



Corporate Social Responsibility (CSR)

In recent years, more and more consumers, existing and potential business partners and employees are paying attention to the companies that give priority to legal and ethical issues as well as social commitments and environmental protection. As a result, there is a growing need for companies to implement CSR conducts as a part of their basic corporate values and overall business strategy.

A considerate HR policy, a decent working environment, contribution to environmental protection and maintaining business integrity are the important elements of the company culture when doing business in and with Denmark.

Recognizing the growing importance of CSR in the globalized world, The Trade Council has included CSR among its services offered to the Danish companies in the most important markets like Bangladesh.



Goldman Sachs has marked Bangladesh among the 'Next 11' countries after the BRICS. Bangladesh has been enjoying a growth of GDP over 6% over the last decade and has been identified as one of the top 5 fastest growing key emerging economies in 2014 by Euromonitor International.

What is CSR?

CSR or Corporate Social Responsibility is a management concept and is the responsibility of a company for the impact of its decisions and activities on society and on the environment. CSR is the integration of social and environmental considerations throughout a company's business operations. Social Responsibility is in place when a business:

- Looks into ways of improving conditions for employees i.e. in the field of occupational health and safety
- Works systematically with environmental management
- Considers social and environmental dimensions when developing a new product or service
- Acts with integrity in business transactions
- Engages in activities that support local community development
- Takes stakeholders' expectations into account
- Works closely and together with its suppliers to improve social and environmental conditions

Benefits of CSR

- Help efficient human resource base, decrease staff turnover resulting in increased employee satisfaction and dedication
- Enhance employees' pride in the company leading to an increased motivation and productivity i.e. CSR policies of a company and the way it is perceived by the public attracts the most talented employees
- Increase productivity and lower costs thus leading the company to become more competitive by implementing environmental management systems
- Enhance access to capital and markets
- Result in the innovation and development of new products and ideas
- Can be a strategic tool to strengthen a company's competitiveness and move ahead of its competitors
- Increase customer loyalty and satisfaction and thereby increase sales and profits
- Improve brand image and reputation



Our Services

The Trade Council offers basic assessment of CSR practices present in the activities of suppliers and sub-suppliers. Depending on the sector and the service in which the suppliers and sub-suppliers are involved, this includes:

- Physical review of workplace
- Review of employee records
- Review of other required documentation like trade licenses
- Facilities available to the employees like first aid or child care

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