MGNT2SM Principles of Sustainable 2022 Management Practice Assignment: 2 of 3 OBJECTIVE The intention with this assignment is to fulfil several objectives: • Provide for a balanced and curriculum‐aligned assessment that obligates your engagement with the learning material we have associated with the two learning themes: 1. Responsible strategic management practices and ethical business management 2. Strategic management as the conduit for executing intention • Provide opportunity for you to earn a mark towards your final module grade award. BACKGROUND TO THE TASK How corporate social responsibility projects can be derailed Big companies operating in developing countries often use corporate social responsibility initiatives to position themselves as development agents and friends of the host communities. But in places like South Africa – and within the mining sector in particular – initiatives aren’t achieving the objectives they were designed to meet. Animosity between corporations and hosting communities persists. The Marikana massacre in 2012 is a case in point. A labour dispute between platinum mining company, Lonmin, and its workers, spiralled out of control, resulting in the death of 34 miners after police opened fire on a demonstration. The events at Marikana show how animosities continue to exist, and the damage they can cause. One of the factors that emerged in the years thereafter is that there were major gaps in Lonmin’s corporate social responsibility programme. An analysis of the Marikana events show that the company failed dismally to meet its housing plans for workers. This left a significant portion of the workforce living in dehumanising conditions. Source: Olorunjuwon, S. (2018). How corporate social responsibility projects can be derailed. Mail and Guardian. Retrieved: https://mg.co.za/article/2018-03-12-how-corporate-social-responsibilityprojects-can-be-derailed/