MIND MAP

Limits

- greenwashing
- reputation laundering
- no legal obligations
- complex to please all the stakeholders

Assets

- competitiveness
- better brand image
- attracting employees, clients and investors
- more profits
- government subsidies and tax breaks

CORPORATE CITIZENSHIP

Definitions

- ethically-and-socially minded business (ESG)
- corporate social responsibility
- sustainable development
- triple bottom line
- social, environmental and economic aspects