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Ilona Mrázová

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**Socially responsible companies dealing with plastic
pollution in the oceans**

Iлона Mrázová

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Ilona Mrázová

Vedoucí práce:

Bc. Jana Havlíčková, M.B.A.

Katedra anglického jazyka a literatury

Fakulta filozofická Západočeské univerzity v Plzni

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Prohlašuji, že jsem práci vypracovala samostatně a použila jen uvedených pramenů a literatury.

Plzeň, duben 2020

Ilona Mrázová

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I. Introduction

This bachelor thesis focuses on the issue of socially responsible companies dealing with plastic pollution in the oceans. The aim of this bachelor thesis is to summarize important information about the concept of CSR, its advantages and main principles and at the same time to point out the current issue of plastic waste in the oceans.

The motivation for writing about this topic was the fact that it is a current problem and it concerns the whole planet. The plastic pollution in the oceans affects marine environment, human race, climate and the global economy. The author tries to draw attention to the companies that make an effort to reduce using plastics and prevent plastic pollution and to the companies that clean the ocean from plastics. We use plastics every day and we use them in large quantities, that is why we need to reduce the consumption of plastics.

The bachelor thesis is divided into two parts. The first part of the bachelor thesis is theoretical and deals with the definition of corporate social responsibility. It describes its main principles, benefits and provides information about the connection between corporate social responsibility and Fair Trade. The work presents development of socially responsible companies in the Czech Republic and Czech organisations supporting the extension of CSR. One chapter of the theoretical part focuses on the impact of globalisation on corporate social responsibility. The work mentions some of the socially responsible companies. These are primarily companies that fight against plastics, as well as companies and organisations that clean the oceans from plastic waste. The conclusion of the theoretical part is dedicated to plastic pollution in the oceans and its impact on marine and human life.

The second part of this bachelor thesis is practical. The practical part is comprised of a questionnaire, which focuses on the issue of socially responsible companies in general, but also on the plastic waste and on plastic pollution in the oceans. The aim of the practical part is to find out what opinion and knowledge do the people living in the Czech Republic have about plastic pollution in the oceans. At the same time

the purpose of the practical part is to point out that it does concern also the Czech Republic despite the fact it is a landlocked country.

The basis for the bachelor thesis is also own experience of the author. She participated in Work and Travel program and worked in a hotel restaurant and in a juice bar on the Hawaiian Islands. The owner of the juice bar focused primarily on sustainability and tried to impact nature as little and as gently as possible. The juice bar was located in a large shopping centre, where unfortunately the waste was not recycled. That means the waste from all the shops at the shopping complex ended up in one big container and then most of it probably in the Pacific Ocean.

In addition to the questionnaire, the author primarily uses the method of research in libraries and technical literature, but also examines online resources, for example technical articles focused on the concept of CSR or online dictionaries, especially business dictionaries.

II. Defining concept of Corporate Social Responsibility

1. Introduction

Corporate Social Responsibility or CSR is a concept which has become dominant in business in recent years. Although CSR has been discussed for a long time, there is currently no unified definition.¹ As Kašparová and Kunz state in their book: *"This is due to the fact, in our opinion, that corporate social responsibility is based on volunteering, has no boundaries, and thus gives room for both broad discussion and a very broad understanding and interpretation of this complex concept by individual interest groups."*²

2. Definition of CSR

There are many definitions of what corporate social responsibility means. There is no unified definition of what this term signifies, however all the definitions you can find give basically the same information. According to the opinion of David Crowther and Güler Aras the definition of corporate social responsibility is as follows: *"The broadest definition of corporate social responsibility is concerned with what is – or should be – the relationship between global corporations, governments of countries and individual citizens. More locally the definition is concerned with the relationship between a corporation and the local society in which it resides or operates. Another definition is concerned with the relationship between a corporation and its stakeholders."*³

Another definition, the definition of the United Nations Industrial Development Organization reads as follows: *"Corporate Social Responsibility is a management concept whereby companies integrate social and environmental concerns in their business operations and interactions with their stakeholders. CSR is generally understood as being the way through which a company achieves a balance of economic, environmental and social imperatives ("Triple-Bottom-Line-Approach"), while at the same time addressing the expectations of shareholders and stakeholders."*

¹ Kašparová, Kunz 2013: p. 12

² Ibid., p. 12-13. *"Je to způsobeno, dle našeho názoru, zejména tím, že společenská odpovědnost firem je založena na dobrovolnosti, nemá striktně vymezené hranice a tím dává prostor jak k široké diskuzi, tak i k velmi širokému chápání a interpretaci tohoto komplexního konceptu jednotlivými zájmovými skupinami."*
Translated by the author of the bachelor thesis from Czech into English

³ Crowther, Aras 2008: p. 11

In this sense it is important to draw a distinction between CSR, which can be a strategic business management concept, and charity, sponsorships or philanthropy."⁴

The definition according to the opinion of James Chen, the director of trading and investing content at Investopedia, is that: *"Corporate social responsibility (CSR) is a self-regulating business model that helps a company be socially accountable—to itself, its stakeholders, and the public. By practicing corporate social responsibility, also called corporate citizenship, companies can be conscious of the kind of impact they are having on all aspects of society, including economic, social, and environmental."⁵*

These were just some of the different definitions of what corporate social responsibility means. We could say that corporate social responsibility is a way in which companies try to have a positive impact on society by managing their business operations and interactions. They also try to have a positive impact on environmental and economic factors. This concept can have many forms based on the company and industry. Socially responsible companies want to prosper and strengthen their brands through volunteering, philanthropy or CSR programs.⁶

3. Main principles

Although the concept of corporate social responsibility is complex and not clearly defined it is possible to name some of the basic principles of it. These include for example volunteering, which is a key part of socially responsible companies and their programmes.⁷ Socially responsible companies serve the community by volunteering, but they also encourage and support cooperation of employees and that strengthens their companies.⁸

⁴ *What is CSR?* [online]. Available from: <https://www.unido.org/our-focus/advancing-economic-competitiveness/competitive-trade-capacities-and-corporate-responsibility/corporate-social-responsibility-market-integration/what-csr>. [Retrieved 06.04.2020].

⁵ Chen, James (2020): *What is Corporate Social Responsibility (CSR)?* [online]. Available from: <https://www.investopedia.com/terms/c/corp-social-responsibility.asp>. [Retrieved 06.04.2020].

⁶ Schooley, Skye (2019): *What is Corporate Social Responsibility?* [online]. Available from: <https://www.businessnewsdaily.com/4679-corporate-social-responsibility.html>. [Retrieved 09.04.2020].

⁷ Kašparová, Kunz 2013: p. 16.

⁸ Hawley, Pamela (2016): *Here's How Volunteering Can Strengthen Your Company* [online]. Available from: <https://www.csrwire.com/blog/posts/1746-heres-how-volunteering-can-strengthen-your-company>. [Retrieved 14.04.2020].

The second principle we could mention is cooperation with stakeholders.⁹ During cooperation with stakeholders so-called win-win situations can occur.¹⁰ A win-win situation is one that has a positive outcome for both sides.

Another principle we might consider important is making a commitment, that the socially responsible company will contribute to the quality of people's lives. Most of the socially responsible companies try to work for the benefit of society.¹¹

The benefit for society should be one of the main goals of the socially responsible companies. For example, socially responsible companies can contribute to various charities or financially support educational programs for people who do not have the resources to educate themselves. They can invest in activities that help improve the care of homeless people. For example, the owners of restaurants and other food businesses can provide free food for homeless people or orphanages. The business can decide whether they want to have a positive impact on the society and if yes, they will benefit from that as well. It is favourable for companies when their operating costs are low, their sales are increasing and their customers are loyal. It is also important to have employees that are qualified and skilled.¹²

As one of the main principles of CSR we could consider the functioning of a company that focuses on various aspects of its business.¹³ These aspects include mainly economic, environmental and social ones. This kind of a business functions as so-called "triple bottom line business".¹⁴ Triple bottom line or TBL is a concept that includes the above-mentioned aspects - social, economic and environmental. These three aspects that interact with each other can be seen in Appendix A. In that picture you can find three circles, each circle represents one of the aforementioned aspects – social aspect as "people", economic aspect as "prosperity" and environmental aspect called "planet". According to this theory, if a company would focus only on its own profit and would disregard the two other aspects - people and planet, it could not be considered

⁹ Kašparová, Kunz 2013: p. 16

¹⁰ Ibid.

¹¹ Ibid.

¹² Nafi, Jannatun (2018): *Benefits of CSR* [online]. Available from: <https://www.transparenthands.org/what-are-benefits-of-corporate-social-responsibility-csr-towards-society/>. [Retrieved 15.04.2020].

¹³ Kašparová, Kunz 2013: p. 16

¹⁴ Ibid.

a full-blown business.¹⁵ We can take a closer look at each aspect so that we are able to imagine concrete examples under them. The term prosperity is quite clear. It is about Profit and Loss Statement or Profit and Loss Account.¹⁶ It is a summary of revenues, costs and expenditures that incur during a fiscal quarter or year.¹⁷

The second aspect – social, or in the picture called "people" (see Appendix A) - focuses on how much socially responsible the company is. This includes besides other things the philanthropy of the company, volunteering, education and security of the employees, gender equality and human rights. The last aspect – the environmental one, in the picture called "planet" is focused on environmental responsibility of the company. That means, for example, producing environmentally, investing in environmentally friendly technologies, recycling or saving energy and using renewable energy like solar or wind energy.¹⁸

The transparency of the company is another principle of CSR. To be a transparent company means that the company is outright and responsible for its actions. The companies should provide all the information about their business, that means the positive but also negative information. With this approach, they could attract more loyal customers and interest the investors in their business.¹⁹

Sustainability is also important for corporate social responsibility. The idea of sustainability is that business should operate in a way that does as little damage to the environment as possible. It also includes the fact that companies should not focus on short-term profits, but rather on long-term goals that will have a positive impact on society and the planet.²⁰

¹⁵ Kenton, Will (2020): *Triple Bottom Line (TBL)* [online]. Available from: <https://www.investopedia.com/terms/t/triple-bottom-line.asp>. [Retrieved 15.04.2020].

¹⁶ Reiff, Nathan (2020): *Profit and Loss Statement (P&L)* [online].

Available from: <https://www.investopedia.com/terms/p/plstatement.asp>. [Retrieved 15.04.2020].

¹⁷ Ibid.

¹⁸ *Trojí zodpovědnost* [online]. Available from: <https://managementmania.com/cs/troji-zodpovednost>. [Retrieved 16.04.2020].

