

Globalization & Localization: The Cultural Impact of Multi-National Corporations



Boryana Damyanova Panel on
Corporate Social Responsibility

April 11, 2006 Tufts University

COMMUNITY
MATTERS
GROUP 

The logo for Community Matters Group, featuring a stylized star or compass rose design with multiple points in various colors (yellow, green, red, blue) radiating from a central point.

CSR Radar Readings™

CSR Radar:

www.responsus.com's CSR Radar Readings™, (Spring 2006)

Show continued exceptional growth in interest in corporate responsibility:

- Up 233% in the past 6 months
- Up 509% in the past 12 months
- Up 716% since the inception of Responsibility Radar(tm) (July, 2004)

Responsus

Growth, Challenge and Opportunity

- Amazing growth and evolution of corporate responsibility over the past few decades
- And yet social and environmental challenges have increased, not decreased, calling into question the impact of corporations in the context of globalization
- There remains an enormous opportunity to apply the resources and expertise of the private sector, particularly the “innovation gene” to the root causes of the myriad challenges we face as a global community.

What's in a Name?

Business Ethics

Corporate Citizenship

Corporate Social
Innovation

Community Involvement

Corporate Philanthropy

Community Investment

Community Relations

Corporate Volunteerism

Corporate Social
Opportunity

Strategic Giving

Community Affairs

Corporate Social
Responsibility

Triple Bottom Line

Corporate Accountability

Sustainability

What's in a Name?

Table 1 - Alternative Models of Corporate Citizenship

	MOTIVATION		
BENEFICIARIES		Instrumental	Moral/ Ethical
	Shareholders	Minimalist	Philanthropic
	Stakeholders	Encompassing	Social Activist

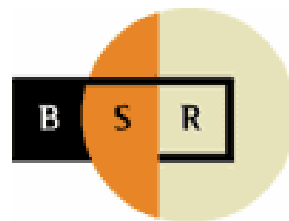
(From: Note on Corporate Citizenship in a Global Economy
 Richard M. Locke; Sloan School of Management; MIT; 2002)

What's in a Name?

Corporate Social Responsibility

BSR defines corporate social responsibility as “achieving commercial success in ways that honor ethical values and respect people, communities, and the natural environment.”

(Source: www.bsr.org)



Business for Social Responsibility

What's in a Name?

Corporate Citizenship

“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.”

(Source: www.bcccc.net)



THE CENTER
FOR CORPORATE
CITIZENSHIP
AT BOSTON COLLEGE

What's in a Name?

Corporate Social Innovation

“Corporate Social Innovation is defined as a technology (used in the economic sense, broadly) or other business practice innovation that aligns a corporation's profitability (secular/long-run) and sustainability. When companies are engaging in corporate social innovation, they are doing one of the following:

- Using new technology (used broadly) or business practices to mitigate negative externalities caused through core business practices.
- Creating new products and services in order to capture new market demand for environmentally and socially sustainable products and services.
- Influencing market demand by creating new products and services that force a competitive shift towards more sustainable consumer lifestyles.”

(Source: StartingBloc founder Martin Smith)



