

# Corporate Social Responsibility

August 29, 2018



# Program

- CEDE Aruba
- Corporate Social Responsibility
- Ha'Bon Aruba
- ARUBA DOET
- Guardian Group
- Q&A session
- Networking



1.

# CEDE Aruba

Together towards new strategies for social development

Daniel Tecklenborg



# Mission Statement

## CEDE Aruba



- To stimulate, support and promote development for the benefit of the Aruban population, in particular by supporting organizations, initiatives and projects in the field of social welfare and promotion of social cohesion in society
- To bring together, strengthen, guide and support organizations, initiatives and projects (whether or not financially)

## How do we reach the mission?



- Provide funds to non-governmental organizations
- Search for (international) funding opportunities
- Support/guide local organizations in developing projects
- **Initiate developments within different sectors of society**

## How do we reach the mission?



- **Stimulate and promote cooperation at all levels within society**
- Act as a sparring partner in the interest of NGO's in general
- Act as a sparring partner of the Aruban government and other parties
- **Initiate and execute programs, projects and activities**

# Workfield

- Neighborhood development
- Families and social network
- Children and Youngsters
- The elderly
- People with disabilities
- Vulnerable groups
- Strengthen NGO's



## Our partners: Samenwerkende Fondsen



**6 cooperating Dutch foundations:** Oranje Fonds, Kansfonds, Stichting Kinderpostzegels Nederland, Innovatiefonds Zorgverzekeraars, Fonds Sluyterman van Loo and RCOAK.



SAMENWERKENDE FONDSEN  
CARIBISCH DEEL VAN HET KONINKRIJK





## Our Collaborators



- 100+ NGO's
- 50+ sportclubs
- 20+ neighborhood initiatives
- 15+ elderly groups
- 8 Dutch Foundations
- Orientating on US and Int. Foundations
- Orientating on EU Funding (Erasmus+)

## Our 'in house' initiatives



**2.**

## **Corporate Social Responsibility**



CORPORATE SOCIAL RESPONSIBILITY

THE BALANCE  
BETWEEN PEOPLE,  
PROFIT, PLANET AND  
PROSPERITY

By Dave Martinus

# What is Corporate Social Responsibility?

- ▶ A corporate ethic strategy
- ▶ A form of corporate self-regulation
- ▶ Why?
  - ▶ to increase long-term profits and shareholder trust through positive public relations and high ethical standards to reduce business and legal risk by taking responsibility for corporate actions
  - ▶ to make a positive impact on the environment and stakeholders including consumers, employees and communities

# Brief History

- ▶ Brundtland report
  - ▶ Development of long-term strategies and common perspective to improvement of human life
- ▶ Earth Summit '92
  - ▶ Patterns of production — particularly the production of toxic components
  - ▶ Alternative sources of energy are being sought to replace the use of fossil fuels which are linked to global climate change
  - ▶ New reliance on public transportation systems is being emphasized in order to reduce vehicle emissions, congestion in cities and the health problems caused by polluted air and smog
- ▶ There is much greater awareness of and concern over the growing scarcity of water