¹⁹ Kašparová, Kunz 2013: p. 16-17

²⁰ Mascul 2004: p. 108

The last principle is systematicity. These are business strategies and processes. Systematicity is important not only in business and working life, but also in personal life. The system can fine-tune, improve, and eliminate deficiencies over time.²¹

4. Benefits

There are many things that can be beneficial for a company. However, we will mention only some of them, the most important ones. The first benefit is a good reputation, which is crucial for every company.²² Reviews and recommendations are connected with reputation. Especially the online world has become more and more popular. Many customers look at the company's online reviews before buying something from it. It is a certainty for them that buying a product from that company is not just a waste of money.

This is also closely connected to the customer's loyalty, which we can consider as another very important benefit. It is very likely that customers who are satisfied with products, services or employees of one company will be happy to come back and not buy products from the company's competitors.²³

Based on this satisfaction, the customers may recommend the company to their friends, family and people they are familiar with. The unreachable dream of every company is to make the greatest profit at the least cost. Unfortunately, it does not work in practice. The socially responsible companies may save some money, for example, by effectively using raw materials and technology. That means manufacturing even the parts of raw materials that other companies would consider as waste that can no longer be used.

Reducing costs also improves the so-called "risk management".²⁴ Risk management is a process, whereby a company tries to avoid and prevent all sorts of risks by using various methods and techniques that will eliminate these threats.²⁵ These threats can be caused,

²¹ Kašparová, Kunz 2013: p. 16

²² Ibid., p. 17

²³ Ibid.

²⁴ Ibid.

²⁵ Rouse, Margaret (2020): *Risk Management* [online]. Available from: <https://searchcompliance.techtarget.com/definition/risk-management>. [Retrieved 10.04.2020].

for example, by natural disasters, lack of capital or various mistakes in the company's strategy. To be more specific, those may be financial or investment risks such as disadvantageous investment, systematic risk like manager's or business owner's wrong decisions.²⁶ All the above-mentioned benefits contribute to attract more investors or business partners to their business.

5. Fair Trade and Corporate Social Responsibility

The definition of Fair trade according to the World Fair Trade Organization or WFTO is as follows: "*Fair Trade is a trading partnership, based on dialogue, transparency and respect, that seeks greater equity in international trade. It contributes to sustainable development by offering better trading conditions to, and securing the rights of, marginalized producers and workers – especially in the South.*"²⁷

The goal of the Fair Trade Foundation is to make sure that the price is fair and it is not the market price, because producers and growers are often underestimated.²⁸ Socially responsible companies may support Fair Trade and buy the products with Fairtrade Mark, which we could also consider as one of the main principles of socially responsible companies. The Fairtrade Mark guarantees a good deal for the producers from countries that are economically underdeveloped or we can call them the 'Third World' countries (see in Appendix B).²⁹ The most common products with Fair Trade mark are bananas, oranges, coffee, honey, cocoa, cotton and many others.

The products with Fairtrade Mark may seem more expensive, but most customers do not realize that they are not paying for the product itself, but they are also contributing to the development of growers in developing countries. That supports them economically and also socially. Then the growers have enough funds to build a school or a hospital in their village.³⁰

²⁶ Kenton, Will (2019): *Business Risk* [online]. Available from: <https://www.investopedia.com/terms/b/businessrisk.asp>. [Retrieved 10.04.2020].

²⁷ WFTO Europe: *Definition* [online]. Available from: <https://wfto-europe.org/definition/>. [Retrieved 22.04.2020].

²⁸ *How Fairtrade works* [online]. Available from: <https://www.fairtrade.net/about/how-fairtrade-works>. [Retrieved 23.04.2020].

²⁹ Ibid.

³⁰ Kuldová 2010: p. 49

III. Stakeholders

1. What is a stakeholder

A stakeholder is a person, group or organisation that has interest or concern in a company. Business Dictionary gives this definition: *"Stakeholders can affect or be affected by the organization's actions, objectives and policies. Some examples of key stakeholders are creditors, directors, employees, governments (and its agencies), owners (shareholders), suppliers, unions, and the community from which the business draws its resources."*³¹ That means, all stakeholders support the company. Some people say, that stakeholder does not have to be a person, it could also be an activity, such as using the natural resources.³²

2. Multiple stakeholding

It is common to consider these stakeholder groups as separate units. However, it should be noted that an individual may belong to several groups at the same time.³³ As Crowther and Aras gave an example: *"For example a single person might be a customer of an organisation and also an employee and a member of the local community and of society at large. He or she may also be a shareholder and a member of a local environmental association and therefore concerned about the environment."*³⁴

In this example, it is obvious that it is better to differentiate the stakeholder groups and their objectives. It is more complex in real life.

3. The classification of stakeholders

In the opinion of David Crowther and Güler Aras, there are two options of how stakeholders can be classified. The first option is classification into two opposite groups – internal and external. Internal stakeholders are those who are part of the organisation. That means, for example, employees or managers. On the other hand,

³¹ BusinessDictionary (n.d.): "stakeholder" on BusinessDictionary online. Available from: <http://www.businessdictionary.com/definition/stakeholder.html>. [Retrieved 12.03.2020].

³² Crowther, Aras 2008: p. 28

³³ Ibid., p. 29

³⁴ Ibid.

there are external stakeholders that we do not consider to be a part of the organisation and those may be suppliers or customers. Although this classification is in order, it is more and more difficult to discern these two types of stakeholders at present. This is an issue because the customer may also be, for example, a subcontractor.³⁵

The second option of classification divides stakeholders into two groups – voluntary and involuntary stakeholders. Voluntary stakeholders have a choice of being or not being part of the organisation. For example, an employee may voluntarily decide whether to stay or leave the employment. On the other hand, as far as the environment is concerned, it is an involuntary stakeholder. It cannot decide whether it is part of an organisation or not.³⁶

³⁵ Crowther, Aras 2008: p. 29

³⁶ Ibid.

IV. CSR in the Czech Republic

This chapter is divided into two subchapters. It deals in detail with the history and development of socially responsible companies in the Czech Republic. In the second subchapter there are some organisations listed that participate in supporting extension of socially responsible companies in the Czech Republic.

1. Development

One name of a Czech entrepreneur is associated with socially responsible behaviour of companies. His name is Tomáš Baťa and he was a founder of the famous Baťa Shoe Company in the Czech Republic.³⁷ He founded the company together with his two siblings in 1894 in Zlín.³⁸

Tomáš Baťa believed that business should take into account moral principles and advanced this idea in his company and in the whole community. Tomáš Baťa and his Baťa Shoe Company are associated with socially responsible companies because we can find some of the previously mentioned principles of CSR within the basic values of the Baťa company (see Chapter II Defining concept of Corporate Social Responsibility, Subchapter 3 Main principles). The basic values include, for example, the protection of the environment, to honour legal and ethical standards and to have respect for business partners.³⁹

Since its establishment, the company has focused on all three aspects - economic, social and environmental. It focused on the support and development of the Zlín Region, taking care of its employees - Tomáš Baťa built apartments, schools and hospitals around the factories for his employees. The company also provided many services that were free of charge or very cheap. As for the environmental pillar, we would include efforts to be careful with materials and waste processing.⁴⁰

³⁷ Kašparová, Kunz 2013: p. 26

³⁸ *Naše historie* [online]. Available from: <https://www.bata.cz/stranka/historie>. [Retrieved 28.04.2020].

³⁹ Kašparová, Kunz 2013: p. 27

⁴⁰ Ibid.

However, the development of socially responsible companies has stopped due to historical events. The cessation of development was caused by the Second World War and subsequently by the establishment of the Communist Regime in Czechoslovakia. During the Communist Regime the economy changed into centrally planned economy, where the state plays an important part in governing what the entrepreneurs should produce.⁴¹

At the beginning of the 1990s some Czech entrepreneurs realized that corporate social responsibility should be based on all three aspects - social, environmental and economic aspects.⁴² This is called the triple bottom line, which we have already explained in Chapter II Defining concept of Corporate Social Responsibility, Subchapter 3 Main principles.

At that time, multinational companies began to spread the idea of CSR concept and tried to pass their practice with CSR on to subsidiaries in the Czech Republic. In 1995 the Czech Republic entered the Organisation for Economic Cooperation and Development or the OECD, which also helped to spread the idea of CSR. Furthermore, the accession of the Czech Republic to the European Union in 2004 was important for the development of corporate social responsibility in the Czech Republic. European Union has been supporting the concept of CSR over a long period.⁴³

There were also several researches that tried to find out more details about socially responsible companies. These researches include, for example, CSR Research 2010 and CSR Research 2011 by IPSOS.⁴⁴ These are studies that deal with the concept of CSR and how it is understood by society, but also how it is evaluated by experts.⁴⁵

The size of the company influences the knowledge of the CSR concept and the application of its main principles in practice. For Czech companies is the source of information mainly the Internet and technical literature focusing on corporate social responsibility.

⁴¹ Kašparová, Kunz 2013: p. 27

⁴² Ibid., p. 28

⁴³ Ibid.

⁴⁴ Ibid., p. 29

⁴⁵ *IPSOS CSR & REPUTATION RESEARCH* [online]. Available from: <https://www.ipsos.com/cs-cz/ipsos-csr-reputation-research>. [Retrieved 28.04.2020].

It may be more difficult for smaller companies to become aware of CSR. It is the smaller companies that are significant for the further extension of CSR in the Czech Republic. It is important that the concept of CSR becomes a part of all companies, regardless of their size. The main manifestations of corporate social responsibility in the Czech Republic is, for example, transparency, ethical behaviour, the offer of high-quality products and services, support for the region and employees.⁴⁶

2. Czech organisations supporting extension of CSR

One of the organisations supporting extension of corporate social responsibility in the Czech Republic is called Business Leaders Forum. It was established in 1992 by several Czech companies and international organisation called The Prince of Wales International Business Leaders Forum. It is an association of several international and Czech companies. Together, they strive to advance the idea of social responsibility in the business sector. This concerns both social and economic aspects, as well as environmental and ethical aspects. Anyone can become a member of this organisation. The main goal of the Business Leaders Forum is to increase the interest of companies in corporate social responsibility and expand the practice in its field. Business Leaders Forums cooperates with CSR Europe, which is an international organisation in Brussel, that wants to expand CSR in European Union. This cooperation brings many advantages, such as an overview of CSR abroad.⁴⁷

The next organisation is called AISIS. It is a citizens' association, that was established in 1999 in Kladno. At first, the aim of this association was to educate young people. After 2003, the organisation began to take part in the development of corporate social responsibility in the Czech Republic. They collaborate with many socially responsible companies, they are a part of various CSR researches and they implement educational programs.⁴⁸

A non-profit organisation called Transparency International deals with corruption in the Czech Republic. It tries to point out the danger of corruption, so that not only

⁴⁶ Kašparová, Kunz 2013: p. 30-31

⁴⁷ Ibid., p. 32-33

⁴⁸ Ibid., p. 35

entrepreneurs but also the public are aware of the consequences of corruption. Transparency International tries to reduce the level of corruption in the Czech Republic and thus improve the surroundings for Czech entrepreneurs. It also focuses on ethical principles and transparency of companies.⁴⁹

