



# OPEN DATA – GREEN INVESTING

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"It takes 20 years to build a reputation and five minutes to ruin it. If you think about that, you'll do things differently."

**Warren Buffett**



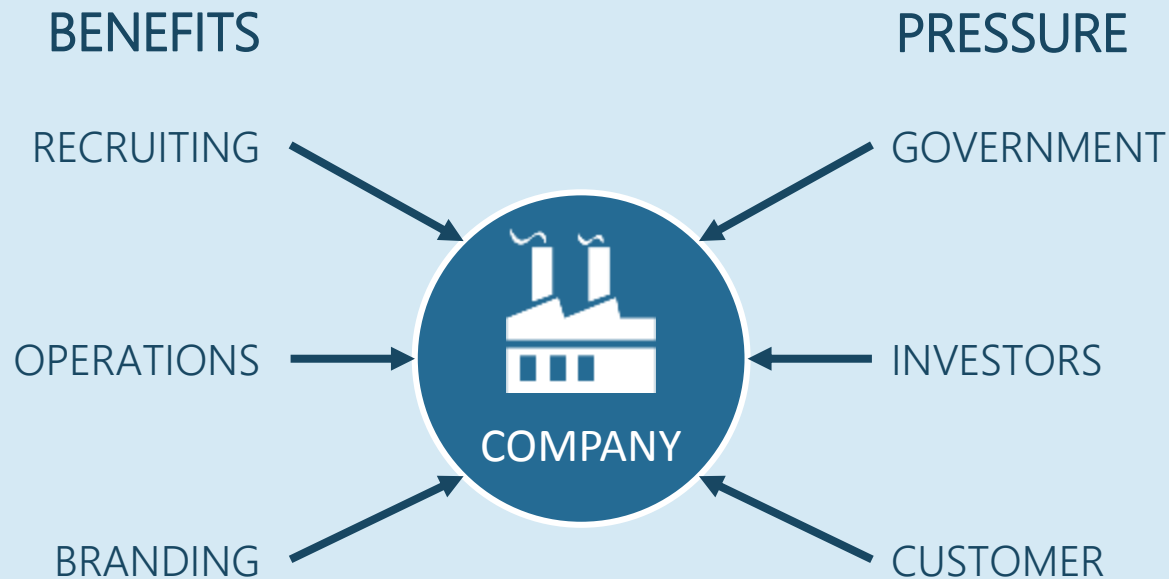
# CORPORATE SOCIAL RESPONSIBILITY ... 3

Corporate Social Responsibility is the continuing commitment by business to behave ethically and contribute to economic development while improving the quality of life of the workforce and their families as well as of the local community and society at large.



# SUSTAINABLE OPERATIONS

More and more companies are deciding that their best strategy is to operate sustainably and release Open Data that shows it.



The broadest accepted standard in regards of measures was developed by the Global Reporting Initiative.



Example: GoodGuide

# Appendix - Images

## Cover

<https://9to5mac.files.wordpress.com/2014/09/islave-hong-kong-sacom.jpg>

## CSR

<http://s3.amazonaws.com/libapps/accounts/5315/images/CSR.png>

## GoodGuide

[http://thegreenists.com/wp-content/uploads/2011/02/IMG\\_1168.jpg](http://thegreenists.com/wp-content/uploads/2011/02/IMG_1168.jpg)