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STUDY OF CURRENT DIRECTIONS AND GOALS OF CORPORATE SOCIAL RESPONSIBILITY OF PHARMACEUTICAL COMPANIES

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Introduction. Corporate social responsibility (CSR) is one of the important things in modern life because it helps with development of community, resource conservation and sustainable development. Thus, the society will have positive impacts on the environmental quality in the future. There are many definitions for the CSR, but the main goal of this activity is to give back to the community.

Aim. The purpose of the paper is to analyse the current directions and goals of the CSR of pharmaceutical companies.

Materials and methods. We studied publications in scientific pharmaceutical and medical journals and web-sites of pharmaceutical companies.

Results and discussions. Pharmaceutical companies should include CSR into their activity to help for growing the country, give back to the community and the government. Pharmaceutical companies give many benefits for the local communities and citizens like giving a free medical insurance for poor people or giving free medicines and medical equipment to hospitals. Another important activity is making medical awareness campaign in the slums, known as the most common areas of diseases. That is why it is so important to talk to people about diseases and give them advices for the common disease prevention. Some companies give a chance to medical and pharmaceutical students for training while

they are studying to be more qualified and will get them choose their specific way in the medical area. CSR often enters into a dispute with the financial interests of the company, for instance, saving medicine monopoly for common diseases which people should take like cancer, diabetic and stroke or making more money. CSR results in solving a lot of economical problems on the healthcare area, for instance, it reduces morbidity and mortality in developing countries.

The United Nations has established 17 goals for sustainable development to transform our world. These goals are a call for action by all countries and all companies to promote prosperity and protect the planet. They recognize that ending poverty has to go hand-in-hand with strategies that build economic growth and address a range of social needs including health, education, social protection and job opportunities, while tackling environmental protection and climate change. These sustainable development goals till 2030 include:

- good health and well being by increasing life expectancy and reducing some of the common killers associated with child and maternal mortality;
- gender equality by providing women and girls with equal access to education, decent work, and representation in political and economic decision-making processes will fuel sustainable economies;
- clean water and sanitation to improve sanitation and access to drinking water;
- zero hunger agriculture, forestry and fisheries can provide nutritious food for all and generate decent incomes if we rethink on the right way;
- climate action due to the pace of change is quickening with more people are turning to renewable energy and a range of other measures that will reduce emissions and increase adaptation effort;
- quality education is the foundation to creating sustainable development and improving education quality can increase number of students whose will solve the world problems in the future;
- no poverty by ensuring social protection for all children. It is important to reduce poverty that has many forms but its causes include

unemployment, social exclusion, and high vulnerability of certain populations to disasters;

– life on land by protecting forests. We will be able to increase the productivity of the land and save the natural sources because we have forests 30 % of the Earth's surface.

Astellas Pharma, Japanese company that deals with manufacturing, marketing and import/export of pharmaceuticals, focuses on achieving at least 9 of 17 goals. Particularly, the goal “Good health and well-being” is supported by creation of innovative medicines and healthcare solutions, collaborative research and development into treatments and vaccines for tuberculosis, malaria, neglected tropical disease, etc. The next goal “Decent work and economic growth” is achieved by cultivation of productive workplaces, employee training and education promotion of occupational health and safety. The goal “Industry innovation and infrastructure” is achieved by continuously executing a high level of investment in research and development. Responsible consumption and production may be reached with eco-conscious production. Astellas provides partnerships for the goals being participating partner in Global Health Innovative Technology Fund. Astellas is committed to expanding access to healthcare through the development and provision of innovative medicines. For instance, Astellas Pharma Europe provided a grant to the Fistula Foundation to develop Action on Fistula, that program aimed at transforming the lives of more than 1,200 women in Kenya suffered with obstetric fistula.

Conclusions. Sustainable development can not be achieved through government action alone, so with the assistance of pharmaceutical companies it will be significantly more effective.