cphbusiness

Corporate Social Responsibility

1st project 2nd sem

February 2016

Project 1: CSR Development

Introduction

Corporate Social Responsibility – CSR is a form of corporate self-regulation integrated into a business model. CSR policy functions as a built-in, self-regulating mechanism whereby business monitors and ensures its active compliance with the spirit of the law, ethical standards, and international norms. The goal of CSR is to embrace responsibility for the company's actions and encourage a positive impact through its activities on the environment, consumers, employees, communities, stakeholders and all other members of the public sphere.

CSR are corporate initiatives in which the company takes account of all its stakeholders (typical employees, the owner, the local community, customers) interests. Stakeholders must in this context refer broadly. Thus, also publicly owned companies can deal with CSR. These initiatives are characterized by prioritizing social responsibility more than imposed by law.

The task

CSR is the main topic of this project. You are asked to develop a prototype for a website where a company in the best possible way communicates its social commitment - its CSR. The company has a need for a redesign of its website – or a new website developed specifically for the current communication needs.

You choose which company you want to solve this assignment for and which activity the company must implement and which other organizations they partner with. You must choose a major company or organization and one or more other actors the company may partner with regarding CSR. You must analyse the company and argue your chosen direction and content of the CSR. The company has a need for a site developed specifically for the current communication needs with the best possible presentation of its CSR strategies and actions.

It is essential that the information is visible in the search engine's unpaid search results (organic search results). Therefor, you must optimize both the content and the code of the website in order to ensure the best possible ranking on search engines. Choose your SEO-keywords wisely and have solid arguments supporting your decision.

Thus, the project involves 3 focus areas:

1. Defining a CSR-strategy for a major company and its partner company
2. Presenting the company's CSR-initiatives on a website
3. Optimizing the website for search engines (SEO)

Project requirements

The project contains 2 hand-ins; a report and a website.

Report

You must hand-in a written report in PDF form of max. 5 pages (2400 keystrokes per page (12000 keystrokes total)) that contains as a minimum:

- Frontpage with title, group members and link to the CSR website
- Plan of the project
- Analysis of the chosen company, partner and CSR development
- Design brief and Design manual for the website
- SEO description and examples

Website

Build a website-prototype that communicates the company's CSR-initiatives to the public in the best possible way. The website must be optimized for search engines, contain valid markup (validate your HTML before handin), and present a consistent and professional look and feel with an implemented SEO.

Feedback

The group will receive oral feedback after their presentation. The project will be graded as approved / not approved.

Project milestones

Activity	Date
Project hand-out	01.02.16
Group registration on Fronter forum	03.02.16
Hand-in on Fronter	19.02.16 at 16.00
Updating personal portfolio	22.02.16 at 16.00
Oral group presentation and feedback	23.02.16 / 24.02.16

Formalia

The project shall be made in groups of **3-5 persons**. The list of names of group members must be registered at:

   Fronter -> 2. semester - l15m**15e -> Forum** on the **Project 1 – CSR Development** discussion thread, no later than Wednesday, February 3rd 16.00. The website must be accessible online and there must be clear indication of the URL at the project report's cover page. The report must be handed in as **one single PDF-file** (must be PDF!). Remember to hand in as a group.

Study points

This project gives a total of 15 study points split on 3 areas:
- Upload project to Fronter in time – 5 study points
- Project description and learning updated on your personal portfolio – 5 Study points
- Participation in group presentation – 5 study points