

# CORPORATE SOCIAL RESPONSIBILITY

The concept

# CORPORATE SOCIAL RESPONSIBILITY

## the landscape

### Business sector

Mainstream

CSR as PR for  
'business as usual'

Alternative

CSR as transformative  
principle

Middle Path

Opportunism ~ Creativity

# CORPORATE SOCIAL RESPONSIBILITY

## Social Venture Network (SVN)

- founded in USA in 1987
- SVN Europe followed in 1993
- SVN Asia started in Thailand in 1999
- the first Asia-wide SVN conference was organized in Bangkok in 2003

# CORPORATE SOCIAL RESPONSIBILITY

Mainstream  
business

Alternative  
business

Middle Path  
Opportunism ~ Creativity

Social Venture Network

# Social Venture Network

- SVN is an association of business leaders, entrepreneurs, corporate change agents and NGO's committed to using their organizations as catalysts for change towards a more just, humane and sustainable world. In order to achieve their goals, members endeavour to learn from each other and selectively combine their resources.

# SVN Asia (Thailand)

## Mission:

SVN's mission is to promote business awareness leading to environmental responsibility, basic human rights for all, and justice for every party concerned while considering differences in resources, opportunities and real potentials of organizations or individuals.

# SVN Asia (Thailand)

## Annual conferences:

1999 – Bangkok

2000 – Chiang Mai

2001 – Ubon Ratchathani

2002 – Songkla and the South

2004 – Prachinburi

# SVN Asia

- 2003 – Chulalongkorn University/SASIN, Bangkok, Thailand *“Living Economies in Asia. Re-thinking Corporate Social Responsibility”*
- 2004 – Singapore *“Spirit of CSR. Time for Action”*
- September 2005 – Kisarazu City, Chiba, Japan *“Prospects of Community Business in Asia”*



# CSR

- Traditional roots in philanthropy and ethical business
  - Examples: TATA concern in India (Zoroastrians); Philips in the Netherlands (Quakers); Crown Properties and Royal projects in Thailand (Buddhism)
- SVN pioneers in 1987
- WBCSD 1991/1995
- Global Compact; OECD guidelines 2000
- New stage: ISO social responsibility standards

# SVN pioneers in 1987

- See:

WHAT MATTERS MOST. How a Small Group of Pioneers  
Is Teaching Social Responsibility to Big Business, and  
Why Big Business Is Listening

By Jefferey Hollender and Stephen Fenichell

- Social Venture Network (SVN)
- Business for Social Responsibility (BSR)
- Socially Responsible Investment (SRI)
- Global Reporting Initiative (GRI)

# Global Compact 10 principles

- Business should support and respect the protection of internationally proclaimed human rights within their sphere of influence
- Business should ensure that their own operations are not complicit in human rights abuses
- Business should uphold the freedom of association and the effective recognition of the right to collective bargaining
- Business should uphold the elimination of all forms of forced and compulsory labour
- Business should uphold the effective abolition of child labour

# Global Compact 10 principles

- Business should eliminate discrimination in respect of employment and occupation
- 7. Business should support a precautionary approach to environmental responsibility
- 8. Business should undertake initiatives to promote greater environmental responsibility
- 9. Business should encourage the development and diffusion of environmental friendly technologies
- 10. Business should work against corruption in all its forms, including extortion and bribery

# ISO social responsibility standards

## Stakeholder categories

- Business/industry
- Labour
- Consumers
- Governments
- NGO's
- Others

Essential will be the methods of verification

# CSR

- Pioneers
  - Organizations
  - Principles
  - Reporting
  - Design for social verification
- 
- What is still missing?

# Corporate Social Responsibility

- CSR from Within

- Pioneering spirit
- Religion/philosophy/spirituality
  - Interconnectedness
  - Bodhisatva ideal/compassion
  - Paradigm shift

Networks/communities of determined  
persons