

ANNEX 1

Quick Scan
about
Corporate
Social Responsibility
Worldwide¹

Some Definitions and Movers of Corporate Social Responsibility

| Geographic Area | Key Actor | Forms of CSR |
|-----------------|---|--|
| International | | |
| | <p>International Institute for Sustainable Development www.iisd.org</p> | <p>Corporate Responsibility/ Corporate Social Responsibility/ Corporate Social and Environmental Responsibility/ Corporate Citizenship/ Sustainability</p> <p>Social responsibility is taken to mean a balanced approach for organizations to address economic, social and environmental issues in a way that benefits people, communities and society.” – ISO Strategic Advisory Group on Social Responsibility</p> |
| | <p>UN Global Compact http://www.unglobalcompact.org/AboutTheGC/index.html</p> | <p>Corporate citizenship - Business can be part of the solution to the challenges of globalization; works toward a more sustainable and inclusive global economy.</p> <p>CSR practices documented in new publication - “Enhancing Partnership Value: A Tool for Assessing Sustainability and Impact” http://www.syntao.com/Uploads/{6A327AFCG-81CB-49BF-8EBF--55D0592D2EF5}_Enhancing%20Partnership%20Value.pdf</p> <p>Published by Global Compact, UN Partnerships Office (tools developed by Boston Consulting Group)</p> |
| | <p>The Responsible Competitiveness Consortium</p> <p>(Established by AccountAbility and The Copenhagen Centre in 2003)</p> <p>Members: Institute for Social and Ethical Accountability (AccountAbility, UK), Instituto Ethos (Brazil), Fundacio Dom Cabral (Brazil), ProHumana (Chile), African Institute for Corporate Citizenship (AICC), PALTrade (Palestine), Business for Social Responsibility (BSR, USA)</p> <p>http://www.copenhagencenter.org/sw1035.asp</p> | <p>Corporate responsibility practices impact on the international competitiveness of nations and regions and the resulting potential for reshaping the activities of sectors, markets and ultimately the global economy in ways that support sustainable development.</p> |

¹ By Tina Pavia and Cecille Lao, October 31, 2007, Drafted for the Meeting of WINGS Corporate Initiatives Committee.

Some Definitions and Movers of Corporate Social Responsibility

| Geographic Area | Key Actor | Forms of CSR |
|----------------------------|---|--|
| | <p>World Business Council for Sustainable Development http://www.wbcasd.ch/DocRoot/hbdf19Txhmk3kDxBQDW/CSRmeeting.pdf</p> <p>a CEO-led, global association of some 200 companies dealing exclusively with business and sustainable development.</p> | <p>Corporate social responsibility is the continuing commitment by business to contribute to economic development while improving the quality of life of the workforce and their families as well as of the community and society at large.</p> |
| Asia Pacific Region | | |
| Australia | <p>The Prime Minister's Community Business Partnership http://www.partnerships.gov.au</p> | <p>The Partnership's role is advocacy, facilitation and recognition of corporate social responsibility and partnerships between business and community. Its Corporations and Markets Advisory Committee (CAMAC) released a report about the wider CSR debate and includes summaries of the main schools of thought for and against CSR regulation, developments in overseas jurisdictions, main sources of standards for CSR decision making and reporting, sustainability guidelines and reporting, and connections between CSR and corporate accountability, risk management, directors' duties, and other regulatory guidelines and requirements.</p> |
| China | <p>United Nations Development Programme and the China Enterprise Confederation www.csrchina.net</p> | <p>CSR as a tool for enhanced business performance and competitiveness, CSR from a branding perspective, how to integrate CSR into corporate strategies, and the practical meaning of responsible corporate citizenship. These are the themes of a 2007 conference held in Beijing. The event provided domestic and multinational companies operating in China with an opportunity for peer-to-peer interactions and exchanges on pragmatic solutions and operational toolkits.</p> |
| Hong Kong SAR | <p>CSR Asia http://www.csr-asia.com http://www.csr-asia.com/summit07/summit07.pdf</p> <p>Email: summit@csr-asia.com</p> | <p>CSR trends identified as (1) shareholder activism, tackling transparency in business reporting, corruption as a business issue; (2) supply chain issues, including human trafficking/forced labor issues, product responsibility and food safety, ethical sourcing; (3) social and environmental risks, including discrimination and diversity issues, climate change and carbon footprinting, biodiversity protection—these concepts to be covered in CSR Asia Summit (Nov 2007)</p> |

