



EVERY BUSINESS HAS A SOCIAL MEANING

Corporate Social Responsibility has been extensively discussed. But, is its meaning really clear? Corporate Social Responsibility is the transparent and ethical management style adopted by business companies regarding all their stakeholders. It also means to establish goals that are compatible with the sustainable development of society, preserving environmental and cultural resources, respecting diversity, and lessening social inequalities. This vision is already part of the day-by-day of the companies which employ resources, power and the mobilization capacity in order to find solutions for our difficulties. Everybody benefits from this attitude. Business companies benefit through expanding their markets, increasing value of their brands, retaining talented professionals, getting consumers preference, and having access to financial resources and new capital. Society benefits through business commitment to eradicate predatory development and to contribute towards the solution of social and environmental problems. It is the combined efforts between business companies and other sectors of society that will help to build a better world.

These are the eight Millennium Goals set by the UN, which might and should be part of your business commitments:



Know our publication “Business Commitment to the Millennium Goals” on www.ethos.org.br

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