Standardising Media Sustainability NEM Summit 2023 **CSR**company international



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ARE YOU TOO BUSY TO INNOVATE?







Al Capone was known for setting up soup kitchens during the Great Depression, providing milk for school children, and sending thousands of dollars worth of flowers to rival gang member's funerals (and for being a violent, ruthless killer).







Greenwashing versus CSR



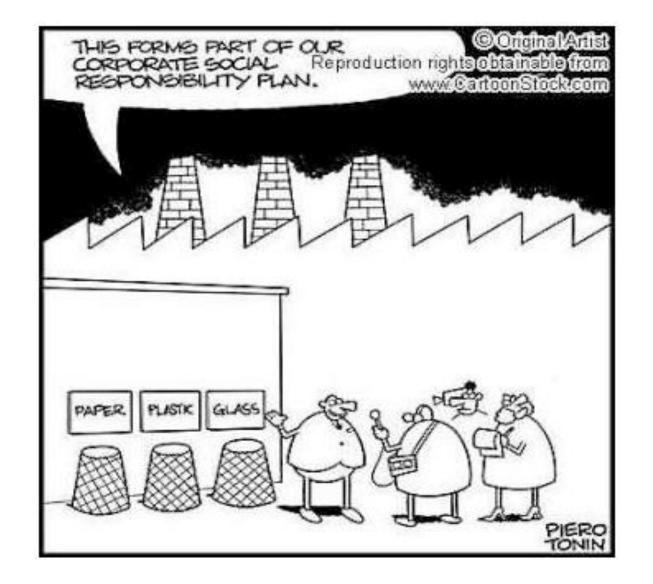


Stakeholder













ISO 26000 International Standard on Social Responsibility