A Czech association called *Asociace pro fair trade* is dealing with development of Fair Trade in the Czech Republic. It is an association of legal persons. The members of the association support the extension of fair trade in the Czech Republic and they control the products with the Fairtrade Mark (see Appendix B).⁵⁰

Other organisations that we could include into this subchapter are *Ekofutura.cz*, *Etické fórum České republiky*, *Gender studies o.p.s.* or *CEBRE*.⁵¹

⁴⁹ Kašparová, Kunz 2013: p. 35

⁵⁰ Ibid., p. 37

⁵¹ Ibid., p. 35-37

V. Globalisation and CSR

Under the word globalisation we can imagine many things such as the free movement of goods and services, promoting the global elimination of borders between national and regional markets for goods and services.⁵²

1. Globalisation

Globalisation cannot be precisely defined. There are many different definitions and many authors who consider globalisation differently. It is hard to explain it with any certainty, because it can have many meanings that are applied in different situations. Globalisation influences the economy, society and environment. That is, for example, the competition that increases, then the development of technology or transfer of knowledge. It affects businesses and corporations that need to be well-organised. Some norms and principles are needed to keep the business field organised.⁵³

Globalisation increases competition that can be connected with the prices of products and services or with the target market. It is also related to the competition, to how quick can the company react and produce. When a company can expand a low-cost production, it means that sales prices will also be lower, which can increase its market share. The market is filled with goods and the customers have large selection of products and services. They expect products of high quality for a reasonable price. The company should take their expectations into account so that it does not lose its profit and market share.⁵⁴

2. Influence of Globalisation on CSR

Economic growth affects society because we are not taking into account its aspects – moral, ethical and social. Theorists say that the economic growth cannot exist without having some social and moral consequences.⁵⁵

⁵² Juneja, Prachi (n.d.): *What is Globalization? - Meaning and its Importance* [online]. Available from: <https://www.managementstudyguide.com/what-is-globalization.htm>. [Retrieved 30.04.2020].

⁵³ Crowther, Aras 2008: p. 78

⁵⁴ Ibid., p. 79-80

⁵⁵ Ibid., p. 83

Companies have many reasons to be socially responsible. However, some of them may sometimes act illegally. In the globalised world is the competition increasing on a daily basis and that makes it difficult for the companies. Crowther and Aras expect, that the competition will no longer influence the company's behaviour in a wrong way. As they state in their book, companies have to respect the international norms and the social, ethical and environmental problems. One of the reasons is that customers' expectation is connected with the quality of the product, with environment and production process.⁵⁶

The company's long-term benefit is very important for shareholders. The long-term profit also stands for sustainability of the company which we have discussed in Chapter II Defining concept of Corporate Social Responsibility, Subchapter 3 Main principles. That means the companies should have some strategic plans that are environmentally friendly and benefit all stakeholders – employees, owners of the companies, the community and suppliers, governments and many others, clarified in detail in Chapter III Stakeholders.⁵⁷

The purpose of the socially responsible companies, as Crowther and Aras mention in their work is: *"The challenge of CSR in a globalizing world is to engage in a process of political deliberation which aims at setting and resetting the standards of global business behaviour."*⁵⁸ That could be, for example, taking part in environmental and social issues like global warming, climate change or poverty and homelessness.

⁵⁶ Crowther, Aras 2008: p. 83

⁵⁷ Ibid., p. 84

⁵⁸ Ibid.

VI. Socially responsible companies

There are many socially responsible companies that focus on different aspects. Some of them primarily focus on the social aspect - their employees, partners and society, others focus mainly on the environmental aspect – reducing waste, saving energy or recycling. This bachelor thesis primarily discusses socially responsible companies that deal with plastic pollution in the oceans. However, we will not mention only these, but also some other socially responsible companies.

1. Socially responsible companies

This subchapter is more general. The socially responsible companies mentioned in this part focus on different things. Only some chosen companies are described in more detail.

Apple is one of the technology companies, that are well-known all around the world. It develops and sells electronics and computer software. They try hard to be a socially responsible company, that means they try hard to lower the environmental impact. For the production of their devices they use 100% recycled aluminium and recycled materials.⁵⁹ They also try to save energy because the devices need less power than they needed before.⁶⁰ The devices are assembled so they can last longer, because the longer we use them, the better for the Earth.⁶¹ They do not use fossil fuels but renewable energy, so they are able to reduce their impact on people and the environment.⁶²

Another socially responsible company is Lego. Lego is a toy production company established in Denmark. It is one of the socially responsible companies, because they want to help solving climate change and they will support some organisations fighting it. They reduced the use of packaging and will use only sustainable materials.⁶³

⁵⁹ Apple (n.d.): *Environment* [online]. Available from: <https://www.apple.com/environment/>. [Retrieved 05.05.2020].

⁶⁰ Ibid.

⁶¹ Ibid.

⁶² Apple (n.d.): *Environment – Our Approach* [online]. Available from: <https://www.apple.com/environment/our-approach/>. [Retrieved 05.05.2020].

⁶³ Digital Marketing Institute (n.d.): *16 brands doing corporate social responsibility successfully* [online]. Available from: <https://digitalmarketinginstitute.com/blog/corporate-16-brands-doing-corporate-social-responsibility-successfully>. [Retrieved 05.05.2020].

Ford Motor Company is a company that develops and sells automobiles and vehicles. Ford invented new engines called EcoBoost, so they can easier reduce their gas emissions. In 2022 they will present their new electrified vehicles that are more environmentally friendly.⁶⁴

Other companies that are socially responsible are, for example, Bosch, TOMS, General Electric, Netflix, Spotify or The Walt Disney Company.⁶⁵

2. Companies solving the problem with plastics

The problem with plastics is becoming more and more of an issue for our planet and it is important to focus on reducing use of plastics, especially single-use plastics.

One of many companies that tries to solve the plastic problem is SodaStream. SodaStream is well-known for their SodaStream machine with reusable bottles. With these bottles, SodaStream helps reduce plastic waste, because people who own a SodaStream machine do not use as many single-use bottles as they would use if they did not have the bottles from this company.⁶⁶ As Julie Bell says in her article: *"Each SodaStream reusable plastic bottle can replace 2,000 single-use plastic bottles."*⁶⁷ That is why SodaStream is environmentally friendly.

Blue Avocado is a company that produces reusable bags, so people do not need the single-use plastic bags but they can use these snack bags to carry the food. Blue Avocado produce the snack bags from recycled plastic bottles, that are closed with the zipper.⁶⁸

5 Gyres is a non-profit organisation, that tries to fight plastic pollution. They do various researches and try to expand the information about plastic pollution so more people get

⁶⁴ Digital Marketing Institute (n.d.): *16 brands doing corporate social responsibility successfully* [online]. Available from: <https://digitalmarketinginstitute.com/blog/corporate-16-brands-doing-corporate-social-responsibility-successfully>. [Retrieved 05.05.2020].

⁶⁵ Ibid.

⁶⁶ Bell, Julie (2015): *8 Amazing Companies That Are Solving The Plastic Problem* [online]. Available from: <http://www.sodasherpa.com/plastic-problem/>. [Retrieved 05.05.2020].

⁶⁷ Ibid.

⁶⁸ Ibid.

involved in solving this issue. They also record the impact of plastic waste on the environment.⁶⁹

Plastic Bank, PK Clean, Whole Foods or the company called Boxed Water is Better are also trying to fight plastic pollution and use less and less plastics.⁷⁰

3. Companies and organisations fighting to save oceans

The oceans cover three-quarters of the earth's surface. However, most of the world's ocean is polluted by plastics, waste and chemicals, which are life-threatening not only for the marine animals, but also for marine birdlife and especially for the human race. That is why this is a great fortune for us and our planet that there are companies and organisations fighting plastic pollution in the oceans.

These companies include 4ocean. The company was established in 2017 by two surfers, Alex Schulze and Andrew Cooper.⁷¹ Their mission is to clean the ocean and coastlines from plastic waste. 4ocean produces a variety of products from bottles, through reusable bags to bracelets. By buying the products that 4ocean manufactures, customers can support their activities and at the same time help clean the ocean, because with each product someone buys, 4ocean will pull one pound of waste from the ocean, which is almost half a kilogram. Whatever product you buy, 4ocean will always remind you on the packaging that it is made from recyclable materials (see Appendix C).

4ocean cooperates with some other companies and with governments and in 4ocean they believe that in the future there will be more people taking part in cleaning the oceans. On their website everyone can see how many pounds they have pulled from the ocean since the establishment of the company. 4ocean has received several certificates, such as 1% for the Planet, GreenCircle Certified or Global Recycled Standard.⁷²

⁶⁹ Bell, Julie (2015): *8 Amazing Companies That Are Solving The Plastic Problem* [online]. Available from: <http://www.sodasherpa.com/plastic-problem/>. [Retrieved 05.05.2020].

⁷⁰ Ibid.

⁷¹ 4ocean (n.d.): *About* [online]. Available from: <https://4ocean.com/about/>. [Retrieved 11.05.2020].

⁷² Ibid.

Another organisation is Oceana that was established in 2001 in Washington D.C.. Oceana is trying to save the oceans by organizing campaigns. The campaigns are focused on protecting marine animals, who are in danger of their lives because of the pollution. It takes into account damages that affect the sea life and are caused by fishing. Oceana is also interested in places that are in danger and need protection, that is, for example, the Arctic or the Aleutian Islands.⁷³

The Green Peace is an international environmental organisation that is active in the field of cleaning oceans and taking care of marine wildlife. This organisation does not focus only on the oceans, but on the environment as a whole. It deals with climate change and plastic pollution in the oceans and with industrial fishing that kills our oceans and the marine life.⁷⁴

Take 3 is an Australian organisation that cleans oceans and beaches from plastic pollution. They want to educate people so they know about the damage that plastic pollution cause. They would like to see people take three things that do not belong on the beach and throw them into the rubbish bin. They believe that small actions can lead to big changes and that could save our oceans.⁷⁵

We could include into this subchapter the RicO'Barry's Dolphin Project, when Richard O'Barry, the founder of this project is fighting against hunting dolphins and against dolphin trade.⁷⁶ Another organisation dealing with cleaning the oceans and beaches is The Ocean Conservancy, that tries to recruit more and more people to help them cleaning the beaches.⁷⁷ We could also include The Ocean Cleanup, Surfrider Foundation, The Environmental Defense Fund or Sea Shepherd Conservation Society.⁷⁸

⁷³ Mambra, Shamseer (2019): *15 Brave Organisations Fighting To Save Our Oceans* [online]. Available from: https://www.marineinsight.com/environment/15-brave-organisations-fighting-save-oceans/?fbclid=IwAR01_LDvUg9H_0Ktf4UsdpilyZLlkmom_ICvJmem5e4oltHATCkyRA9ntVY. [Retrieved 06.05.2020].

