

CORPORATE DIGITAL RESPONSIBILITY (CDR)

Dr. Saskia Dörr, WiseWay berät Unternehmen

**"NOT TODAY AT THE
EXPENSE OF TOMORROW,
NOT HERE AT THE EXPENSE
OF ELSEWHERE!"**

FÜR EINE
WELT
IN DER WIR
GUT & GERNE LEBEN





THE FUTURE IS DIGITAL



IN WHICH (DIGITAL) WORLD DO WE WANT TO LIVE?



Source: Dörr, Saskia (2020) Praxisleitfaden Corporate Digital Responsibility.

Corporate responsibility and sustainability management in the digital age.

Wiesbaden: Springer Gabler. Graphic courtesy of © BOSSE UND MEINHARDT

2019.

all rights WiseWay

06.05.2022

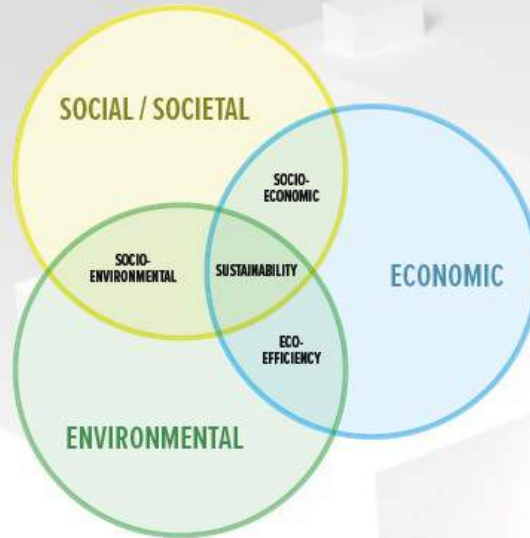
Corporate Digital Responsibility (CDR) bundles a set of practices and behaviors that help a company use data and digital technologies in ways that are perceived as socially, economically, and environmentally responsible.

They are voluntary measures for the benefit of society.
CDR is an entrepreneurial strategy for sustainable and fair digitization

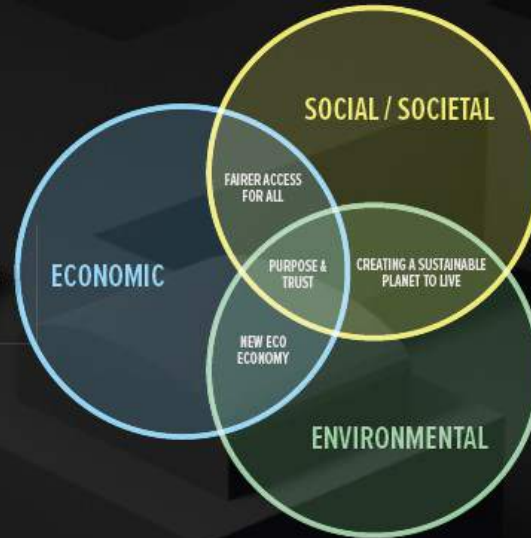
CDR is an entrepreneurial strategy for sustainable and fair digitization.

UNDERSTANDING OF CDR

PHYSICAL (CSR)



DIGITAL (CDR)



CDR IS CSR FOR DIGITAL BUSINESS AND TECH INDUSTRY

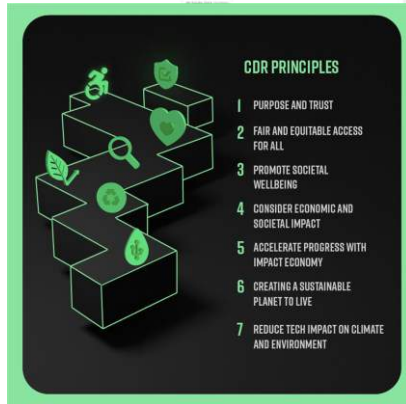


MY WAY TO CORPORATE DIGITAL RESPONSIBILITY



DIGITALE ETHIK – GEKOMMEN, UM ZU BLEIBEN

Die Bewusstheit der Kunden zum Schutz der Daten sowie für einen verantwortungsvollen Umgang mit künstlicher Intelligenz ist digitaler Ethik weit voran. Die Politik und Zivilgesellschaften haben Bedeutung bekommen. Auch Unternehmen müssen sich mit der Umsetzung von Technologie fragen, welche Bedeutung die digitale Ethik.



WISEWAY
DR. SASKIA DÖRR

c/o Eutopia
Thomas-Mann-Str. 36, 53111 Bonn,
Germany

+49 228 943 786 63

+49 160 966 222 21

saskia.doerr@wiseway.de

www.wiseway.de