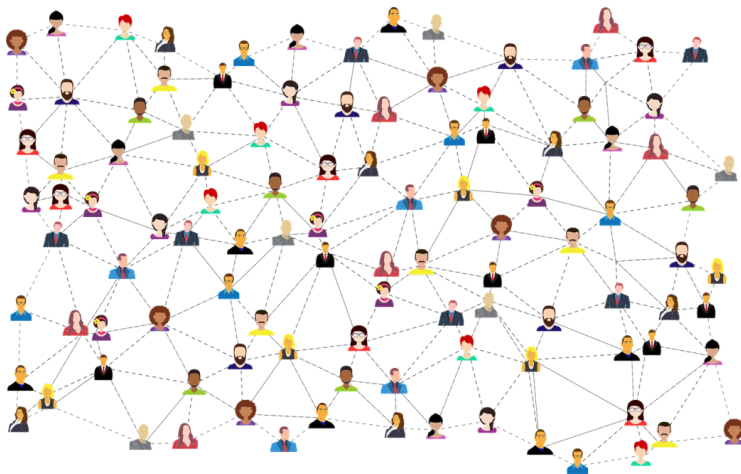
HOW: The way in which I obtain that profit





HOW WE INTERACT WITH STAKEHOLDERS

RELATIONAL MODEL "EC"

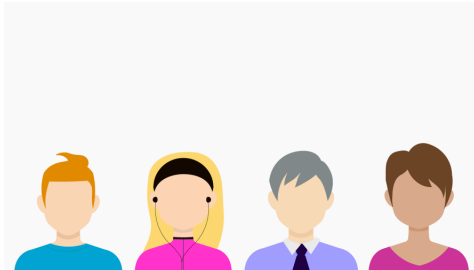


E → EGOISM

C → COLLABORATIVE

I am so selfish that I want things to go very well for the rest so they go very well for me

EMPLOYEES



CUSTOMERS

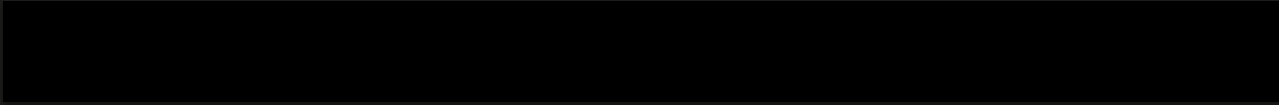


SOCIETY

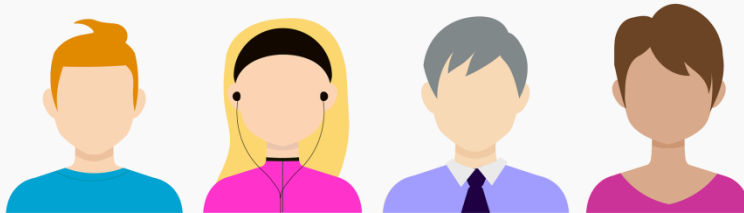


SUPPLIERS





EMPLOYEES



CUSTOMERS



SUPPLIERS



SOCIETY



A management system is right if it is...

EFFICIENT

EFFECTIVE



LIFECITYADAP3