⁷⁴ Ibid.

⁷⁵ Ibid.

⁷⁶ Ibid.

⁷⁷ Siegle 2018: p. 93

⁷⁸ Mambra, Shamseer (2019): *15 Brave Organisations Fighting To Save Our Oceans* [online]. Available from: https://www.marineinsight.com/environment/15-brave-organisations-fighting-save-oceans/?fbclid=IwAR01_LDvUg9H_0Ktf4UsdpilyZLlkmom_ICvJmem5e4oltHATCkyRA9ntVY. [Retrieved 06.05.2020].

VII. Plastic pollution

1. Plastic pollution in the oceans

The oceans cover three-quarters of the earth's surface and most of them are polluted by plastics, waste and chemicals. This situation endangers not only the marine environment, but also the human race. The problem with plastics is becoming more and more of an issue for our planet and it is important to focus on reducing use of plastics.

The plastic itself has made our life easier, but we did not realize how dangerous it could be to use single-use products made from plastic. Plastic material is non-biodegradable, which means it will never biodegrade.⁷⁹ Martin Dorey says in his book, that: *"It becomes brittle over time and degrades into smaller and smaller pieces, known as microplastic."*⁸⁰ Plastics last for several decades, even a thousand years.⁸¹ They contain chemicals and toxic substances that are injurious to health. That means that it harms not only the animals that live in the oceans, but also humans, for example by consuming fish.

Most of the waste that get into the ocean is plastic. According to the list of most common plastics on the beach that The Ocean Conservancy has created, those include plastic straws, plastic bags, plastic bottles, plastic lids and many others.⁸²

The question remains how plastics get into the oceans at all. The rivers that flow through various cities and polluted places can wash away the plastics and bring them into the ocean. Another possible way is various atmospheric phenomena. Milder ones include thunderstorms and rains, but more severe causes can be strong winds, even hurricanes and tornadoes. Some plastics come from cargo ships carrying goods across the oceans. Plastics are also often lying on beaches, where waves can easily wash them away and then plastics are carried by sea currents.⁸³

⁷⁹ Dorey 2018: p. 22

⁸⁰ Ibid.

⁸¹ Ibid.

⁸² Siegle 2018: p. 93

⁸³ Ibid., p. 26

Plastics have been here with us for a long time and will stay here for another hundred years. Therefore, it is important to think about their use and try to limit it. We cannot stop using them completely and not have anything plastic in our household, that is unfortunately impossible. However, we can use some plastics more than once, single-use plastics such as plastic bags can be replaced by fabric and compostable bags. As well as plastic straws and cutlery, which can be replaced with metal or paper straws and wooden cutlery.

Many people believe that their efforts to improve the environment will be in vain. But that is not true. Even the small things can help reduce the plastic footprint and small actions can lead to big changes.⁸⁴ As Will McCallum says in his book: *"Every victory against plastic begins with a single person or small group of people deciding that the time to take action is now."*⁸⁵

2. The impact of plastics on marine wildlife

The plastic pollution is very dangerous for the marine wildlife. The biggest problem is that animals living in the oceans not only consume these plastics but can also get entangled in them and subsequently die (see in Appendix D). According to a study published in a scientific journal called Proceedings of the National Academy of Sciences, the scientists found out that a high percentage of seabirds eat the plastic, so it gets into their guts and it is dangerous for their lives.⁸⁶

Marine animals consume plastics and that can kill them one by one. In the worst case, some species of marine life could become extinct. It puts especially the marine environment in danger.

⁸⁴ McCallum 2018: p. 62

⁸⁵ Ibid., p. 63

⁸⁶ Ibid., p. 28

VIII. Questionnaire about CSR companies

1. The aim of the practical part

This part of the bachelor thesis is the practical part. The practical part is comprised of a questionnaire, which focuses on the issue of socially responsible companies in general, but also on the plastic waste and on plastic pollution in the oceans and on the coastline. The questionnaire was created using the Survio online platform so that as many people as possible could respond. The aim of the questionnaire is to find out what opinion do the people living in the Czech Republic have about plastic pollution in the oceans and at the same time to point out that it does concern the Czech Republic despite the fact it is a landlocked country.

The purpose of the questionnaire is to find out the general knowledge of this issue and also to provide some information about socially responsible companies, which is a term that is not well-known in the Czech Republic. The questionnaire was compiled so that the respondents not only answer the questions, but also learn something. It collects responses and points of view from different types of people. It is written in Czech language because only Czech people were asked to fill in the questionnaire (see in Appendix E). It consists of 27 different questions. The questions will be discussed in detail below.

The questionnaire was created for anyone, regardless of age, gender or their knowledge of corporate social responsibility. The basis of the practical part of the bachelor thesis is the realization of own research.

2. Hypotheses

Even before the questionnaire was complete and before I published it, I had many expectations and ideas of how people are likely to respond. My hypotheses are discussed in more detail in this subchapter.

I have created the questionnaire because I wanted to know if the people in the Czech Republic have ever heard about the concept of corporate social responsibility

because I think they know socially responsible companies, but they do not know about their socially responsible behaviour. I was expecting that not many people would know what the corporate social responsibility means or what socially responsible companies do. It is not a well-known concept in our country and that was the reason why I decided to ask only Czech people. The questionnaire is designed so that people also learn something while they are completing it.

I thought that some people would recycle the plastics but they would not reuse them, for example the plastic bags we use for fruit or vegetables. My assumption was that many people do not know that there are package free shops where you can come with your own containers and can buy anything without using single-use plastics.

Many people do not know or do not realize that there are Czech companies fighting the plastics. One of my favourites is called Frusack. It is a Czech company that tries to prevent using single-use plastics by producing compostable bags. The compostable bags can be used as an alternative to the microtene bags. But we could also include supermarket chain brands such as Lidl or Billa in these companies fighting the plastics. Lidl, for example, offers textile and paper shopping bags.

I have included some of the very popular companies that act responsibly. That is for example Apple, SodaStream, Bosch or Lego. In my opinion many people have ever heard about one of these companies but they do not know the companies are trying to behave socially responsibly. For example, SodaStream is renowned for its machine with reusable water bottles.

On the other hand, I think that the organisations and companies trying to fight the plastic pollution in the oceans and to keep the oceans clean are not that popular in our country. There are many organisations, such as 4ocean, we can support by buying their products. I wanted to bring those organisations into focus of the respondents.

I think a lot of people would say it is not our problem that the oceans are full of plastic waste, because we are a landlocked country. However, they do not realize that the plastic pollution affects many things. One of the things that the plastic pollution affects is the marine environment. The lives of sea creatures are in danger. They consume

the plastics, they get entangled in it and it kills them (see Chapter VII Plastic pollution). Some of the species could even become extinct. Another thing is the human race. Not only the fact that we consume fish that live in the ocean full of plastics, but this issue also affects our economy. This applies in particular to tourist industry and fishing. Plastics in the oceans also have a major impact on our climate. Microparticles caused by the plastic waste affect the ability of the oceans to absorb carbon dioxide, the main greenhouse gas. That is why I asked at the end of the questionnaire what is the respondents' opinion.

3. Questionnaire survey

The questionnaire itself begins with a short speech to the correspondents, where I draw attention mainly to the topic of the questionnaire, to the purpose of it and to its anonymity. It collects responses and points of view from different types of people and is written in Czech language because only Czech people were asked to fill in the questionnaire (see Appendix E). The questionnaire was completed in total number by 99 respondents. These respondents belong to different age brackets and are both women and men.

It consists of 27 questions, some of them are focused on corporate social responsibility in general, some on specific socially responsible companies in the Czech Republic. Other questions refer to the recycling of plastics, using plastics and especially to the occurrence of plastic waste in the oceans and on the coastline. Some questions are also aimed at socially responsible companies and organisations that are trying to fight plastic pollution in the oceans. Some of the questions were closed-ended, some of them were open-ended so the respondents were asked to think and give their opinion.

I would like to discuss each of the questions in more detail. I gradually analyse and briefly describe the answers of the respondents. The first three questions are more general, just to find out what kind of person responds to the questions.

Question 1 – Gender

The questionnaire was completed by 99 respondents, of which 69 were women and 29 were men. One person did not want to state his or her gender.

Question 2 – Age of the respondent

The questionnaire was filled in by respondents of different age categories. The age category 15-25 years was the most represented. A total of 79 people at this age completed the questionnaire. Furthermore, 12 people from the category 26-35 years filled in the questionnaire and then it was completed by 3 respondents aged 36-45 years and 5 persons aged 46-55 years.

Question 3 – What do you do for a living?

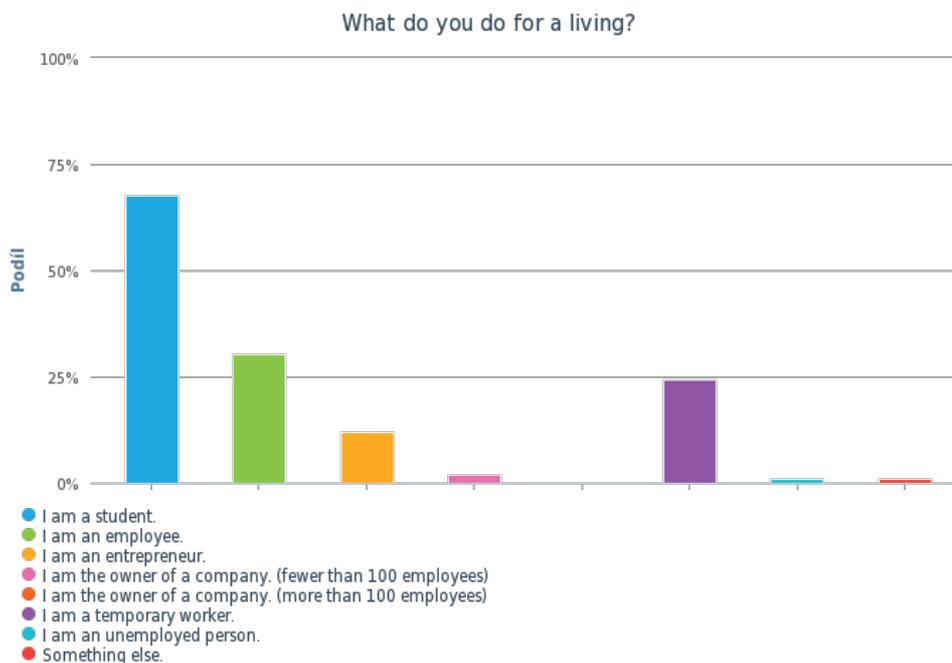


Figure 1 – Question n. 3 – What do you do for a living?

As we can see in the graph, most of the respondents were students (67) and temporary workers (24). Then 30 employees filled in the questionnaire together with 12 entrepreneurs, 2 owners of a company that has fewer than 100 employees and 1 unemployed person. There was one person that is doing something else for a living, that was not mentioned in the answers.

