

CSR Strategy & Tactics: Some Differences

Example	Tactical	Strategic
Climate Change	Light bulbs	Investors
Transport	Fleet Re-Fit	Lafarge Model
Energy	Insulation	Carbon Trading
Emissions	Retrofit	Branson-Style
Comms	Monologue	Dialogue
CSR Training	HR Cost	CSR Hotbed
Media/NGOs	Cost/Threat	Brand Equity