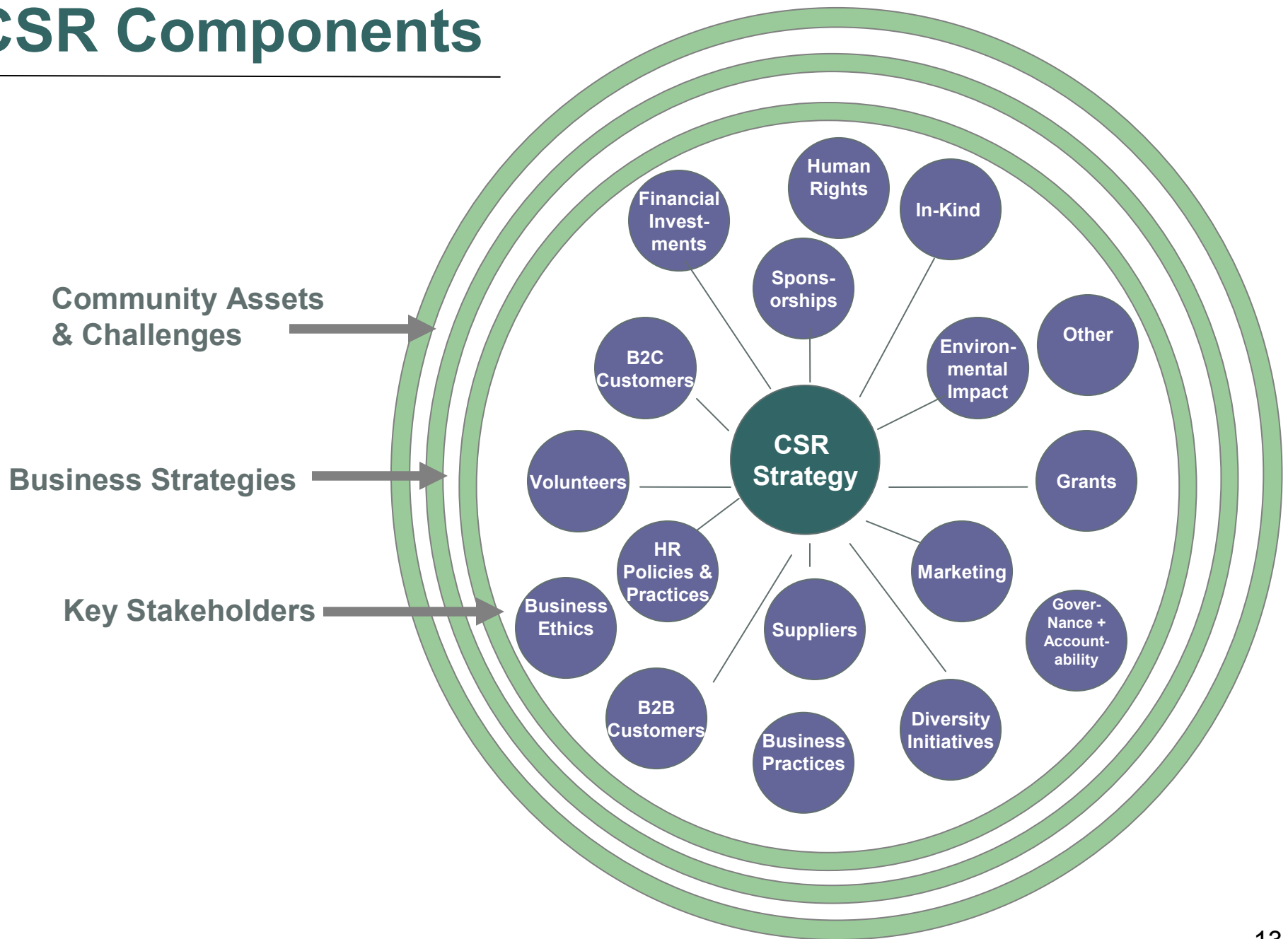
What's in a Name?

**Strategic:
CSR/CSI/
Citizenship/
Sustainability/
etc.**

Community Matters Group helps companies with the art of leveraging their assets and actions to maximize societal impact while leveraging their citizenship to maximize the business ROI. In short, the art of making responsibility profitable and making profitability responsible.