Question 4 – Have you ever heard the term CSR or socially responsible company?

The aim of this question was to find out how many people know about the existence of corporate social responsibility. It is not well-known in the Czech Republic, because 71,7% of the respondents have never heard about the term CSR or socially responsible company. Only 28,3% of them have heard about it.

Question 5 – If yes, where did you hear it for the first time?

This question was open-ended. 28 people that knew the term CSR company have heard it at school. Some of them have heard it at high school, but most of them at university.

Question 6 – Corporate social responsibility means that the company tries to have a positive impact on its surrounding. The concept of corporate social responsibility includes protection of the environment, appropriate behaviour towards employees and business partners, supporting local communities and charitable activities and many others. Do you think it is important whether the company is trying to be socially responsible?

This is one of the questions where the respondent can learn something. The main goal was to bring the concept of CSR closer to respondents, especially the respondents who have never heard of corporate social responsibility. It was also necessary to bring closer the meaning of what being a socially responsible company symbolize, so they can continue in completing the questionnaire. 98% of the respondents thought it is important whether the company is trying to be socially responsible. Only 2 respondents have answered that it is not important.

Question 7 - What CSR activities do you consider most important for a company?

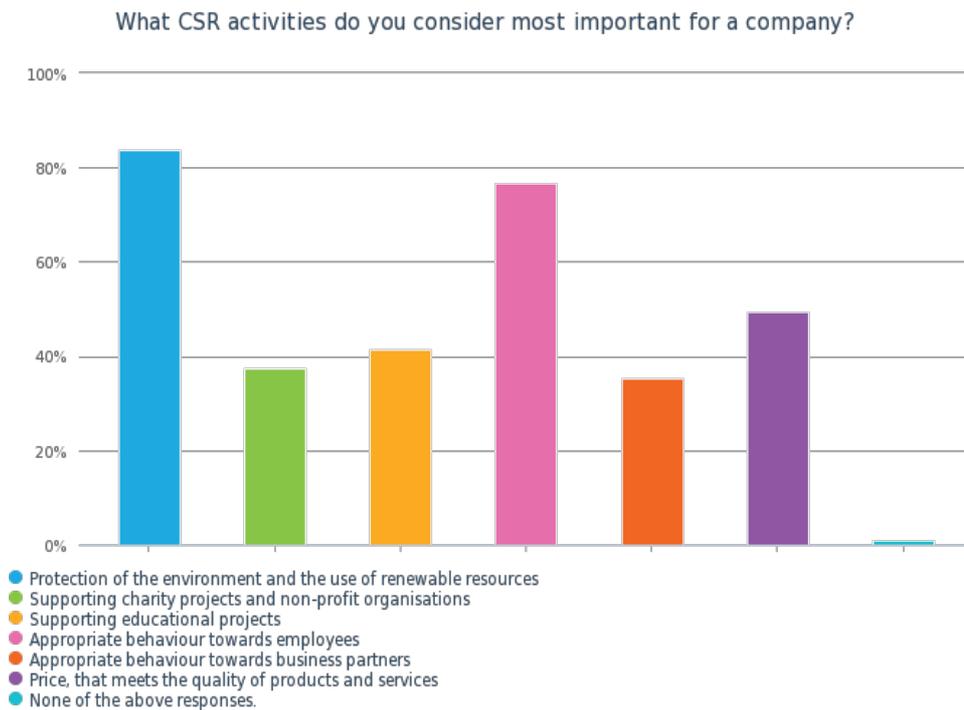


Figure 2 – Question n. 7 – What CSR activities do you consider most important for a company?

Question number 7 focused on what people find most important for the company to do. There were several options to choose from and the respondents could choose only one, but also more options. The first option was the protection of the environment and the use of renewable resources. 83,9% of the respondents chose this answer. As we can see in the graph that was the most selected answer. According to the responses, the second most important activity is appropriate behaviour towards employees. This answer chose 76,8% of the respondents. What was also important for most of the respondents was the answer, where price meets the quality of products and services. It is important for most of the customers because nobody would like to pay a high price for low quality. The next options were as follows: supporting educational projects, supporting charity projects and non-profit organisations and the last option was appropriate behaviour towards business partners. One person chose the option that none of these activities are important.

Question 8 – Are you trying to help the environment?

The purpose of this question was to find out if the respondents are trying to do at least something to help the environment, for example recycling, reusing plastics, riding a bicycle or using public transport. 95% of the respondents do something good for the environment, 4% do not.

Question 9 – If you are, what do you do to help it?

This question is one of the open-ended questions. Some of the answers to this question were quite similar. A lot of people recycle the waste, they use textile shopping bags or paper bags instead of the plastic bags, they try to reduce using of single-use plastics. A very common answer was also they do not waste food. Some people prefer second-hand shops to regular clothes shops. Some of the respondents support local businesses and farms. The respondents also use public transport or they ride a bicycle rather than drive a car. Some of the female respondents mentioned menstrual cups and natural cosmetics. Several responses also included information that the respondent is planting trees.

Question 10 – Do you sort plastic waste?

We use plastics every day. We use them in large quantities. It is important to sort the plastic waste so we can recycle them and make some new products out of them. 94,9% of the respondents sort plastic waste, 5,1% do not sort the plastic waste.

Question 11 – Do you think sorting plastic waste helps the environment?

This question is a little tricky. 59,2% of the respondents think that sorting plastic waste helps the environment. That is not a wrong answer. However, even if we recycle and sort the plastic waste, we are not able to recycle 100% of the plastics. 39,8% of the respondents think that sorting plastic waste partially helps the environment and only one respondent thinks that it does not help.

Question 12 – Do you reuse plastics? (packages, bags)

The purpose of this question was to find out if the people reuse plastics to reduce plastic consumption. 72,7% of the respondents reuse plastics, 26,3% of them reuse plastics sometimes and one person does not reuse plastics.

Question 13 – Do you go to package-free shops?

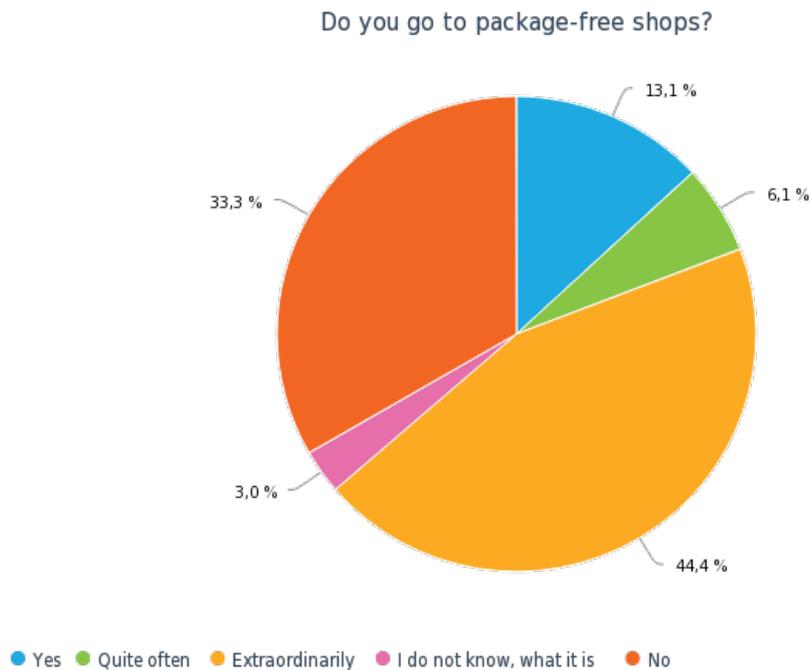


Figure 3 – Question n. 13 – Do you go to package-free shops?

Package-free shops have become relatively well-known in some cities. They have a huge impact on reducing plastics. The customers bring their containers and do not have to use plastic bags. As we can see in the graph 13,1% visit package-free shops regularly and 44,4% go to the package-free shops only once in a while. 3% of the respondents do not know about existence of the package-free shops and 33,3% of the respondents do not go to the package-free shops.

Question 14 – Do you know any Czech companies fighting the plastics?

This question was open-ended so the respondents can name some of the Czech companies they know. Approximately a half of the respondents did not know any Czech company that tries to fight the plastics. However, the other respondents mentioned some of the following: Frusack, Bezobalu, KeepCup, Gaia Cup, Lush, Renovality, Česká síťovka, zKokosu or České dráhy.

Question 15 – Have you ever heard of any of these companies?

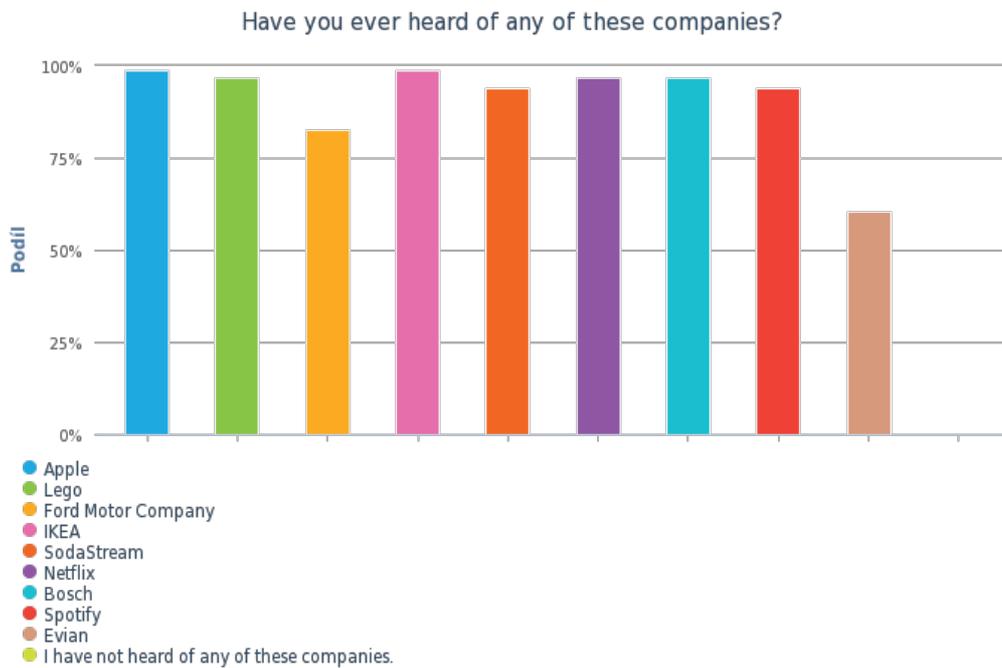


Figure 4 – Question n. 15 – Have you ever heard of any of these companies?

