

CORPORATE SOCIAL RESPONSIBILITY CASE IN CISCO COMPANY



CISCO

WHAT IS “CISCO SYSTEMS”?

- ▶ American transnational company, networking hardware manufacturer and seller founded in 1984
- ▶ Total revenue of 49.29\$ billion in 2016*
- ▶ Total net profit of 10,74\$ billion in 2016*
- ▶ 71,883 employees in 2016*
- ▶ 8th place in Forbes’ “10 Companies With The Best CSR Reputation In 2017” list (71 RepTrak pts)



- a Cisco IoT and cloud business platform subsidiary



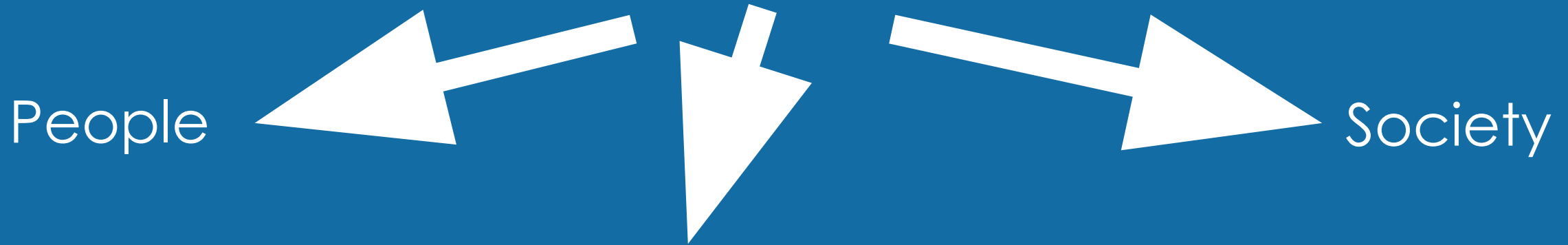
- a Cisco network security subsidiary.



- a Cisco cloud computing security subsidiary.

* - According to CISCO 2016 Annual Report

CORPORATE SOCIAL RESPONSIBILITY



People

- Ethical Conduct
- Our people
- Building skills and entrepreneurship

Planet

- Energy and greenhouse gas reduction
- Product end of life

Society

- Building knowledge and the digital foundation
- Human rights (ethics, labor, data security/privacy, digital rights)
- Responsible sourcing and manufacturing

BUT ... ?



REFERENCES

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