

# Practicing CSR in the mining industry

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Career Showcase/ Seminar

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# No agreed definition for CSR

Foreign Affairs, Trade and  
Development Canada



Corporate Social Responsibility (CSR) is defined as the voluntary activities undertaken by a company to operate in an economic, social and environmentally sustainable manner.

[international.gc.ca/trade-agreements-accords-commerciaux/topics-domaines/other-autre/csr-rse.aspx?lang=eng#CSR](http://international.gc.ca/trade-agreements-accords-commerciaux/topics-domaines/other-autre/csr-rse.aspx?lang=eng#CSR)

 **INVESTOPEDIA**

## **DEFINITION OF 'CORPORATE SOCIAL RESPONSIBILITY'**

Corporate initiative to assess and take responsibility for the company's effects on the environment and impact on social welfare. The term generally applies to company efforts that go beyond what may be required by regulators or environmental protection groups.

Corporate social responsibility may also be referred to as "corporate citizenship" and can involve incurring short-term costs that do not provide an immediate financial benefit to the company, but instead promote positive social and environmental change.

<http://www.investopedia.com/terms/c/corp-social-responsibility.asp>



# Corporate social responsibility

From Wikipedia, the free encyclopedia

**Corporate social responsibility (CSR**, also called **corporate conscience**, **corporate citizenship** or **sustainable responsible business/ Responsible Business**)<sup>[1]</sup> is a form of **corporate self-regulation** integrated into a **business model**. CSR policy functions as a self-regulatory mechanism whereby a business monitors and ensures its active compliance with the spirit of the law, ethical standards and international **norms**. With some models, a firm's implementation of CSR goes beyond compliance and engages in "actions that appear to further some social good, beyond the interests of the firm and that which is required by law."<sup>[2][3]</sup> CSR aims to embrace responsibility for corporate actions and to encourage a positive impact on the environment and **stakeholders** including consumers, employees, investors, communities, and others.

[http://en.wikipedia.org/wiki/Corporate\\_social\\_responsibility](http://en.wikipedia.org/wiki/Corporate_social_responsibility)



UNITED NATIONS  
INDUSTRIAL DEVELOPMENT ORGANIZATION

Corporate Social Responsibility is a management concept whereby companies integrate social and environmental concerns in their business operations and interactions with their stakeholders. CSR is generally understood as being the way through which a company achieves a balance of economic, environmental and social imperatives ("Triple-Bottom-Line- Approach"), while at the same time addressing the expectations of shareholders and stakeholders. In this sense it is important to draw a distinction between CSR, which can be a strategic business management concept, and charity, sponsorships or philanthropy. Even though the latter can also make a valuable contribution to poverty reduction, will directly enhance the reputation of a company and strengthen its brand, the concept of CSR clearly goes beyond that.

<http://www.unido.org/en/what-we-do/trade/csr/what-is-csr.html>



"The concept of CSR is underpinned by the idea that corporations can no longer act as isolated economic entities operating in detachment from broader society"

<https://www.iisd.org/business/issues/sr.aspx>

Managing  
Impacts

Generating  
benefits

Respecting people and rights



Source: Ed Opitz, Kinross



## CSR definition by ISO 26000

The responsibility of an organization for the impacts of its decision and activities on society and the environment, through transparency and ethical behavior that:

- Contribute to sustainable development ,including health and welfare of society
- Takes into account the expectation of stakeholders
- Is in compliance with applicable law and consistent with international norms of behavior
- Is integrated throughout the organization and practices in its relationship

[https://www.tuv.com/media/india/informationcenter\\_1/systems/Corporate\\_Social\\_Responsibility.pdf](https://www.tuv.com/media/india/informationcenter_1/systems/Corporate_Social_Responsibility.pdf)



