

**CORPORATE SOCIAL RESPONSIBILITY: INITIATIVES****Yatsuk A.S., Koptieva H.M.*****National Technical University «Kharkiv Polytechnic Institute», Kharkiv***

In the current circumstances, corporate social responsibility is a basic condition for successful business, under which the company, while achieving its own goals, simultaneously implements initiatives to care for society and the environment [1; 2]. The company's activities are aimed at meeting the needs of stakeholders – employees, customers, partners, community, etc. Companies that adhere to the principles of corporate social responsibility implement initiatives in the following areas: environmental, economic, ethical and philanthropic.

**Таблиця - Initiatives of Corporate Social Responsibility (CSR)**

Environmental responsibility of CSR	Ethical and human responsibility aspects of CSR	Economic responsibility of CSR	Philanthropic responsibility of CSR
Environmental Sustainability (Resource Conservation, Waste Reduction)	Fair Labor Practices (Fair Wages, Safe Working Conditions)	Job Creation and Employment Practices (Fair Employment, Job Opportunities)	Charity, donations, volunteer initiatives.
Carbon Footprint Reduction (Energy Efficiency, Renewable Energy)	Human Rights Promotion (Non-Discrimination, Human Rights Due Diligence)	Economic Development in Local Communities (Local Sourcing, Entrepreneurial Support)	Involvement of employees in social projects
Sustainable Supply Chain (Ethical Sourcing, Green Procurement)	Diversity and Inclusion (Equal Opportunities, Inclusive Policies)	Inclusive Economic Growth (Supply Chain Diversity, Inclusive Hiring)	Funding of educational programmes
Biodiversity Conservation (Habitat Protection, Biodiversity Initiatives)	Ethical Supply Chain Management (Supplier Standards, Supply Chain Transparency)	Financial Transparency (Transparent Reporting, Ethical Financial Practices)	support for healthcare initiatives,
Pollution Prevention (Emission Control, Toxic Substance Management)	Community Engagement (Community Development, Social Impact Assessment)	Customer Satisfaction and Fair Pricing (Quality Products and Services, Fair Pricing)	Donations to causes and support for community improvement projects
Climate Change Mitigation (Carbon Offsetting, Adaptation Strategies)	Ethical Marketing and Communication (Truthful Advertising, Responsible Communication)	Financial Inclusion Initiatives (Access to Financial Services, Microfinance Programs)	Investments in renewable energy
Product Sustainability (Life Cycle Assessment, Eco-Friendly Design)	Employee Volunteering and Development (Professional Development, Employee Volunteer Programs)	Global Economic Citizenship (Global Supply Chain Responsibility, International Economic Development)	Driving Innovation and Embracing Sustainability

**References:**

1. Коптєва Г., Козуб С. Соціальна відповідальність як сучасний принцип планування розвитку безпечного бізнесу в торгівлі. *European Cooperation*. Том 2. №46. 2020. С. 55 – 74. DOI: <https://doi.org/10.32070/ec.v2i46.83>.
2. Nashchekina O.M., Koptieva H.M., Tymoshenkov I.V. (2023) The impact of CSR on financial performance: controversial empirical evidence and reasons behind it. *Вісник Національного Технічного Університету "Харківський Політехнічний Інститут"* (економічні науки), (1), 73–78. DOI: <https://doi.org/10.20998/2519-4461.2023.1.73>.