As we can see in the graph, in this question there were 9 different companies chosen because the author considers them very popular. The task for the respondents was to choose the companies they know. They chose from the following: Apple, Lego, Ford Motor Company, IKEA, SodaStream, Netflix, Bosch, Spotify, Evian. Almost all companies gained over 95%, except for Evian (60%) and Ford Motor Company, which gained around 83%. That means that respondents know these companies very well.

Question 16 – Do you own a product or do you use any services these companies provide?

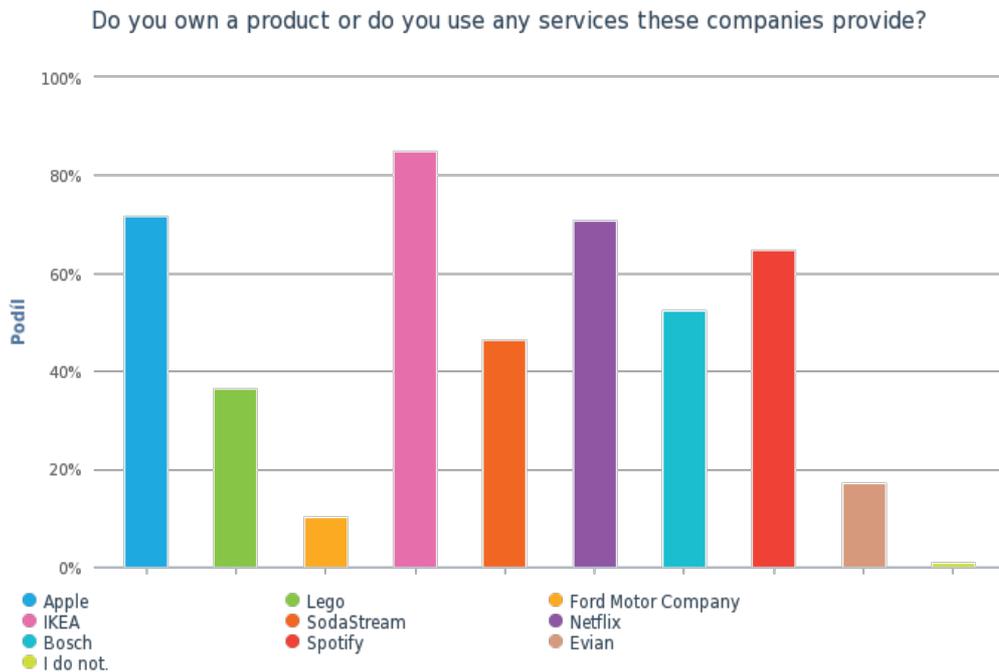


Figure 5 – Question n. 16 – Do you own a product or do you use any services these companies provide?

The purpose of this question was to find out whether people use services provided by socially responsible companies or own their products. As we can see in the graph, it turned out that many people own the products of socially responsible companies without even knowing that these companies behave socially responsibly. The companies that received the most votes are: IKEA, Apple, Netflix, Spotify and SodaStream. Only one respondent does not own a product from any of these companies.

Question 17 – Did you know that these companies are socially responsible?

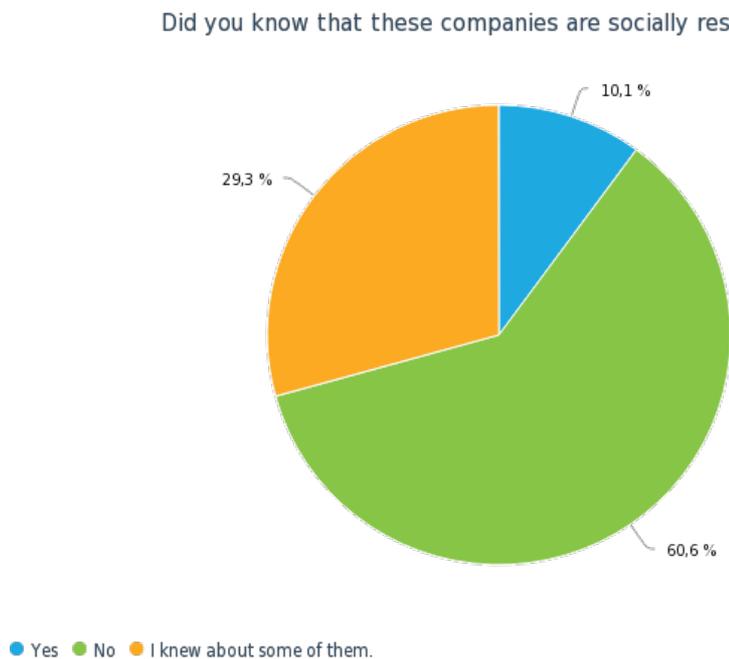


Figure 6 – Question n. 17 – Did you know that these companies are socially responsible?

As shown in the graph, we can see that most people (60 respondents) did not know that the companies mentioned in the previous question are among the socially responsible. 29.3% of people knew only about some of these companies that they behave socially responsibly and 10.1% of people knew that these companies are among the socially responsible companies.

Question 18 – Do you know any companies or organisations cleaning the oceans?

The most common answers to this question were 4ocean, Green Peace and The Ocean Cleanup. Some respondents also mentioned the organisation Oceana. However, about half of the respondents did not know of any company or organisation dedicated to cleaning the oceans.

Question 19 – Do you know any of these companies/organisations mentioned?

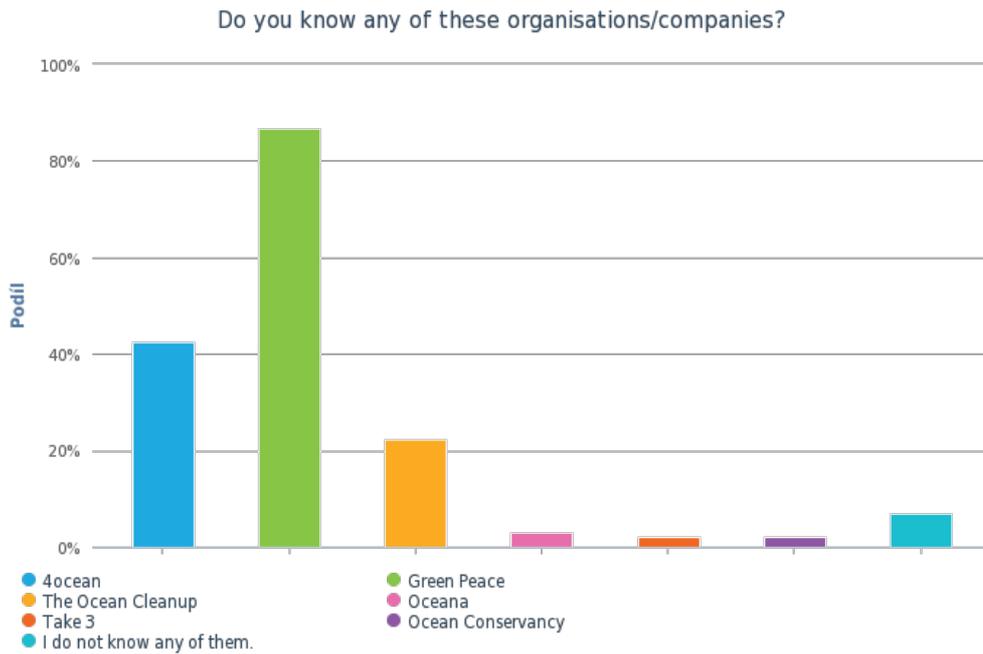


Figure 7 – Question n. 19 – Do you know any of these organisations/companies?

As we can see in the graph, the most popular organisation is the Green Peace. This is probably due to the fact that this organisation also operates in the Czech Republic and is well-known all over the world. Right after the Green Peace, it's 4ocean and The Ocean Cleanup. The other three organisations are not that well-known in our country, so it is no wonder that many people did not know them.

Question 20 – The oceans cover three-quarters of the earth's surface. The water of the world's oceans and seas represents 97% of the water supply on our planet. As many as 40% of the oceans are significantly affected by human activity (including pollution, fishing and loss of natural habitats). Is it important to focus on plastic pollution in the oceans?

The oceans cover three-quarters of the earth's surface. The water of the world's oceans and seas represents 97% of the water supply on our planet. As many as 40% of the oceans are significantly affected by human activity (including pollution, loss of natural habitats). Is it important to focus on plastic pollution in the oceans?

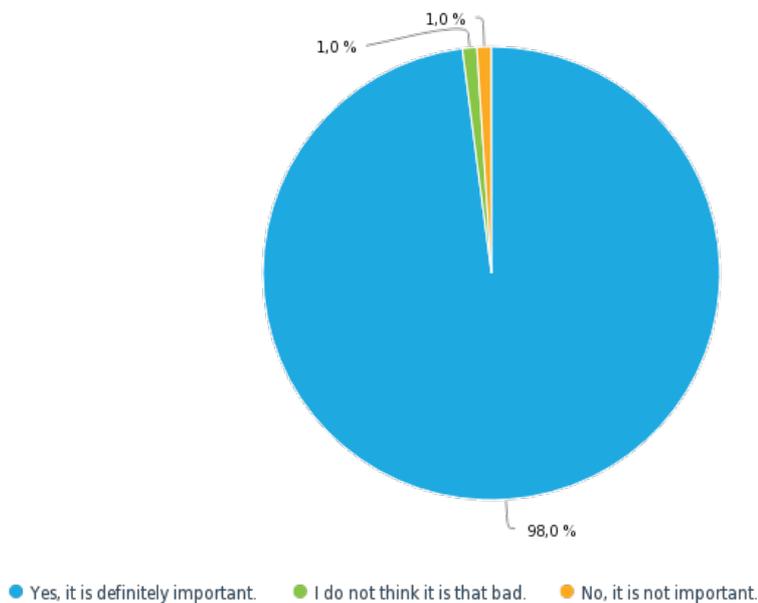


Figure 8 – Question n. 20 – Is it important to focus on plastic pollution in the oceans?

98% of the respondents think it is an important issue and we should focus on it much more than we do now. Only one person thinks that it is not that bad and one person thinks it is not important to focus on plastic pollution in the oceans.

Question 21 - More than 150 million tonnes of plastic float in the oceans, and approximately 5-10 million tonnes of plastic waste are added each year. This waste endangers:

There were again several options to choose from. Respondents could choose one or more answers. The answers were as follows: sea animals and sea birds, humanity (by consuming the fish that live in the plastic ocean), climate (CO2 emissions), our economy (fishing, tourist industry), all of the above mentioned (animals, climate,

humanity and economy), none of these answers. 77,8% of the respondents chose all of the above mentioned (animals, humanity, climate and economy) and one person thinks that none of these things is in danger because of the plastic pollution in the oceans.

Question 22 – Selection of 2 pictures- which one rather meet the reality

In this question, there were two pictures of the ocean. In the first picture the ocean was beautiful and clean and in the second picture the ocean was full of plastic waste. The aim of this question was to point out that the reality may not be as it may seem, for example, through the offers of travel agencies. 92,9% of the respondents, which is 92 respondents, opted for the second picture with the plastic pollution.

