

## **Social Responsibility**

What does “Social Responsibility” mean?

Is it possible for a business to be both profitable and socially responsible?

If it IS possible for a business to be both profitable and socially responsible, what does that look like/how is it done?

In your research summary presentation include the following in a WRITTEN document (bulleted items are OK) AND a visual presentation. (Oral presentations should last 3-5 minutes.)

1. Company/organization name
2. Company/organization official statement (or lack of) social responsibility in the mission statement.
3. Identify the company/organization’s geographical location. If the company/organization is multination, identify the location of the home office or headquarters. (Hint – this is a great place for a relevant graphic)
3. Examples of HOW the company/organization actively pursues social responsibility - notice examples is plural. Does the company/organization identify a dollar amount or value for their activities related to social responsibility? (Hint – if locations of programs or benefits are provided, this is another great place for a relevant graphic.)
4. Summary of research – IS the company/organization socially responsible?
5. Identify at least one way the company/organization could expand its social responsibility.

You may use Power Point, Google Slides, Prezi for the visual.

Adhere to rules of Visual Literacy for the visual presentation – slide shows should be between 5-7 slides, Prezi 5-7 points on a path.

Visual presentation also need to include Introduction, including researcher name(s), and Concluding slide “Any questions?”.

**A list of annotated urls for ALL material used in research are required.**