CSR Components

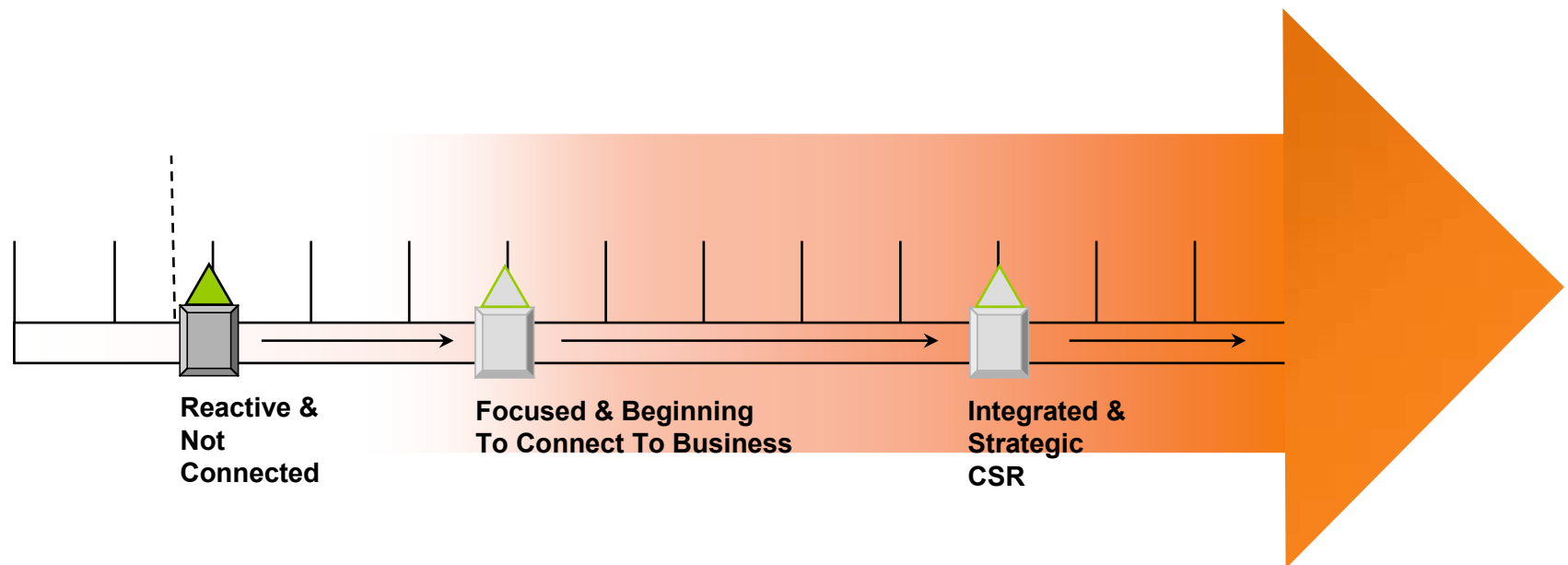


Finding The Sweet Spot, and Doing Something With It



A Continuum

The evolution along this continuum is towards increased community impact and increased business benefit.



Globalization and CSR



No computer should go to waste. **DELL™**



Good, News...



The New York Times

TimesSelect



OP-ED COLUMNIST

China's Little Green Book

By THOMAS L. FRIEDMAN

Published: November 2, 2005

As China grows more prosperous it must urgently adopt green technologies. Otherwise it will destroy its environment and its people.

BEIJING - There are only about 60 gold-standard green buildings in the world -- that is, buildings certified by the U.S. Green Building Council as having been made with the materials and systems that best reduce waste, emissions and energy use. One of those buildings is in Beijing -- China's Ministry of Science and Technology, at 55 Yuyuantan Nanlu Street. I toured it the other day with Robert Watson from the Natural Resources Defense Council, who advised China in designing the building. What struck me most was how much stuff in China's greenest building was labeled "Made in China." ...

THE HINDU

Online edition of India's National Newspaper

Sunday, Apr 09, 2006

Combination of strategies "will sustain growth"

CHENNAI: A combination of strategies, some driven internally and others requiring policy changes, will help industry sustain the high growth amid rising costs of compliance and manpower and the growing consumer expectations of products and services at lesser cost...Likewise, the corporate sector can no longer put issues concerning sustainable growth on the back burner.

This was the message the captains of Industry sought to drive home at a public session, organised here on Friday as part of the annual (southern) regional meeting of the Confederation of Indian Industry, on 'emerging challenges in sustaining growth.'

Taking part in a panel discussion, CII national president Y.C. Deveshwar said that in keeping with its objective of raising the quality of life, industry must refrain from practices that affected long-term sustainability. "For business growth, we sometimes short-change the future," Mr. Deveshwar, who is chairman of ITC Limited, said, stressing the need for judicious use of natural resources.



Search Stories

go

Home

General

Business

Politics

Sports

Entertainment

Articles

Archive

Posted On: Saturday, 11th of March 2006 12:00:23 PM

Re-define corporate social responsibility - Joyce

Ghana Chamber of Mines Chief Executive Ms Joyce Aryee on Friday urged industries and companies to regard their corporate social responsibility, as a critical component of business. That she said, entailed the strengthening of relations with the publics that serve as its stakeholders.

Ms Aryee said the Chamber needed to be appreciative of this by being responsible, responsive, encourage sound operational ethics, transparency, good governance and environmental management.



Other Stories

- ▶ 20 technical, vocational resource centres soon
- ▶ Weak brain links 'explain autism'
- ▶ DAGBON CAN, MUST HAVE PEACE
- ▶ DAGBON CAN, MUST HAVE PEACE
- ▶ BA MAJOR RETRENCHMENT NEXT YEAR

CZECH BUSINESS weekly



TUESDAY Business Network

Potkejte se se členy TUESDAY Business Network, sítě technologických podnikatelů

Advertising

Tue, April 11, 2006

Home Page

Contact Us

Subscribe

Search

Issue 15



Marketing social responsibility

By: Milan Deutsch, 20. 03. 2006

Corporate social responsibility (CSR) has become an integral part of company operations and business strategy, as well as a communications tool.