# TMX listed mining companies have projects across the globe

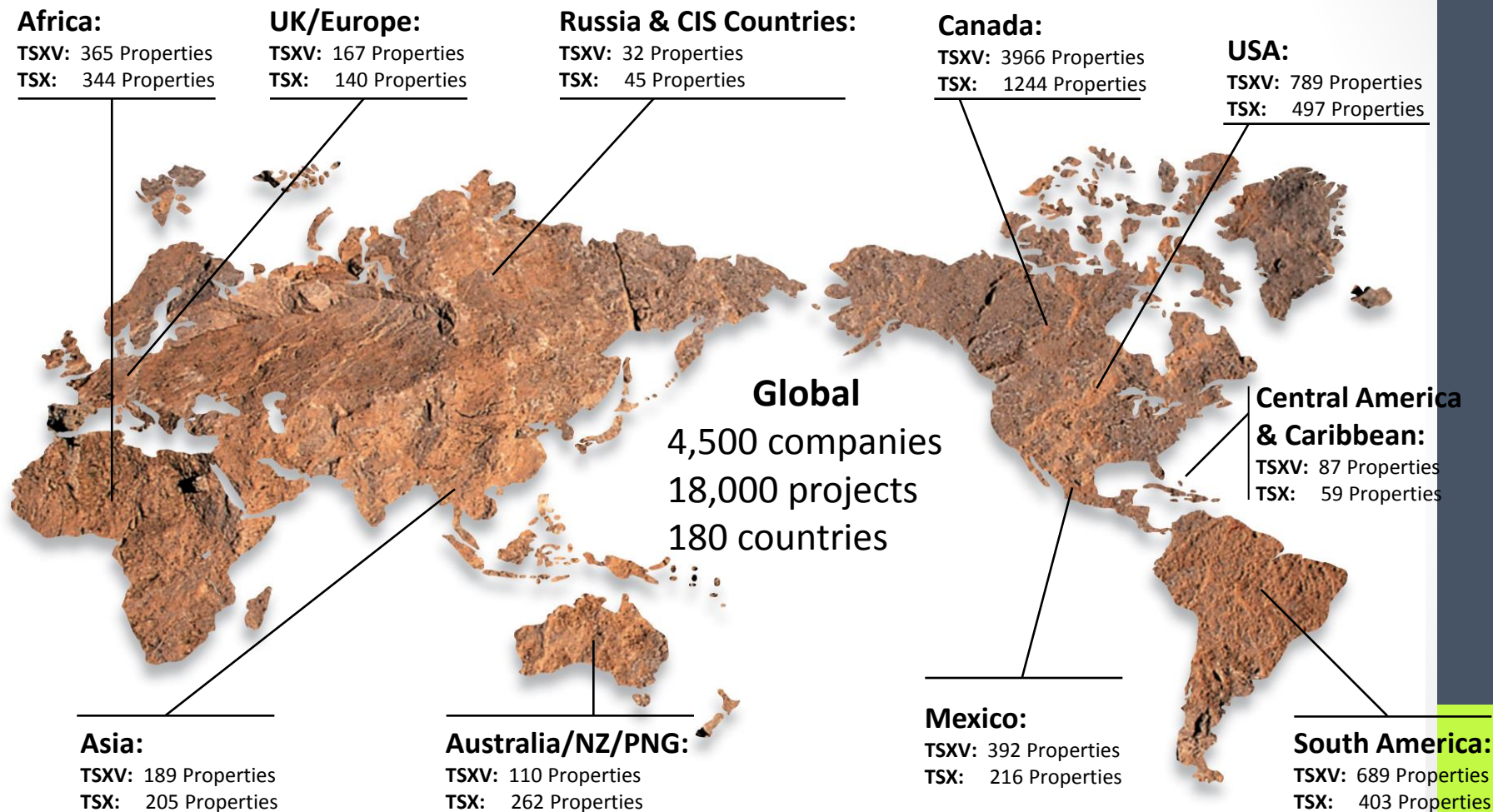




Foto Prensa Libre: OSWALDO CARDONA

**EL HOTEL** donde dormían empleados de la mina San Rafael fue incendiado por la turba.



Foto Prensa Libre: OSWALDO CARDONA

**UNO DE LOS** vehículos, completamente destruido por pobladores que rechaza la actividad minera.

**ADVIERTEN QUE SEGUIRÁN PROTESTAS**

# Turba quema seis vehículos en ruta

Pobladores de Mataquescuintla rechazan trabajo minero.

**POR OSWALDO CARDONA Y HUGO OLIVA**

Una enfurecida turba de vecinos de Mataquescuintla, Jalapa, la emprendieron contra empleados de la minera que funciona en la finca San Rafael, y quemaron cinco picops y un camión.

Los inconformes le prendieron fuego a un camión que supuestamente estaba cargado con dinamita. Además, incendiaron un hotel de 18 habitaciones donde pernoctaban empleados de la minera.