Some Definitions and Movers of Corporate Social Responsibility

| Geographic Area | Key Actor | Forms of CSR |
|-----------------|--|---|
| India | <p>Center for Social Markets (Kolkata and London offices)</p> <p>http://www.csmworld.org/public/PDF/Malini's%202006%20RS%20Introduction.pdf</p> <p>http://www.csmworld.org/public/PDF/SRI%20in%20India.pdf</p> | <p>Corporate citizenship or corporate social and environmental responsibility - it is no longer enough for businesses to simply employ people, make a profit and pay taxes; they must act responsibly, be accountable and benefit society as a whole.</p> <p>Triple bottom line: people, planet, profit.</p> <p>CSR – private sector plays a fundamental role in generating environmentally sustainable, socially responsible, pro-poor growth and development.</p> |
| Japan | <p>CSR Archives set up by Japan Research Institute (JRI)</p> <p>http://www.csrijapan.jp/index_e.html</p> <p>E-mail: csr@ird.jri.co.jp</p> | <p>Japanese companies contribute to society through customer-oriented products and services, stable employment, philanthropy, community involvement, and so on so forth.</p> <p>CSR as strengthening compliance and building trust from consumers – E.g., "The Keidanren Charter for Good Corporate Behavior" by the Nippon Keidanren; "Market Evolution and CSR Management: Toward Building Integrity and Creating Stakeholder Value" by the Association of Corporate Executives (2003)</p> |
| Philippines | <p>League of Corporate Foundations</p> <p>www.lcf.org.ph</p> <p>(definition from CSR Expo 2007 Rationale)</p> | <p>CSR practice integrates business and society using the triple bottomline approach—meeting economic, social and environmental objectives. CSR can benefit the company as a source of opportunity, innovation and competitive advantage thru strategic identification, implementation and integration of responses to social issues with the business.</p> |
| Singapore | <p>National Tripartite Initiative (NTI)</p> <p>http://www.csrsingapore.org/</p> | <p>The NTI on CSR serves as a steering committee to review and formulate broad CSR strategies, taking a tripartite approach to include the key stakeholders including business, unions and the government. Founded the Singapore Compact for CSR as a platform for fostering dialogue and collaboration among various CSR stakeholders.</p> |
| Europe | | |
| European Union | <p>CSR Europe</p> <p>http://www.csreurope.org/whatwedo/Stakeholderdialogue/EUandCSR/</p> <p>European Alliance for CSR</p> <p>http://www.csreurope.org</p> | <p>CSR is about companies taking action beyond their legal obligations.</p> <p>The European Commission's strategy on CSR focuses on four key aspects:</p> <ol style="list-style-type: none"> 1. Promoting the business case for CSR (especially to SMEs) 2. Promoting external evaluation and benchmarking of companies' social and environmental performance in order to make CSR credible (social reporting) 3. The creation of a European multi-stakeholder forum to generate agreement on approaches and tools for CSR |

Some Definitions and Movers of Corporate Social Responsibility

| Geographic Area | Key Actor | Forms of CSR |
|-----------------|---|--|
| | | <p>4. Integrating CSR considerations into all areas of EU policies and programmes</p> <p>The European Alliance, and the wider stakeholder partnership in which it is embedded, aims to better harness the innovation of enterprises and stakeholders in support of sustainable development and the European strategy for growth and jobs.</p> |
| | <p>Swiss Consulting Group http://www.swissconsultinggroup.com/docs/2003-04-28--CSRcoursework.pdf</p> | <p>CSR uses triple bottomline management within a business sustainability framework</p> |
| | <p>European Commission's Directorate-General for Enterprise and Industry http://ec.europa.eu/enterprise/csr/index_en.htm</p> | <p>CSR is about integrating social and environmental concerns into business strategy and operations; Related to how enterprises interact with their internal and external stakeholders (employees, customers, neighbors, non-governmental organizations, public authorities, etc.)</p> |
| Denmark | <p>The Copenhagen Centre / Danish Ministry of Economic and Business Affairs – Danish Commerce and Companies Agency</p> <p>http://www.copenhagencentre.org</p> <p>http://www.copenhagencentre.org/graphics/CopenhagenCentre/Publications/The%20government%20is%20strengthening%20CS1.pdf</p> | <p>CSR, a strategic tool to enhance the company's overall business strategy. CSR is pressured locally and internationally to develop sustainable business strategies and sustainable company behavior within the supply chain.</p> |
| United Kingdom | <p>AccountAbility and CSRnetwork</p> <p>From the article "Separating Smart from Great: Embedding Accountability into Business Practices" by Simon Zadek, FORTUNE magazine, November 2006</p> <p>Email: simon@accountability21.net</p> | <p>The 2006 Accountability Rating ranks the world's companies by their effectiveness as managers of CSR issues. Scoring categories are: stakeholder engagement, governance, strategy, performance management, public disclosure, assurance. Scoring is based on not only declared intentions but also corporate actions to address material non-financial issues. The 2006 Rating analyzed 64 companies, including 50 companies on the FORTUNE Global 500 plus 14 other large companies in 5 industry sectors.</p> |
| | <p>Prince of Wales International Business Leaders Forum</p> <p>From a meeting report on Business and the MDG, held in conjunction with the Philippine Business for Social Progress, Manila</p> | <p>CSR framework shows a strategy mix for business contribution to development: 1) Core Business Initiatives 2) Social Investment 3) Policy Advocacy/Dialogue</p> |