These days, it's not unusual to hear companies and businesspeople make statements like the following: "We generate profit in this country by selling our products. Therefore we believe it's fair to give something back to the community where we do business. We've funded a special program helping universities to implement the latest computer technology in order to improve education and access to information for local students."

But why do companies choose to invest in CSR activities? Is it really a question of morality, a desire to be a good corporate citizen, or just an efficient marketing tool? These are among the questions people working in top corporate management and marketing departments ask when preparing a CSR strategy.

Stock updates

1550 PX

Special Issue on

Corporate Citizenship in Latin America: New Challenges for Business

Edited by Jose Antonio Puppim de Oliveira, Brazilian School of Public and Business Administration (EBAPE), Getulio Vargas Foundation (FGV), Brazil

Contents

World Review 3



Introduction

Jose Antonio Puppim de Oliveira, Brazilian School of Public and Business Administration (EBAPE), Getulio Vargas Foundation (FGV), Brazil

Turning Point 21-24

A View of Corporate Citizenship in Latin America

Stephan Schmidheiny, Honorary Chairman, World Business Council for Sustainable Development (WBCSD)

Exploring Terra Incognita: Non-financial Reporting in Corporate Latin America 25-38

Monica Araya, Yale Center for Environmental Law and Policy, USA

[Read abstract](#)

Social and Environmental Responsibility in Small and Medium Enterprises in Latin America 39-50

Antonio Vives, Inter-American Development Bank, USA

[Read abstract](#)

Corporate Social Responsibility in Large Mexican Firms 51-60

Jeanne M. Logsdon, Douglas E. Thomas and Harry J. Van Buren III, University of New Mexico, USA

[Read abstract](#)



THE JOURNAL OF
**CORPORATE
CITIZENSHIP**





[Ads by Google](#)

[Lightweight Dell Laptops](#)

[Computers Laptops](#)

[AVERATEC Notebook](#)

[Toshiba Satellite Laptops](#)

[Toshiba Laptops](#)

Averatec Laptops are "Climate Neutral"

Posted Mar 23, 2006 at 12:34AM by [Maricar V.](#)

Listed in: [News](#), [Averatec](#), [Laptops and Notebooks](#)



Even laptops contribute to carbon dioxide buildup in the atmosphere. Averatec has acknowledged this fact and is ready to make amends by selling only "climate neutral" laptops in Europe. Another one of those things that make you raise your eyebrows.

Bengt Stahlschmidt, managing director of Averatec Europe GmbH said: *"Climate-neutral laptops were the next logical step in our drive to protect the climate, CO2 emissions occur mainly through power consumption. Neutralisation is organised for us by Sustainable Partner and is based on the fundamentals of the Kyoto Convention."*

"The CO2 emissions generated by any Averatec [laptop](#) over three years use will be 'neutralised' by Averatec through the purchase of guarantees of origin from hydroelectric power projects."

Well, Averatec is not new to this, in fact, the climate-neutral laptop initiative just follows the company's initial CO2 campaign last year wherein it pays for the neutralisation of one tonne of CO2 emissions for every laptop purchased.

Bad, News...

money.telegraph [Read more here →](#) in association with telegraph.co.uk

Search [GO](#) [Our site](#) [Web enhanced by Google](#) Tuesday 11 April 2006

Home
Money home
Business

Deutsche Bank fined £6.3m for misconduct

(Filed: 11/04/2006)

The City regulator has fined Deutsche Bank more than £6.3m for market misconduct involving two separate transactions in March 2004. In a statement, the Financial Services Authority said the first transaction was a book build in Scania B shares, while the second involved Cytos Biotechnology shares.

The fine is the third biggest levied by the FSA, behind a £17m market abuse fine levied on oil major Shell and a £13.9m fine imposed on Citigroup last year.

msn Money

[Home](#) [News](#) [Banking](#) [Investing](#) [Planning](#) [Taxes](#) [My Money](#)

[News Home](#) [This Week's Commentary](#) [Commentary Index](#)

April 11, 2006 09:30 AM ET

Bausch & Lomb Tumbles on Product Pull

NEW YORK (AP) - Bausch & **Associated Press**
Lomb shares fell 18 [All Associated Press News](#)
percent in premarket electronic trading Tuesday after the company agreed late Monday to stop shipments of a contact lens solution linked to reports of eye infections.

