

Assignment one – Christopher North

While I was going about my day after being told about this assignment, I began to think about the possibilities that would present itself. There were many, but I chose three pictures that I felt had shown to the greatest degree the positive aspects of corporate social responsibility. The first picture was taken at the *Nyx: Professional Makeup* boutique in the Rideau Centre, what immediately stuck out to me was the fact that there was an enormous amount of diversity in the models in the campaign which is unusual for a cosmetics brand. Secondly, not three floors below my room in the Leblanc residence, one of the community advisors was offering free condoms to residents of the complex for free. This had shown to me a great sense of openness on the part of *Housing Services* as well as care for the health of the residents. Finally, I chose a Toyota Prius hybrid to be my last photo, as it shows clearly the business' willingness to contribute to the well-being of the planet, especially considering the impact the automotive industry has on the creation of greenhouse gases. Through observing my environment, I was able to be more critical of my surroundings and has allowed me to see beyond the surface of a product to be aware of society's impact on businesses.