Los poblado-

**DATO**

**6**

**vehículos** fueron incendiados por la turba inconforme del municipio.



Foto Prensa Libre: OSWALDO CARDONA

**A PESAR** de que creyeron que el camión llevaba dinamita, a los pobladores no les importó prenderle fuego.

una de muchas acciones que tomarán si ven vehículos o empleados de la minera que transitan por

ruta hacia Jalapa.

El primer conflicto se produjo en el km 104 y se prolongó un kilómetro antes en el cantón Barrios.

Hugo Loy, alcalde municipal, dijo que los pro-

la mina han provocado", explicó Loy.

El edil autorizó el 11 de noviembre una consulta municipal, a pesar de que la Corte de Constitucionalidad la había deido en





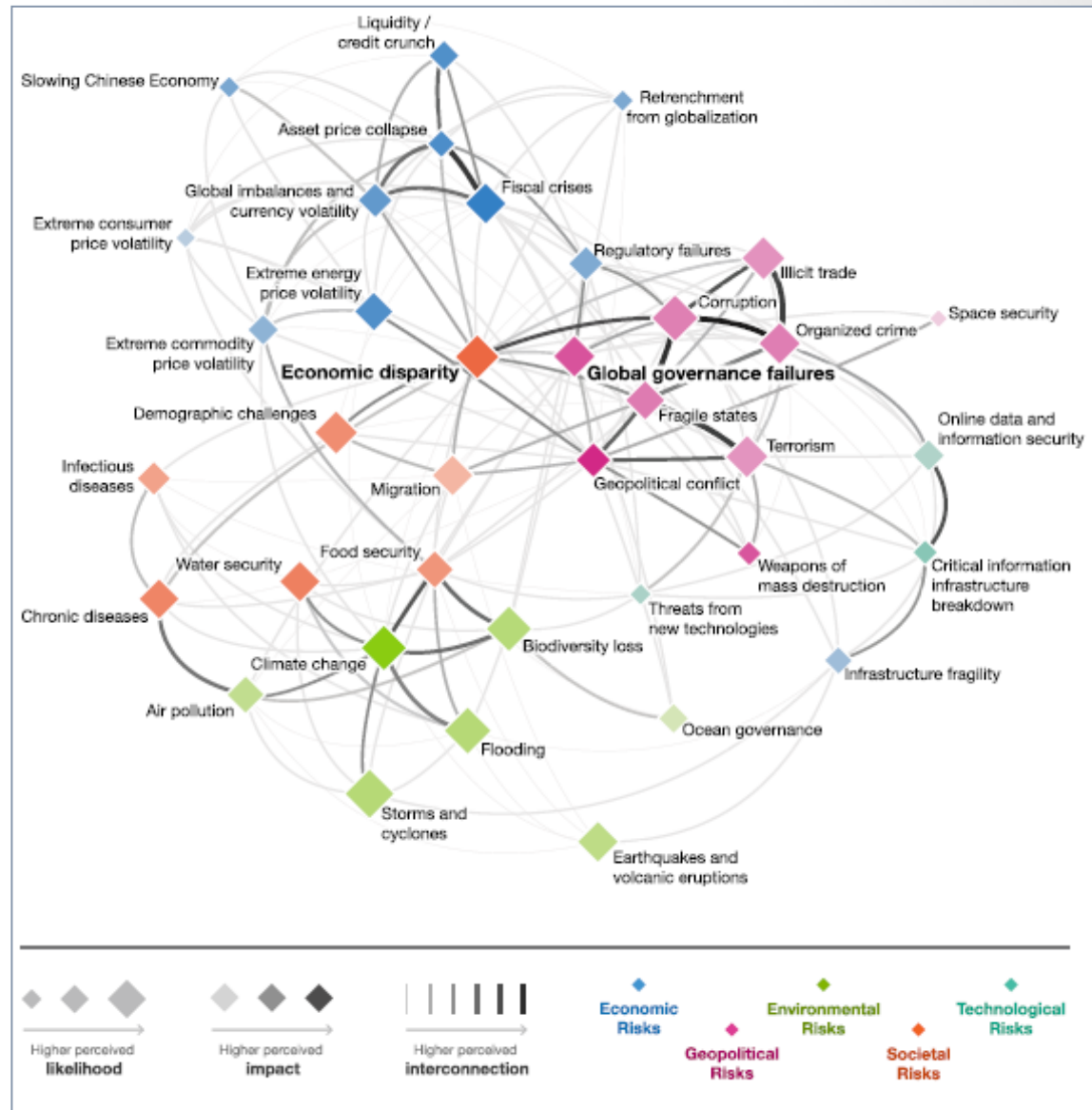
# Responsible Mineral Development & CSR



# Risks at a global level?

## World Economic Forum

### Risk interconnectivity map



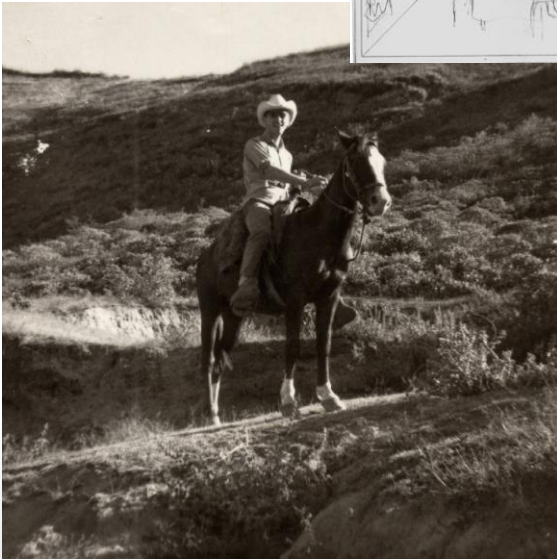
# Who is responsible for CSR within the company?

**Everyone!**

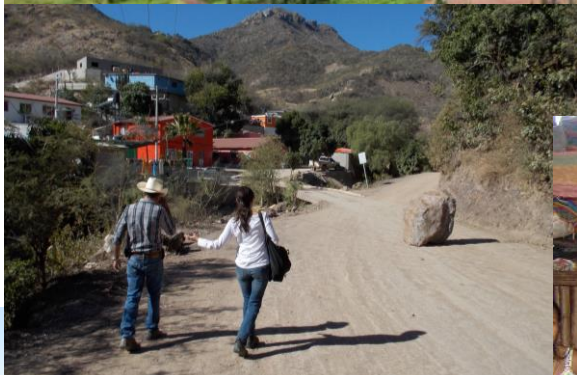
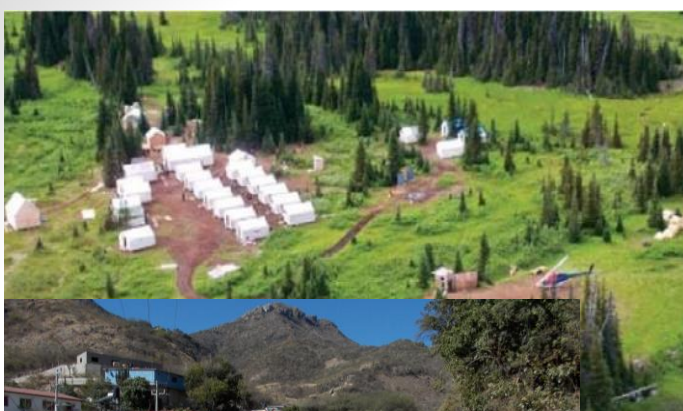
CEO  
CFO  
Board  
Geologists  
Human resources  
Communications  
Community relations  
Security  
Investor relations  
Workers  
Procurement  
Contractors



# A journey











A Framework for  
Responsible Exploration

## Principles and Guidance Notes



PROSPECTORS &  
DEVELOPERS  
ASSOCIATION  
OF CANADA

[www.pdac.ca/e3plus](http://www.pdac.ca/e3plus)

# Lessons learned / Still learning

- The social patterns for communication have changed - further exposure
- Help develop the industry while contributing to sustainable development. Focus: impacts on society and employees
- Dialogue and relationship building – collaborative processes (internal and external)
- Alignment of company to CSR goals – Company's DNA
- Understand conflict – underlying causes. Work on problem roots, not the symptoms
- Understand each party's roles and responsibilities – Responsible Mineral Development
- Become an agent of positive change and an example of best practices
- Ordinary people can do extraordinary things. Be inclusive, aim for collaborative work
- There still is a lot of work to do!









# Thank you!

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