CORPORATE SOCIAL RESPONSIBILITY CASE IN CISCO COMPANY

Made by Kolesov Denis, 156

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 Reputations In 2017" list (71 RepTrak pts)

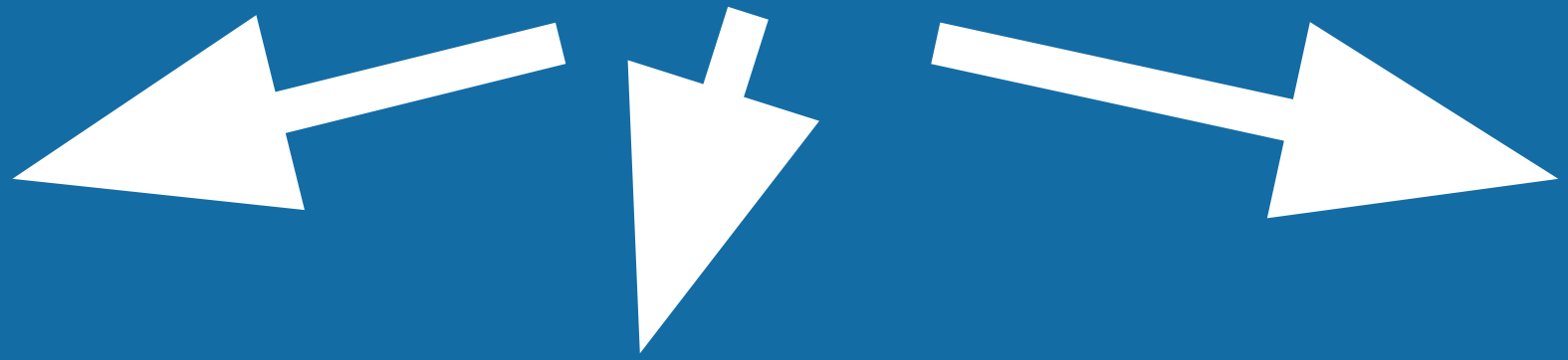
- a Cisco IoT and cloud business platform subsidiary

- 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

1. CISCO ANNUAL REPORT 2016 - https://www.cisco.com/c/en/us/about/annual-reports.html

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3. FORBES' "10 Companies With The Best CSR Reputations In 2017" list" - https://www.forbes.com/sites/karstenstrauss/2017/09/13/the-10-companies-with-the-best-csr-reputations-in-2017/

4. "Cisco's CSR Program Under CEO Chuck Robbins Is Flourishing" by Patrick Moorhead; Forbes, 9.05.2016 - https://www.forbes.com/sites/patrickmoorhead/2016/03/09/ciscos-csr-program-under-ceo-chuck-robbins-is-flourishing/#cec4a40574e2

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