Question 23 – What items can you most likely find on the beach?

The aim of this question was to point to single-use plastics, that make a large proportion of plastic waste in the oceans and also on beaches according to the list of most common plastics on the beach that The Ocean Conservancy has created, which can be seen in Chapter VII Plastic pollution, Subchapter 1 Plastic pollution in the oceans. The respondents could choose one or more answers from several options (the values of the selected answers are given in brackets behind each option): plastic bottles and lids (89,9%), plastic bags (84,8%), cigarette butts (78,8%), plastic straws (52,2%) plastic chips and sweets packaging (44,4%) plastic cutlery (24,2%) and hygienic supplies (18,2%).

Question 24 – Do you know any alternatives of plastic products?

There are many alternatives to plastic products. Respondents should have chosen at least one alternative if they knew it. Many respondents mentioned, for example, paper or metal straws, textile bags or wooden cutlery. Then there were the answers like bamboo toothbrushes, bamboo straws, thermocups, glass bottles and jars. There were no respondents who did not know of any alternative to plastic products.

Question 25 - What do you think about the fact that the European Parliament has approved a ban on certain single-use plastics, such as plastic cutlery, plates, straws, cotton swabs and plastic balloon sticks?

What do you think about the fact that the European Parliament has approved a ban on certain single-use plastics, such as plastic cutlery, plates, straws, cotton swabs, and plastic balloon sticks?

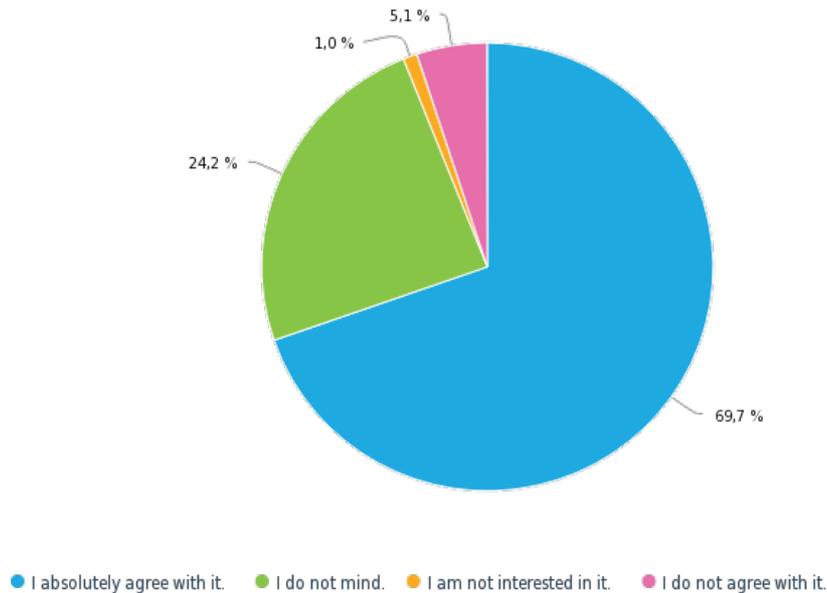


Figure 9 – Question n. 25 – Do you agree with the ban on single-use plastics?

This question was chosen because many people do not agree with the decision the European Parliament has made. Some do not realize that single-use plastics make a large part of plastic waste not only in the oceans but also on the land. As we can see from the graph, 69.7% of the respondents agree with the European Parliament's decision. 24.2% of them do not mind this restriction and one person does not agree with it.

Question 26 - Are we affected by pollution in the oceans, even though we are a landlocked state? Does it concern us?

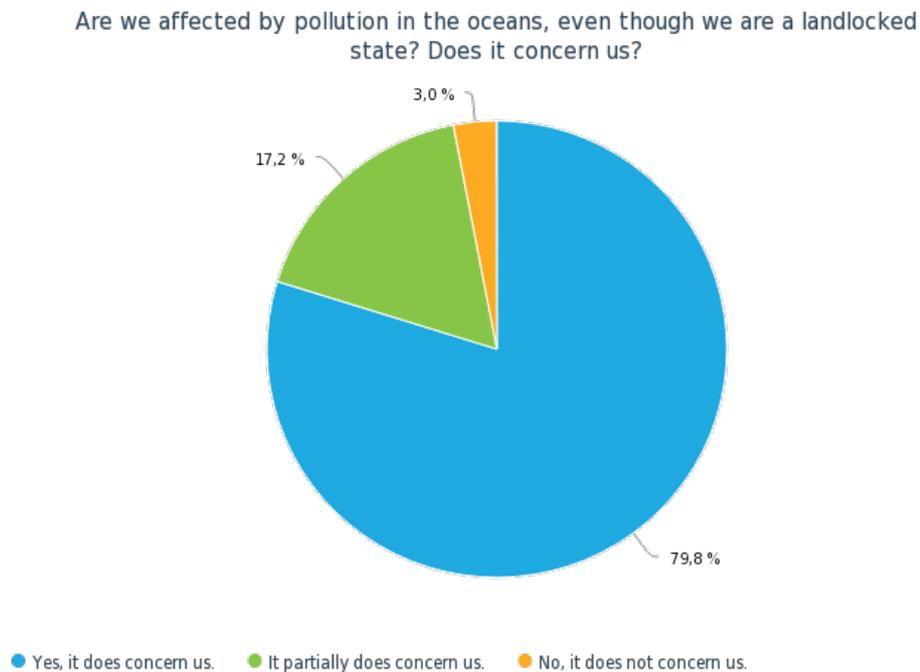


Figure 10 – Question n. 26 – Are we affected by pollution in the oceans?

The purpose of this question was to find out what the attitude of the Czech people to the plastic pollution in the oceans is. As we can see in the graph 79,8% of the respondents think that it does concern us and that it does not matter if we are a landlocked state or not, it is the problem of us all. 17,2% of the respondents think it partially does concern us and 3 respondents think it does not.

Question 27 - Why do you think we are / are not affected by plastic pollution in the oceans? Why does it / it does not concern us?

This is the last and one of the most important questions of the questionnaire. Many respondents said that we are affected by this issue because we consume fish that live in the oceans and we go to the sea on vacation. The answer, that it is also our fault that the oceans are polluted by plastics, was also very common. The rivers take the plastic waste into the oceans. Many respondents also stated that it affects the world economy and that this pollution also affects the climate and ecosystem. On the other hand, people who chose in the previous question that we are not affected by plastic pollution in the oceans, in this question they said that it is because we are a landlocked country

and we do not have access to the ocean, so plastic pollution is not our problem. One respondent thinks that this is a problem only for China and India, because these two countries in particular cause pollution.

4. Evaluation

The aim of the questionnaire was to find out what opinion and attitude do the people living in the Czech Republic have regarding plastic pollution in the oceans and at the same time to point out that it does concern us despite the fact we are a landlocked country. A total of 99 respondents of different age groups completed the questionnaire. Both men and women were represented. The most represented were students, employees and temporary workers. The questionnaire was also completed by several entrepreneurs and business owners with fewer than 100 employees.

As I expected, many people do not know the concept of corporate social responsibility, but still think that it is important for the company to behave socially responsibly. My assumption that people recycle but don't use plastics was not completely correct. Most respondents recycle and reuse plastic packaging. It was a pleasant finding out that most of them do not use single-use plastics. I also did not expect people to know Czech companies that fight against plastics, but many people knew several Czech companies. My assumption, that many people will not know the organisations or companies that clean the ocean has been confirmed.

It was clear from some of the answers that the respondents had considered the questions properly and that they are aware of the danger of plastics in the oceans. Hopefully, they will remember some companies and organisations after completing the questionnaire and support them, for example, by buying their products.

From the evaluation of the questions, it is clear that people do not know much about CSR, but they are not indifferent to plastic waste in the oceans and they realize that it also affects us and threatens many things. It was a pleasant surprise to me that many people consider humanity as a whole and not as individual states.

Based on the evaluation of the answers, I dare say that some of my expectations have been confirmed, but some have been refuted and the answers of some respondents surprised me a lot. In conclusion, I was pleased with the results. It is important for people to focus more on plastic waste and pollution in the oceans. This problem affects many things that have an impact on human life, no matter what state we live in. Ocean pollution affects all life on the planet Earth, so more attention needs to be paid to it and it needs to be fought.

IX. Conclusion

The topic of this bachelor thesis was socially responsible companies dealing with plastic pollution in the oceans. The work was divided into two parts – theoretical and practical. The first part of the bachelor thesis summarized the information about socially responsible companies, their principles and benefits and connection between corporate social responsibility and Fair Trade. The work also dealt with the socially responsible companies in the Czech Republic and described their development. One of the chapters presented the impact of globalisation on CSR. Some of the socially responsible companies were introduced in the work. These were primarily companies that fight against plastics, as well as companies and organisations that clean the oceans from plastic waste. The conclusion of the theoretical part was dedicated to plastic pollution in the oceans and its impact on marine and human life.

The second part was practical part and was comprised of a questionnaire, which focused on the issue of socially responsible companies in general, but also on the plastic waste and on plastic pollution in the oceans. The aim of the questionnaire was to find out what opinion and attitude do the people living in the Czech Republic have regarding plastic pollution in the oceans and at the same time to point out that it does concern the Czech Republic despite the fact it is a landlocked country.

The main aim of the bachelor thesis was to summarize important information about the concept of CSR, its advantages and main principles and at the same time to point out current issue of plastic waste in the oceans. All important information about corporate social responsibility was summarized in the theoretical part, which dealt, among other things, with specific examples of corporate social responsibility and plastic pollution in the oceans.

In the practical part, the results of the questionnaire were analysed. It was clear from the results that many people had never heard of the concept of corporate social responsibility, but respondents still believed that it is important for the company to behave socially responsibly and try to have a positive impact on the environment and society. After a thorough analysis of the results of the questionnaire, it was clear that most of the respondents are trying to regulate their impact on the environment and are looking

for alternatives to plastic packaging and products. Despite the fact that a large part of the respondents did not know much about organisations or companies that deal with plastic pollution in the oceans, they thought that we, as residents of the Czech Republic should also try to limit using of single-use plastics and be more interested in this issue. The most important part of the questionnaire were the last two questions, which focused on whether people think that when they live in a landlocked country, they are not affected by plastic pollution in the oceans. However, most respondents thought that we are affected by pollution despite the fact that we are not a coastal state, due to the fact that food from the oceans is imported to us. Furthermore, plastics in the oceans also affect the climate and the economy. But mainly plastics affect the sea animals and sea birds for which the ocean is home.

The work sought to draw attention to the current problem of plastic pollution of the oceans that threatens the whole world and all life on planet Earth. During the analysis of the topic, the author deepened her knowledge. Public awareness of socially responsible companies will hopefully continue to expand, along with other organisations that try their best to protect the environment and thus our planet.

