

What was our objective?

“An Outreach to the Global South”



“WBCSD Headlines”

1. CSR is one of the key links to the continued globalization of markets.
2. There is no “one-size-fits-all” approach/code/guideline.
3. Say what you stand for and back it up with action.



“Getting a Balanced Picture of Markets”

- Does CSR provide the “human face” necessary for continued globalization ?
- Ensure WBCSD’s conclusions and messages represent a global perspective
- Is this the “business-case” for investing in corporate social responsibility?
- Gain insight into the respective roles of business, government and civil society in developing / emerging countries



How did we do it?

“with a Process of In-depth Consultation”

Planning session

with the local partners

Series of high-level interviews

with key people from various stakeholder groups

Interactive one-day workshop

with 50-100 participants

global & local perspective

breakout discussions

briefing on WBCSD's status of work

Wrap-up session

with the local partners



Where did interview partners and workshop participants come from?

- **Business** (from the mining, food, textiles, consumer goods/services, pharmaceutical etc. sectors)
- **Academia** (specialized in business and govt., social planning, community affairs)
- **Business ethics groups**
- **Environmental NGOs**
- **Governments** (agencies dealing with industrial policy)
- **Media** (specialized in environment or social issues)
- **Federations of trade unions**
- **Religious groups**
- **Research institutes** (working on technology and innovation)
- **Agenda 21 or sustainable development committees**
- **Consumer groups**
- **Purchasers associations**
- **Marketing, advertising or market research institutes**
- **Environmental protection agencies**



The Questions we asked

What is CSR all about?

Does the definition of CSR pass muster?

“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.”

What key issues does CSR include?

Human rights

Worker rights

Environmental protection

Community involvement

Supplier relations

Where does CSR fit into the business agenda?



Key CSR Messages

“Transparency is critical. Companies must create appropriate auditing systems or they will be created by others.”

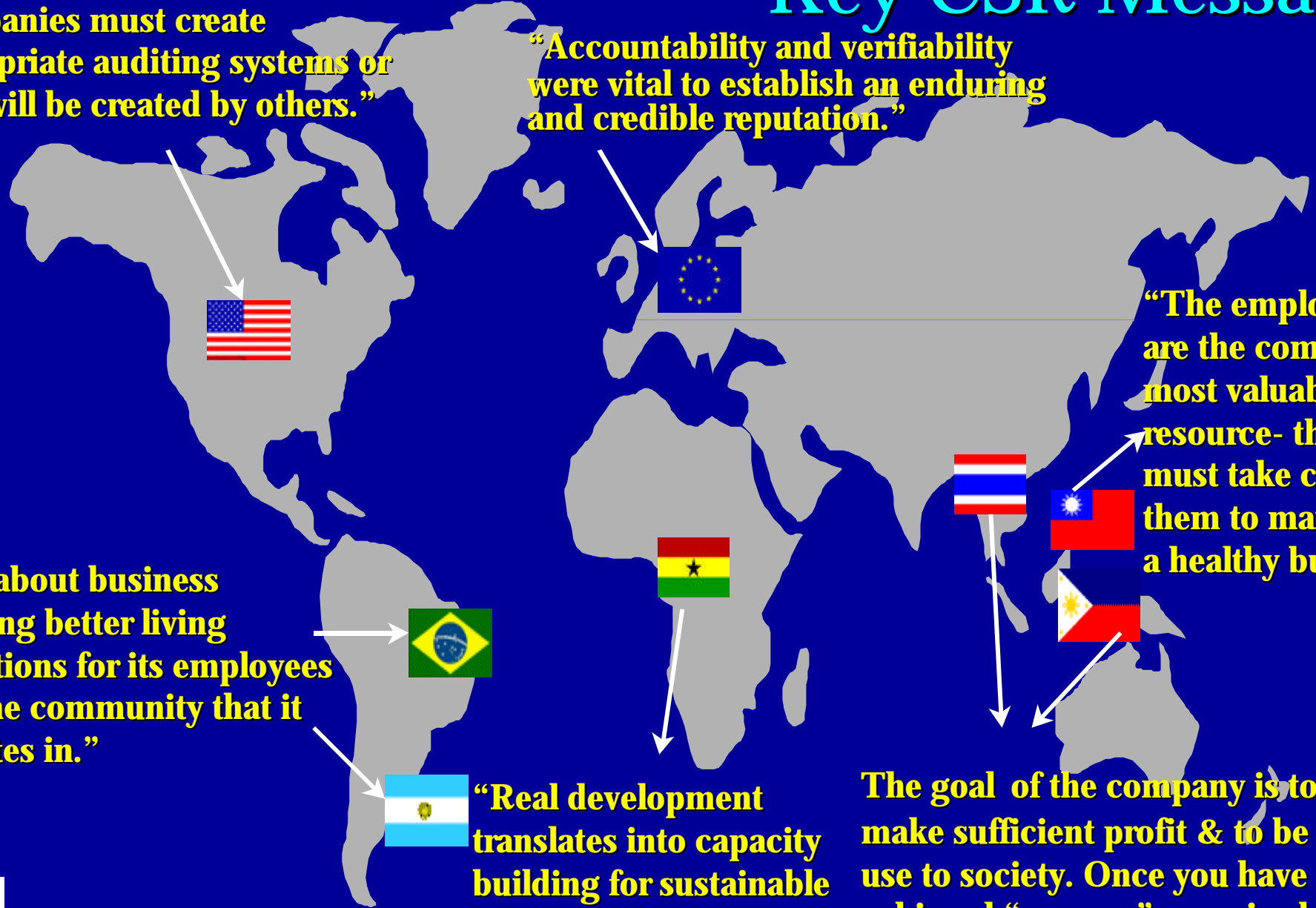
“Accountability and verifiability were vital to establish an enduring and credible reputation.”

“The employees are the company’s most valuable resource- they must take care of them to maintain a healthy business’

“It is about business assuring better living conditions for its employees and the community that it operates in.”

“Real development translates into capacity building for sustainable livelihoods”

The goal of the company is to make sufficient profit & to be of use to society. Once you have achieved “success” you give back



CSR Soundings

taking personal responsibility
increase their level of accountability.

leadership commitment to core values
recognizing local and cultural differences
Human Rights and rights at Work

economic development for the community
respect workers and build their capacities
create frameworks where ethical business
can prosper

development of
natural and
human capital,
in addition to
just making a
profit.

poverty, insufficient regulation/law
enforcement & corruption are key
obstacles to CSR

CSR is about business
giving back to society.

a strong commitment to education,
worker rights, capacity building, and job security
stimulating the economic development of a community



WBCSD

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Markus Lehni
Program Manager

The role of governments ...

.... depends heavily on the country, its culture and development path.

- **Lack of enforcement and monopolistic structures hinder progress toward sustainability.**
- **Lack of justice and corruption are severe problems. Legal systems are insufficient yet for an open economy to work effectively.**
- **In Taiwan government is seen as the main driver for ensuring progress, to support exports, i.e. with funding of research, regulations, education and promotional programs, economic incentives, and through enforcement.**

The role of civil society ...

.... is becoming more influential.

- **NGOs should mobilize public support and educate consumers.**
- **Civil society can pressure governments to enforce legal compliance.**
- **Consumers should buy responsibly.**



Point 3. Say what you stand for & back it up with action

- each company must determine what works best for them
- provide open, transparent and credible information
- silence is not neutrality - doing nothing is no longer an option.
- track record of delivery is what counts
- assist local suppliers and subcontractors in improving their own performance
- open your training programs to local partners
- move from observer & victim to shaper and advocate