# SME's drivers





2000 - 2015

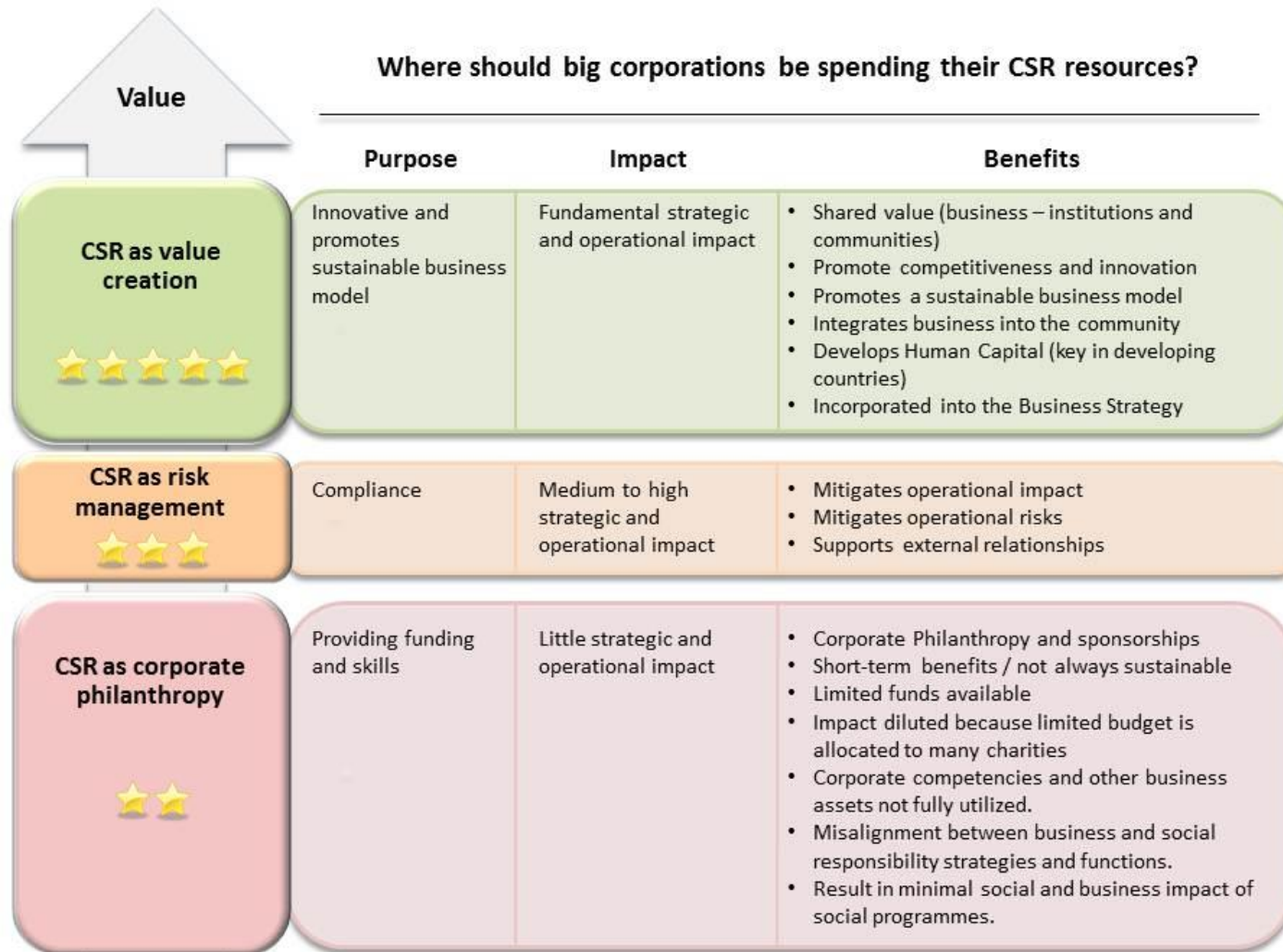


2015 -  
2030





## Where should big corporations be spending their CSR resources?



# What is Business ethics?

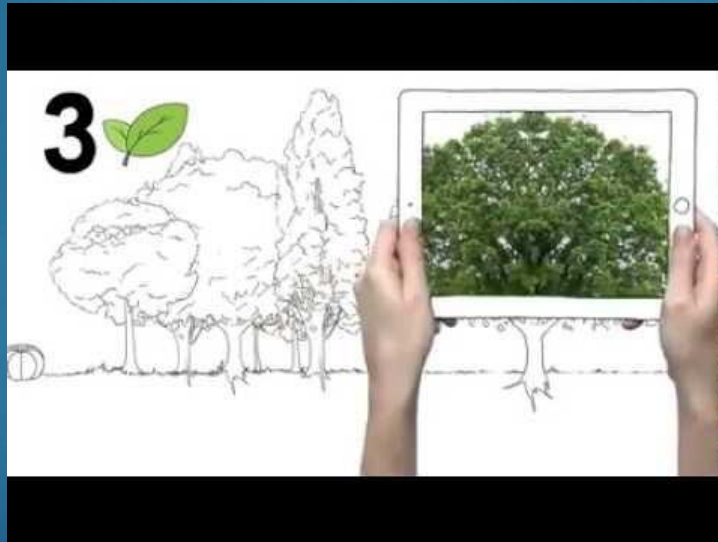
- ▶ Business ethics can be defined as the study of business situations, activities and decisions where issues of right and wrong are addressed.
- ▶ 'Right' and 'wrong' in this context mean morally right and wrong as opposed to, for example, commercially, strategically, or financially right or wrong.