Some Definitions and Movers of Corporate Social Responsibility

| Geographic Area | Key Actor | Forms of CSR |
|---|---|---|
| France | (see Social Investing Forum, SRI - Annex 3) | |
| Africa | | |
| South Africa (with CSR programs in Lesotho, Mozambique, Namibia, Zimbabwe) | African Institute for Corporate Citizenship http://www.aiccafrica.org/CSRCoursework.pdf | Improved corporate responsibility in areas such as labour relations, community engagement, environmental management, and human rights can contribute to various aspects of competitiveness including improved productivity, market access, and reputation. AICC corporate citizenship programme is a capacity building and advocacy project. The overall aim of this initiative is to provide a platform that brings business, government and civil society together in a manner that facilitates and promotes the development of best practice in the field of corporate citizenship focusing on Southern Africa. |
| | AICC CSR Programme in Lesotho http://www.aiccafrica.org/ Partner: Lesotho Community Development Foundation (LCD) | CSR Programme explored: - the vitality of investments and growth of community development funds and projects; Job losses – crises and possible replacements – in the textile sector; Strain of HIV/AIDS on women and men after being retrenched from work |
| | AICC CSR Programme in Mozambique http://www.aiccafrica.org/ Partner: Mozambique Global Compact Forum | The definition of CSR in the country should consider the question of ownership of natural resources. Mozambique Global Compact Forum to take a pivotal role. |
| | AICC CSR Programme in Namibia http://www.aiccafrica.org/ Partner: Rossing Foundation | <i>(see corporate philanthropy – Annex 2)</i> |
| | AICC CSR Programme in Zimbabwe http://www.aiccafrica.org/ Partner: Environment Africa and MWENGO | Corporate involvement linked up with NGO activities would spur both accountability and CSR in accordance with mainstream economic activity. |
| Middle East | | |
| See Worksheets 2 and 3 | | |
| Latin America | | |
| | Peru 2021 Inter-American Development Bank, Multilateral Investment Fund-IFC http://idbdocs.iadb.org/wsdocs/getdocument.aspx?docnum=1011225 | CSR as a strategy for competitiveness. CSR measures can be promoted in Small and Medium Enterprises (SMEs) in the value chain of large socially responsible companies, to enhance competitiveness. |

Some Definitions and Movers of Corporate Social Responsibility

| Geographic Area | Key Actor | Forms of CSR |
|--------------------------|--|---|
| | | CSR defined as business behavior based on ethical values and principles of transparency that include a strategy for continuous improvement between a company and its stakeholders. |
| | <p>Colombia</p> <p>http://www.iblf.org/resources/ebulletinnov06.htm</p> <p>Programme of the International Business Leaders Forum – with Fundación Ideas para la Paz, the UN Global Compact</p> | Business working with civil society to overcome long-rooted mistrust, promote poverty reduction, tackle discrimination and assist vulnerable populations. Business to contribute to human rights and development in Colombia. |
| North America | | |
| Canada | <p>Industry Canada (IC)</p> <p>http://strategis.ic.gc.ca/epic/site/csr-rse.nsf/en/h_rs00070e.html</p> | IC has addressed CSR-related challenges such as corporate governance and marketplace climate, environmental protection and sustainable development, human resource management practices, community development, consumer protection, innovation, and smart regulation through a continuing and further use of its wide range of policy levers. |
| United States of America | <p>Business for Social Responsibility</p> <p>http://www.bsr.org/AdvisoryServices/CSR.cfm</p> <p>With global offices based in Guangzhou, China and Paris, France</p> | <p>CSR as “achieving commercial success in ways that honor ethical values and respect people, communities, and the natural environment.” CSR means addressing the legal, ethical, commercial and other expectations society has for business, and making decisions that fairly balance the claims of all key stakeholders.</p> <p>CSR viewed as a comprehensive set of policies, practices and programs that are integrated into business operations, supply chains, and decision-making processes throughout the company -- wherever the company does business -- and includes responsibility for current and past actions as well as future impacts. The issues that represent a company's CSR focus vary by business, by size, by sector and even by geographic region. In its broadest categories, CSR typically includes issues related to: business ethics, community investment, environment, governance, human rights, marketplace and workplace.</p> |
| | <p>Center for Corporate Citizenship</p> <p>The Boston College</p> <p>http://www.bcccc.net/index.cfm?fuseaction=page.viewPage&pageID=596</p> | Corporate citizenship is the business strategy that shapes the values underpinning a company's mission and the choices made each day by its executives, managers and employees as they engage with society. We believe that three core principles define the essence of corporate citizenship, and that every company should apply them in a manner appropriate to its distinct needs: minimizing harm, maximizing benefit, and being accountable and responsive to stakeholders. |