

Mission: To provide people of faith with tools for implementing their values as consumers, investors, employees, employers, and citizens.

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[CSR]² Review's Approach

Many professional proponents of corporate social responsibility and socially responsible investing are working to explain the benefits of good corporate behavior as "risk" management. Their basic logic is that acting responsibly is good business because it reduces the risk of developing a bad reputation or incurring certain liabilities because of an operation gone wrong.

Many individual investors choose SRI mutual funds because they "don't want their money to be dirty." What is the relationship between these two aspects of the CSR movement? Two of the *Review's* articles touch on business risk issues associated with labor shortages. One looks at potential mitigation through hiring older workers, and one looks at policies (particularly internationally) associated with HIV/Aids and the impact on the labor force in some countries. What should be the basis for corporate decision-making on these issues? How might decisions differ if a company selects one approach over the other?

One core element of the debate between these two approaches to CSR/SRI is that investors are ultimately interested in making money. What is the appropriate balance between ethical decision-making and risk mitigation?

Express Your Values through Action

1. ***Plan your own environmental management.*** Read the article on p. 7 and develop a specific plan for incorporating environmental considerations into your everyday decisions.
2. ***Review your portfolio.*** Read the article on companies that seek older workers (p. 2) and on sustainable companies (p. 4) and look to see if your portfolio includes "good" companies, rather than avoiding "bad" companies. Also consider your investment exposure to HIV/Aids issues (p. 6) based on the countries of operations within your portfolio.