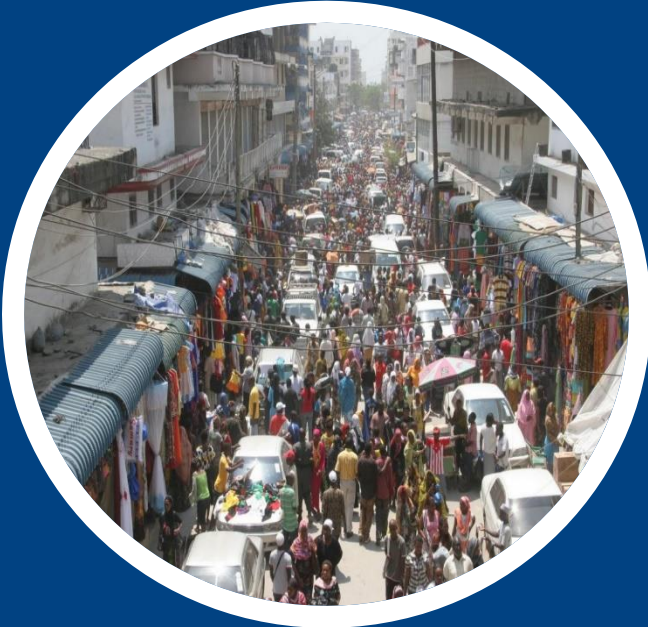


The business case for responsible business conduct



International Organisation of Employers
Organisation Internationale des Employeurs
Organización Internacional de Empleadores
The Global Voice of Business



Tanzania, Arusha, 17-18 October 2017, Chief Policy Adviser Christine Jøker Lohmann

Drivers of CSR (for Danish companies)

- 1) Political pressure -> Avoid regulation
- 2) Customer demands -> Competitive advantage
- 3) Ethical obligations -> License to operate
- 4) Branding -> Improve reputation
- 5) Risk Management -> Know your value chain
- 6) Investors concerned with ethical / reputational risks -> Competitive advantage
- 7) Employee productivity and turnover -> Savings
- 8) Improved quality / efficiency -> Better products and processes
- 9) Savings through environmental management -> Competitive advantage

