



SID

Society for International Development

Lecture Series 2010-2011 'Global Values in a Changing World'

Lecture and Discussion:

Social responsibility in a context of change: from corporate and organizational to networks, markets and territories

Patricia Almeida Ashley (Prince Claus Chair, ISS)

Monday 17 January 2011

Fourth lecture in the series 'Global Values in a Changing World- Synergy of State and Society in a Globalized World'

Abstract: In the state of the art concept and models of corporate social responsibility (CSR) in Brazil and abroad, Ashley (2010) suggests that the concept lacks viability for its wide dissemination, while the conditions of the institutional field are not yet developed and coherent with the development of what she calls 'socially and environmentally responsible markets and territories'. Most research on CSR lies in the knowledge and research areas of Business Administration or Production Engineering, and focuses on the analysis at the enterprise level – the firm level as the center of the issue of CSR to be based on voluntarism initiatives and business practices, seeking for innovations in models and management tools, apart from training on social responsibility leadership. Ashley proposes to reframe the research and policy perspective on CSR from corporate and organizational levels to a broader one of multi-actor and multilevel social responsibility in a territorial level of analysis – the MASTER model. The model presents three levels of ethical challenges, core-issues of social responsibility, and degrees of political commitment applicable to the governance and multi-actor social responsibility of networks of stakeholders in specific territories politically oriented to sustainable development.

Speaker: **Patricia Almeida Ashley** is adjunct Professor at the Department of Geo-environmental Analysis of the Institute of Geosciences, Universidade Federal Fluminense (UFF/IGEO/GAG, Niteroi, Brazil) and current holder of the Prince Claus Chair in Development and Equity at the International Institute of Social Studies of Erasmus University Rotterdam, in the Hague, Netherlands. She is leader of the research group Rede EConsCiencia – Education, Policies and Technologies in Consciousness, Social and Environmental Citizenship and Ecodevelopment. Rede EConsCiencia: <http://redeconsciencia.blogspot.com>

Moderator: **Teresa Fogelberg** is Deputy Chief Executive, External Relations of the Global Reporting Initiative (www.globalreporting.org). In 2002, Teresa acted as Executive Assistant to the Special Envoy of the U.N. Secretary General for the World Summit on Sustainable Development in Johannesburg, and was in charge of private sector involvement in the Summit.

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