

FOM-Conference

# FOM International CSR Research Conference

## Implementing Sustainable CSR Management Solutions



19.04.2013, 12:45 Uhr

Presentation of Workshop Results from Track 1



# Implementing Sustainable CSR Management Solutions

## Workshop Discussion Track 1



**Chair: Prof. Dr. Jan Jonker**  
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1. Introduction
2. Summary of Day 1 Presentations
3. Key Themes
4. Key Risks
5. Key Opportunities



## A Rich Diversity of Presentations





## “Update from the USA – Key Issues and Debates inside the American Sustainability Agenda” *Tom Nist*

### Summary:

General Overview of the actual state of affairs in the USA  
(Social/Political/Economical)  
Sustainability Efforts work against the ‚Living large‘, the ‚Borrowing on Tomorrow‘, policy agenda and lobbying

### Challenge:

How can Sustainability and Economics work together in the private sector and with the policy makers in Washington



## “Cotton Made in Africa (CmiA) – A Global Initiative of the Aid by Trade Foundation” *Ortrud Kamps*

### **Summary:**

Bringing sustainable cotton on the Global Market and simultaneously improve living standards in countries of production. One overall aim is to bring CSR to a reasonable price to on the market.

### **Challenge:**

The verification of the strategic partners and controlling the relatively long supply chain.



## “Creating Sustainable Impact at the BOP using a Social Enterprise Model: Project Dharma”

### Summary:

Growth Strategies at BOP markets, yet making use of the traditional BM approach by really trying to raise the living standard through sales from Project Dharma

### Challenge:

How to upscale the project and address a broader scope of the target audience/BOPs



# „Addressing Stakeholders and Better Contributing to Sustainability and Game Theory“

*(Rodrigo Lozano)*

## “Sustainability inter linkages in reporting vindicated: A study of European companies”

### Summary:

Presenting a tool to develop  
strategies for sustainability  
in respect to Game Theory  
More functional reporting  
systems by linking  
management, measurement  
& reporting

### Challenge:

In the end: whom to report  
to?  
Aim towards an  
interconnected way  
between reporting system  
performance measurement  
remains difficult





## “Economic Development and CSR Initiatives in National Economies” *Lukasz Jablonski*

### **Summary:**

A suggestion of arguments for interdependences between economic development and CSR initiatives

### **Challenge:**

What values have to be considered to measure this issue? What values need to be addressed in order to achieve appropriate results?

## Key Themes:

- Attend a holistic, systemic approach
- Focus on the variety of the business landscape
- How do we measure contextualized impact?
- The change perspective on sustainability
- Can students be supported in a sustainable (comfortable) way?
- Balancing Risk and Resilience

## Key Themes:

- Elephant-in-the-room metaphor
- Focus on measuring, framing & naming what already is there
- Where is the Emerging Future to be seen? Signs of the Future? Research? Revealing cases? ...



## Key Risks:

- Disconnection from Practice/Business
- Balancing the Soft- and Hard Factors
- Professional Greenwashing
- Catch 22 - Profit before Sustainability (Luxury Item)
- Balance between Short-term and Long-term
- Defining the organizational object (organization's value chain), value cycle
- How to deal with Intrapreneurship uncertainty



## Key Opportunities:

- Making simple concepts for eco-efficiency
- Picking low-hanging fruits
- Branding/Transparency/Compliance (Methods & Strategies)
- Strong focus on performance-based functions
- ‘The use of the function’ becoming a concept
- Pushing Legislation
- Learning from Mistakes
- Opportunities for Education (Hard/Soft Skills)

## Key Opportunities:

- Future Conferences with Benchmarks showing progress on projects;
- Show more Pitfalls, Shortcomings and Everyday-Life-Business-Cases ´critical and reflective analysis;
- Instead of a broad conference scope: theme dedicated workshops with more depth.



1. How to innovatively implement integrated sustainable CSR strategies into corporate systems?
2. What opportunities exist to enable inclusive CSR across the key business functions?
3. How to foster effective management solutions?





# Thanks for listening!