The New York Times Business

WORLD | U.S. | N.Y. / REGION | BUSINESS | TECHNOLOGY | SCIENCE | HEALTH | SPORTS

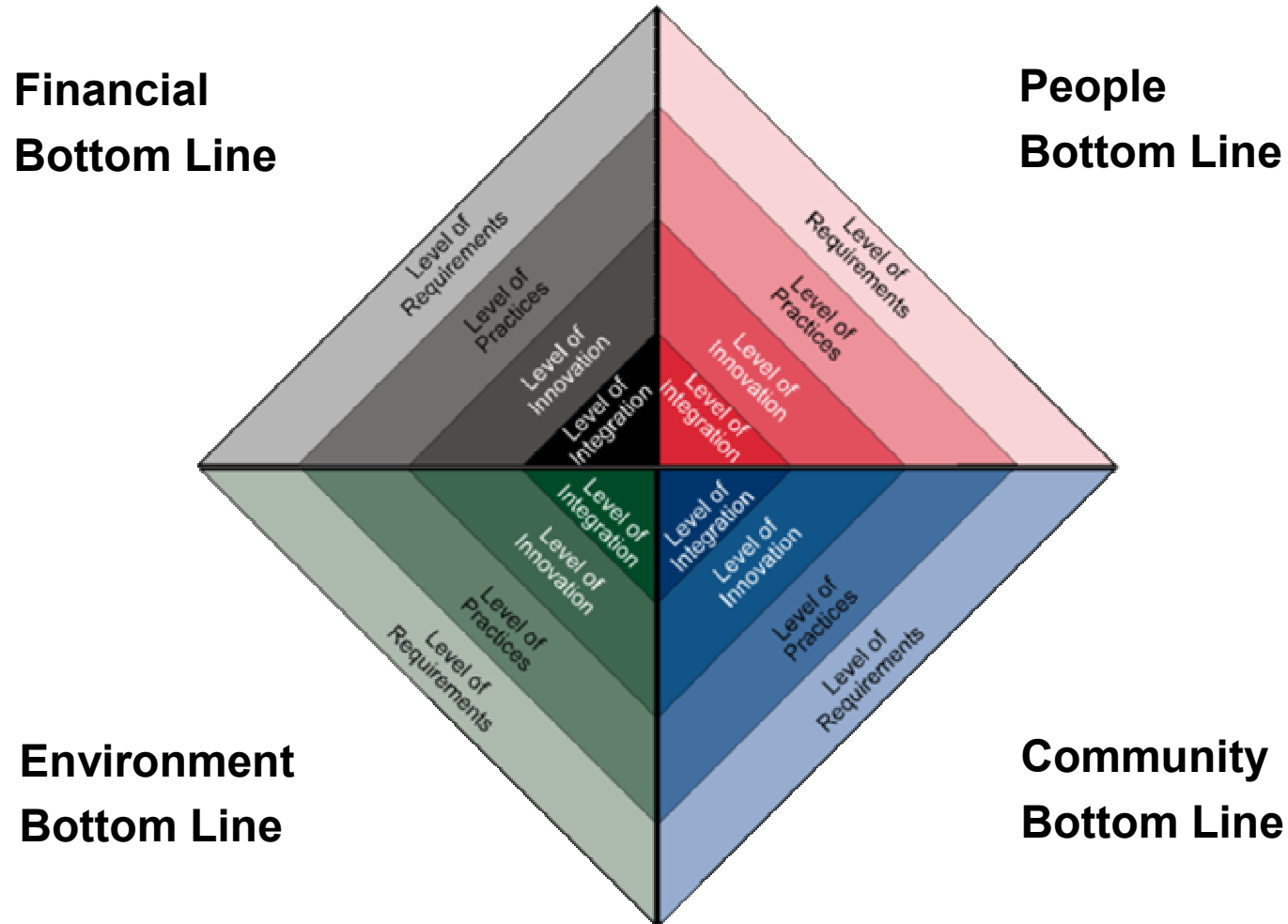
Skilling, on the Stand, Implies Fraud Was Unnecessary

By [ALEXEI BARRIONUEVO](#) and [KURT EICHENWALD](#)
Published: April 11, 2006

HOUSTON, April 10 — Jeffrey K. Skilling, the former Enron chief executive, took the stand in his own defense on Monday and declared that he was "absolutely innocent" of charges that he conspired to defraud Enron. He vowed that he would fight the charges "until the day I die."



Levels of Engagement in CSR



Contact

- ▶ **Phillip Clawson**
Managing Director
Community Matters Group

+1 617 983 3569

pclawson@communitymattersgroup.com

