STRATEGIC INTEGRATION OF CSV – CASE STUDIES OF NESTLÉ, UNILEVER, AND M&S

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Abstract - This paper presents a modified design of Area-Efficient Low power Carry Select Adder (CSLA) Circuit. In digital adders, the speed of addition is limited by the time required to propagate a carry through the adder. The sum for each bit position in an elementary adder is generated sequentially only after the previous bit position, the speed of addition is limited by the time required to transmit a carry through the adder. Carry select adder processors and systems. Has been summed and a carry propagated into the next position. The major speed limitation in any adder is in the production of carries.

Keywords - Area-Efficient, Low Power, CSLA, Binary to Excess One Converter, Multiplexer.

I. INTRODUCTION

CSV means Creating Shared Value. It is a business idea that says companies should create value not only for their shareholders but also for society. In short, it tries to make both money and positive social change at the same time.

When a company practices CSV, it uses its special strengths—like skills, knowledge, and relationships—to build trust and benefit everyone. Over time, this helps both the company and society grow stronger together.

In this report, we look at three companies—Nestlé, Unilever, and Marks & Spencer (M&S)—and study how they have made CSV a part of their main business strategy. We will see how each company puts CSV into practice, what results they have achieved, and what common lessons we can learn.

II. NESTLÉ－PROCESS AND RESULTS OF CSV INTEGRATION

Nestlé made CSV one of its key business ideas. It tries to create value for both shareholders and society at the same time.

Nestlé trains its employees to understand CSV and encourages them to take responsibility for it. The company includes CSV goals in its business plans, works with suppliers to share the same aims, and measures both financial and non-financial results.

For example, Nestlé has special teams and training programs to make sure everyone understands the social and environmental goals. It also includes CSV goals in staff evaluations and rewards.

Thanks to this, Nestlé has created social impact—like improving nutrition and saving water—while still growing as a business. In 2020, its ESG score was 4.9 out of 5, much higher than other food companies. This shows that CSV became a real part of its culture, planning, and success.

III. UNILEVER－PROCESS AND RESULTS OF CSV INTEGRATION

Unilever started its Sustainable Living Plan (USLP) in 2010. The idea was to make sustainability part of every brand and product. Each brand had a clear social purpose, and the company worked to make everyday life more sustainable.

Unilever focused on buying raw materials responsibly, helping small farmers, and improving factory efficiency. These actions not only helped the environment but also cut costs.

The result was clear—brands with strong social missions grew faster than others and made about 70% of Unilever's total sales growth. Since 2008, it also saved more than €1 billion through better use of resources.

Unilever's employees felt proud of these efforts—about 90% said they were proud to work there, and nearly 80% felt their job helped the company's sustainability goals. In 2020, Unilever scored 90 out of 100 on the Dow Jones Sustainability Index. Its CEO said, "Doing the right thing is the best way to make profit," showing that social and financial goals can grow together.

IV. M&S－PROCESS AND RESULTS OF CSV INTEGRATION

Marks & Spencer (M&S), a UK retailer, started its Plan A in 2007. This plan included many environmental and social goals, all connected to the company's values: inspiration, innovation, integrity, and fairness.

Each department had its own targets, and progress was checked often by the board and outside experts. M&S worked closely with suppliers and required high standards for labour, the environment, and ethics. About 98% of M&S products came from this responsible supply network.

Because of Plan A, M&S saved £625 million through waste reduction and energy savings. The company did not try to calculate exact profits from Plan A, but it believed the program made its brand stronger, customers more loyal, and employees more motivated. M&S became carbon neutral and kept high ratings in global sustainability indexes like FTSE4Good.

V. COMMON SUCCESS FACTORS AND CHALLENGES

From these three examples, we can see several shared success factors:

1. **Strong leadership and governance**

Top leaders like CEOs made clear commitments. They created special teams or committees to guide and check CSV activities.

2. **Clear goals and measurable progress**

Each company set clear targets and KPIs to track results. They also made progress reports public to stay transparent.

3. **Integration into company culture and HR systems**

CSV was not just a slogan. It was part of employee training, performance reviews, and internal rewards. This made people feel responsible and proud.

4. **Partnership with stakeholders**

The companies worked with suppliers, communities, and NGOs. These partnerships helped solve social problems and built trust in the brand.

However, there were also common challenges:

- It was hard to show exactly how CSV created profit.
- Balancing short-term profit with long-term social goals was difficult.
- Changing company culture took time and cost money.
- After achieving goals, companies had to keep improving and setting new ones.

To overcome these, continuous leadership support and clear communication of CSV as part of the company's long-term value are important.

VI. CONCLUSION

Nestlé, Unilever, and M&S all show that economic success and social contribution can work together. By using their people, brands, and skills for CSV, they turned social value into competitive advantage.

Trust-based relationships with stakeholders created a win-win situation—helping society while improving company reputation, reducing risks, and opening new markets.

These cases suggest that integrating CSV into management systems, company culture, and daily operations helps achieve both economic and social goals. Leadership commitment, internal integration, and collaboration are key to making it work.

In short, these companies teach us that in the 21st century, "there is no lasting economic success without creating social value."

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