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XI. Résumé

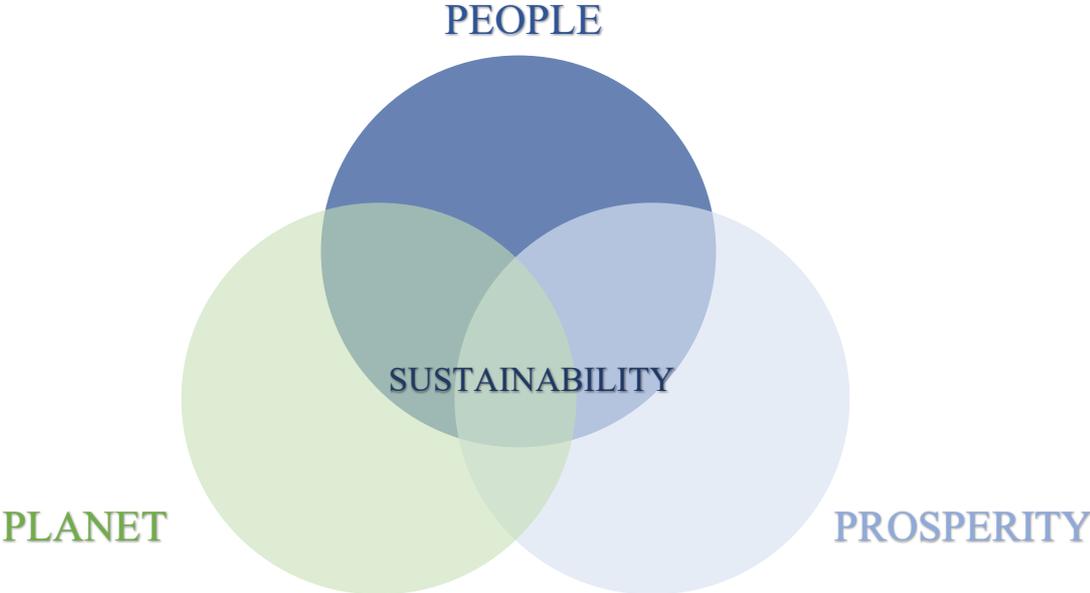
The bachelor thesis is focused on socially responsible companies that deal with the plastic pollution in the oceans. The work is divided into two parts - theoretical and practical. The first part summarizes general knowledge about corporate social responsibility, its principles, benefits and its connection with Fair Trade. The work also deals with the development of socially responsible companies in the Czech Republic and with Czech organisations that support extension of corporate social responsibility in the Czech Republic. One of the chapters describes the impact of globalisation on CSR. The following chapters provide specific examples of companies that behave socially responsibly. These are, first and foremost, companies and organisations cleaning the oceans from plastic waste, and also companies that fight plastics. The practical part examines the knowledge of the Czech inhabitants and their attitude towards the issue of plastic pollution of the oceans. The aim of the bachelor thesis was to summarize important information about corporate social responsibility and at the same time to point out the current problem of plastic waste in the oceans, which poses a threat to our entire planet.

XII. Resumé

Bakalářská práce je zaměřená na společensky odpovědné firmy, které se zabývají znečištěním oceánů plasty. Práce je rozdělena na dvě části – teoretickou a praktickou. V první části jsou shrnuty obecné poznatky o společenské odpovědnosti firem, o jejich principech, výhodách a spojitosti s Fair Trade. Práce se také zabývá vývojem společensky odpovědných firem v České republice a organizacemi, které rozšiřování CSR podporují. Jedna z kapitol se zabývá vlivem globalizace na CSR. V dalších kapitolách jsou uvedeny konkrétní příklady firem, které se chovají společensky odpovědně. V první řadě se jedná o firmy a organizace zabývající se čištěním oceánů od plastového odpadu, a dále pak firmy, které bojují proti plastům. Praktická část zkoumá informovanost obyvatel České republiky a jejich postoj k problematice znečištění oceánů plasty. Cílem bakalářské práce bylo shrnutí důležitých informací o společenské odpovědnosti firem a zároveň upozornění na současný problém plastového odpadu v oceánech, který představuje hrozbu pro celou naši planetu Zemi.

XIII. Appendices

Appendix A – Triple bottom line business



(Source: Picture created by the author of the bachelor thesis)

Appendix B – Fairtrade Mark



(Source: Photograph by the author of the bachelor thesis)

Appendix C – 4ocean Bracelet Packaging



(Source: Photograph by the author of the bachelor thesis)

Appendix D – a turtle entangled in a fishing net



(Source: Photograph by Jordi Chias, National Geographic. Available from: <https://www.nationalgeographic.com/magazine/2018/06/plastic-planet-animals-wildlife-impact-waste-pollution/>.)

Appendix E – Questionnaire in Czech language

1. Jsem:

- muž
- žena
- Nechci uvádět

2. Patřím do následující věkové skupiny

- 15-25
- 26-35
- 36-45
- 46-55
- 55 a více
- Nechci uvádět

3. Jsem:

- student
- zaměstnanec
- podnikatel (OSVČ)
- majitel firmy (do 100 zaměstnanců)
- majitel firmy (nad 100 zaměstnanců)
- brigádník
- nezaměstnaný/á
- Něco jiného

4. Slyšeli jste někdy pojem CSR nebo společensky odpovědná firma?

- Ano
- Ne

5. Pokud ano, kde?

6. Společenská odpovědnost firem znamená to, že se firma snaží svou činností pozitivně ovlivňovat své okolí. Koncept společenské odpovědnosti firem zahrnuje ochranu životního prostředí, vhodné chování k zaměstnancům a obchodním partnerům, podporu místních komunit a dobročinných aktivit, dodržování etických kodexů apod. Myslíte si, že je důležité, jestli se firma chová společensky odpovědně?

- Myslím, že je to důležité.
- Myslím, že to není důležité.

7. Které aktivity společenské odpovědnosti považujete u firmy za nejdůležitější?
- Ochrana životního prostředí a využívání obnovitelných zdrojů
 - Podpora charitativních projektů a neziskových organizací
 - Podpora vzdělávacích programů
 - Vhodné chování k zaměstnancům
 - Vhodné chování k obchodním partnerům
 - Cena odpovídající kvalitě produktů a služeb
 - Žádná z uvedených variant
8. Snažíte se dělat něco pro životní prostředí?
- Ano
 - Ne
9. Pokud ano, co?
10. Třídíte plasty?
- Ano
 - Ne
11. Myslíte si, že třídění plastů pomáhá přírodě?
- Ano
 - Částečně ano
 - Ne
 - Nevím
12. Využíváte některé plastové obaly vícekrát?
- Ano
 - Někdy ano
 - Ne
13. Využíváte bezobalové obchody?
- Ano
 - Poměrně často
 - Výjimečně
 - Nevím, co to je
 - Ne
14. Znáte nějaké české firmy, které bojují s plasty?
15. Slyšeli jste někdy o některé z těchto firem?
- Apple

- Lego
- Ford Motor Company
- IKEA
- SodaStream
- Netflix
- Bosch
- Spotify
- Evian
- Neznám ani jednu z uvedených firem.

16. Vlastníte nějaký produkt nebo využíváte služby od některé z těchto firem?

- Apple
- Lego
- Ford Motor Company
- IKEA
- SodaStream
- Netflix
- Bosch
- Spotify
- Evian
- Neznám ani jednu z uvedených firem.

17. Věděli jste, že tyto firmy patří mezi společensky odpovědné?

- Ano
- Ne
- O některých jsem to věděl/a.

18. Znáte nějaké organizace nebo firmy, které se zabývají čištěním oceánů?

19. Znáte nějakou z uvedených organizací/firem?

- 4ocean
- Green Peace
- The Ocean Cleanup
- Oceana
- Take 3
- Ocean Conservancy

- Neznám žádnou z uvedených organizací/firem.
20. Oceány pokrývají tři čtvrtiny zemského povrchu. Voda světového oceánu a moří představuje 97% zásob vody na naší planetě. Až 40% oceánů je významně poznamenaných lidskou činností (včetně znečištění, vyčerpaného rybolovu a ztráty přirozených prostředí). Je tedy podle Vás důležité, abychom se na tuto problematiku více soustředili?
- Ano, je to určitě důležité.
 - Nemyslím si, že je to zas tak zlé.
 - Není to důležité.
21. V oceánech plave více než 150 milionů tun plastů a každý rok přibude přibližně 5-10 milionů tun plastového odpadu. Tento odpad ohrožuje:
- Mořské živočichy a vodní ptactvo
 - Lidstvo (např. konzumací ryb, které žijí v oceánu plastů)
 - Klima (např. emise CO₂)
 - Naše hospodářství (např. cestovní ruch, rybolov)
 - Všechny výše uvedené odpovědi (živočichy, lidstvo, klima i hospodářství)
 - Ani jednu z uvedených odpovědí.
22. Který z těchto dvou obrázků spíše odpovídá realitě?
- Obrázek A – čistý oceán
 - Obrázek B – oceán znečištěný plastovým odpadem
23. Které z uvedených předmětů se podle Vás nejčastěji objevují na pláži?
- Plastové lahve a víčka
 - Nedopalky
 - Plastové obaly od chipsů a sladkostí
 - Hygienické potřeby – vložky, tampony
 - Igelitové tašky a sáčky
 - Plastové příbory
 - Brčka
24. Znáte nějaké alternativy plastových výrobků?
25. Jaký je Váš názor na to, že Evropský parlament schválil zákaz některých jednorázových plastů jako jsou například plastové příbory, talíře, brčka, vatové tyčinky a plastové tyčky k balónkům?
- Naprosto s tím souhlasím.

- Nevadí mi to.
- Nezáleží mi na tom.
- Nesouhlasím s tím.

26. Týká se nás znečištění oceánů a moří i když jsme vnitrozemský stát?

- Rozhodně ano
- Možná částečně
- Netýká

27. Proč si myslíte, že se nás znečištění oceánů týká/netýká?

XIV. List of figures

Figure 1 – Question n. 3 – What do you do for a living?

Figure 2 – Question n. 7 – What CSR activities do you consider most important for a company?

Figure 3 – Question n. 13 – Do you go to package-free shops?

Figure 4 – Question n. 15 – Have you ever heard of any of these companies?

Figure 5 – Question n. 16 – Do you own a product or do you use any services these companies provide?

Figure 6 – Question n. 17 – Did you know that these companies are socially responsible?

Figure 7 – Question n. 19 – Do you know any of these organisations/companies?

Figure 8 – Question n. 20 – Is it important to focus on plastic pollution in the oceans?

Figure 9 – Question n. 25 – Do you agree with the ban on single-use plastics?

Figure 10 – Question n. 26 – Are we affected by pollution in the oceans?