# Green washing

GREENWASHING



# Strategic Management



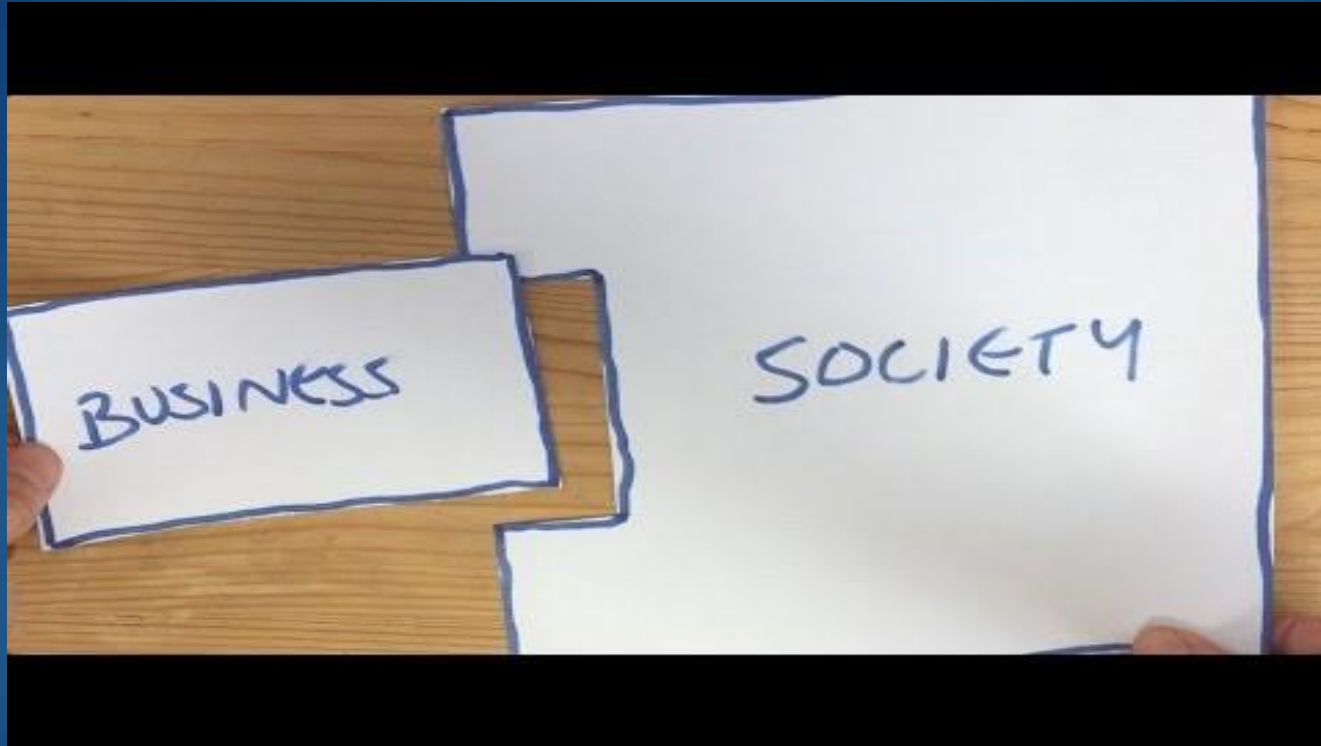
# Possible solutions by local businesses



# Group Assignment

- ▶ Discuss possible solutions how your business could implement the Balance Enterprise drivers:
  - ▶ Environment
  - ▶ Community
  - ▶ Consumer
  - ▶ Stakeholder
  - ▶ Supplier
  - ▶ Employees

BE in it for the long term





3.

## Ha'Bon Aruba

Naline Heilbron





A wooden bowl filled with various fruits and pastries sits on a sandy beach. The bowl contains a bunch of colorful grapes, a slice of watermelon, and several pastries, including a round one with a star-shaped vent and a rectangular one with a wavy pattern. The background shows the gentle waves of the ocean meeting the shore.

# *Ha'Bon<sup>®</sup>*

*Handmade in Aruba*

A solid red arrow pointing to the right, positioned to the left of the text.

**Corporate Social Responsibility**

# Topico di awe

- Historia di Ha'Bon
- Fundacionan cu ta traha cu Ha'Bon
- Stora tras di soap sugar balls y obra di kwihi
- Donacion
- Ambiente di trabou
- Challenges





# Historia di Ha'Bon

