



"We could advertise it as 100% salt free."

Collocations

4 Finish these extracts from a guide to corporate social responsibility by completing each one with verbs from the box that collocate with the words in **bold**.

contribute identify with think supporting

PRO-ACTIVE SOCIAL PERFORMANCE

For most companies, rather than (1) _____ a different **charity** each year on an ad hoc basis, it is preferable to (2) _____ **long-term**. It can be very valuable for a company to (3) _____ **an issue** which is related to its business, and to (4) _____ **funds** regularly.

obey recognizing respecting uphold

ON-GOING SOCIAL PERFORMANCE

Obviously a fundamental of HR management is that companies should always (5) _____ **the law**. But above and beyond that requirement, they have a moral duty to (6) _____ **standards** of common decency. This means for example (7) _____ **human dignity** when there are problems, and (8) _____ **merit** when staff perform especially well.

acknowledge compensate limit negotiate

DAMAGE LIMITATION

The company's first duty in the case of an accident is to (9) _____ the **impact** of the problem on its staff and on the community. It is then essential to (10) _____ **the problem**: nothing less than total transparency will do. After the crisis has passed, management should allow sufficient time to (11) _____ a **settlement** which will satisfy all parties and (12) _____ **the victims** properly.

Discussion

5 Work in pairs or small groups. If a company wants to be ethical and demonstrate corporate social responsibility, what specific practices and policies do you suggest this could involve in the following departments and areas of the business?

- R&D
- Production and Quality
- Marketing and Sales
- HR
- Purchasing
- Finance

Draw up a list of guidelines and present them to the class.

Internet research

Search for the keywords *ethical and unethical business practices* to find out about the kind of ethical issues many businesses face and the different ways of dealing with them. List the most important ones.

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damage limitation
extravagant
misleading
settlement