Suggestions for videos Chapter 10

Content

[Videos for students/lectures (informative) 1](#_Toc460010319)

[Videos for students/lectures (politically engaged) 2](#_Toc460010320)

## Videos for students/lectures (informative)

**Suggestion for a video on YouTube, see search quote between []:**

The impact of society (protest groups) on Shell :

[Brent Spar Greenpeace vs. Shell] (Planet Film International / 4:39 minutes)

Information Shell about decommissioning a platform :

[Brent decommissioning comparative assessment] (Shell / 7:20 minutes)

CSR strategy for the whole company :

[What is Your CSR Strategy?] (Harvard Business School Executive Education / 2:59 minutes)

A short introduction on CSR :

[Corporate Social Responsibility Strategy berkeleyexeced] (berkeleyexeced / 1:18 minutes)

Historical background CSR :

[Corporate Responsibility: The American Experience -- Archie Carroll Interview] (University of St. Thomas | Minnesota / 4:51 minutes)

Information about pyramid of Caroll :

[Carroll and CSR] (LearnLoads / 4:44 minutes)

Critical view on CSR :

[Impact of Corporate Social Responsibility] (LeBow College of Business / 4:37 minutes)

Debate CSR and Values :

[Is CSR Dead? Barclays Debates 3BL Media] (3BL Media / 3:53 minutes)

Information about a label :

[What does the USDA Organic label really mean?] (Michael Tapp / 2:54 minutes)

Information about ISO, in particular ISO 26000 :

[Importance and benefits of ISO 26000 on Social Responsibility] (GreenIngot / 37:30 minutes)

Information about ISO 26000 :

[Launch of ISO 26000: Interview, Rob Steele, ISO Secretary-General] (ISO / 4:00 minutes)

Information about ISO 26000 :

[Social Responsibility and ISO 26000 Training Overview] (CBG Inc. / 8:46 minutes)

Information about the Global Reporting Initiative :

[What is the Global Reporting Initiative?] (Toby Webb / 5:53 minutes)

Information about Reputation Management :

[Defining Reputation Management and Why It's Important] (LeBow College of Business / 6:21 minutes)

## Videos for students/lectures (politically engaged)

**Suggestion for a video on YouTube, see search quote between []:**

Why change the strategy into a sustainable business strategy? :

[Ray Anderson: The business logic of sustainability] (TED / 16:40 minutes)