On the European Implementation of Corporate Social Responsibility

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Major issues

I. Future of standards after the crisis?
II. Prerogatives of EU corporations?
III. How to maintain & improve social & environmental responsibility under pressure from global competition?
IV. Way forward for Business Ethics in Europe?
The “common good” lens

I. Not discuss standards:
   integrity vs. compliance

II. The “common good” lens:
   “The good of the whole human being and of all human beings.”

   European origin, universalist in reach
   Vs. Individualism,
   satisfaction of individual preference,
   “zero-sum game”
The “common good” lens
III. The “common good” lens

A. Tasubinsa: social integration
III. The “common good” lens

B. Volkswagen Landaben (Pamplona)
IV. The “common good” lens

Work in common insofar as it allows the development of the human being and it produces goods and services that satisfy needs.

Profits are not the end-all/be-all of business, but only a means to the “common good” (e.g. social integration and sustainability).

“Win-win” game