

# Corporate Social Responsibility (CSR)

## Lecturer Sander Hupkes MA



### Programme

- Today's programme
- Introduction of your lecturer
- Elementary principles of (business) ethics
- CSR
  - What is CSR?
  - Why CSR?
  - CSR and sustainability

## Your lecturer

- Drs. Sander Hupkes (1960)
- Academic degree in Philosophy (University of Groningen 1987)
- Lecturer University of applied sciences Leeuwarden, Netherlands (since 2003)
- 10 years labour union



## Your lecturer

- Modules: globalization, industrial relations, (business)ethics, CSR
- Married, no children





## NHL University of applied sc.

- 13,000 students
- 1,200 staff
- 78 Bachelor studies
- 13 Masters
- 4 Associate Degrees



Where is it?



NHL University of applied sc.

- Institute of Healthcare and Welfare
- Institute of Technology
- Institute of Education and Communication
- Institute of Business and Management





## Minor

- Global Sustainability (English)



# What does CSR mean?

- Corporate social responsibility

The responsibility of corporations towards society

Corporations: enterprises and organizations



## Responsibility

Ability to respond (to legitimate questions),  
on how you've acted (right or wrong?)

- on your task
- as virtue: holding oneself responsible for what happens in the world around (acting in a responsible way)





## Ethics

**Critical reflection on morality**

Morality:

- (moral) values, (moral) norms and (moral) virtues

Object: human behaviour

Context: the good life, the good society (= sustainable society)



## Ethics

- Humans have a free will
- Ergo: people are responsible for their behaviour
- Sustainability has to do with technique, but most of all with human behaviour, both of consumers and of producers



## Ethics

- Sustainability is about changing human behaviour.
- Acting the right way. Meaning: with respect for the rights of all (including future generations)





Moral values <sup>1)</sup>	Moral norms (rules) <sup>1)</sup>
Justice	All humans should be treated equally
Freedom	Everybody has the freedom to express his opinion
Sustainability	One should leave the planet liveable for next generations

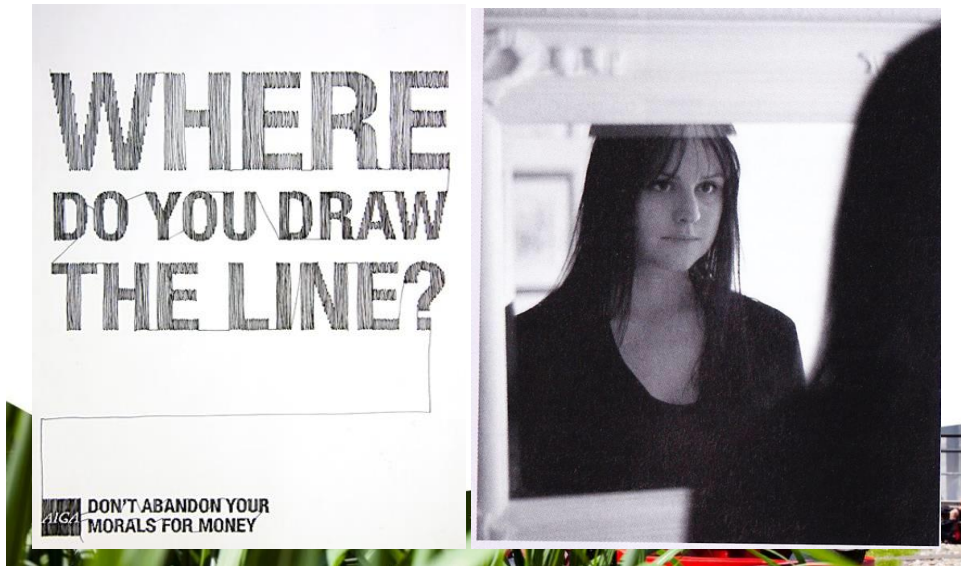


## Morality

- The good life
- The good society
- Professional ethics: the good way to fulfil your profession
- Business ethics: the good way to do business (profit and non-profit!)



## Professional ethics



## Business ethics

Critical reflection on moral issues for and within organizations

- Integrity
- Corporate social responsibility



## Competence

- “the ability to gather and interpret relevant data to form judgements that include reflection on relevant social, scientific or ethical issues” [1]

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[1] One of the so called *Dublin descriptors*, formulated by the European Ministers of Education, as European standards for Bachelor degree level.



## CSR

The conscious direction of business activities toward creating value in **three dimensions** for the **longer term**:

- Social
- Ecological
- Financial-economic

### Transparency

Balance of power of **stakeholders**



## Enterprise\*

- Profit-driven, but the social and economic importance is to create value by using scarce sources in a efficient and effective manner for the production of goods and services wick, by satisfying human needs, contribute to general prosperity.



## Profit

- The financial returns reflect the appreciation of consumers for the products and te efficiency with wick the factors of production are used.
- Social importance of profit (prosperity)



## Triple P




## Triple P

### Essence of CSR in a nutshell

- Profit/prosperity: efficient, comparative advantage
- People: employees, neighbours, customers other groups affected
- Planet: nature, environment: [sustainability](#)



Profit (Prosperity)	Shareholders (pension funds, ethical investors) Taxpayers
People	Stakeholders are (united): -Employees -Consumers -Neighbours -Human rights (amnesty international) -Suppliers etc. -Future generations
Planet	UN Non governmental organizations (NGO): - Greenpeace - WWF, etc.



Ethics and CSR

27

## CSR

Corporate Social responsibility is determined by:

- Focus on public prosperity on the longer term
- Relation with stakeholders and society at large:
  - Transparency
  - Balance of power of stakeholders



Ethics and CSR

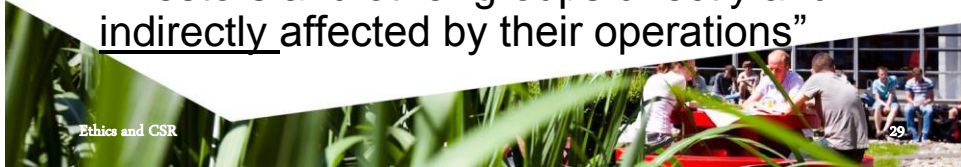
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## Triple bottom line

- ***Beyond the Bottom Line: Putting Social Responsibility to Work for Your Business and the World***

Joel Makower (1994)

“Companies function best when they merge their business interests with the interests of customers, employees, neighbours, investors and other groups directly and indirectly affected by their operations”



## IBM study on CSR



## Why CSR?

Because.....

- You must do so (law, public expectations)
- You find it profitable (reputation, marketing, enlightened self-interest)
- You should do so (moral values, idealism)

