

**Corporate Social Responsibility**  
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**Lecture - 09**  
**CSR - Global Timeline**

Welcome back to the MOOC course on corporate social responsibility my name is Aradhna Malik and I am helping with you this course and we started discussing the evolution of the concept of CSR now in these next couple of lecture I have something very very interesting for you and that is how CSR came to be what it is today and there is a global timeline that I will describe to you and the idea for this came through a paper that I was reading on the history of CSR and I will give you a link to the paper now the paper is here.

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So, this is the paper that I have used historic perspective of the CSR movement and it is a white paper that has been compiled by Dr. P Katsoulakis, it is a Greek name I hope I am pronouncing it right and it is a very beautiful well integrated paper and I got the idea and I looked at the links you know for various things that were mentioned in this paper.

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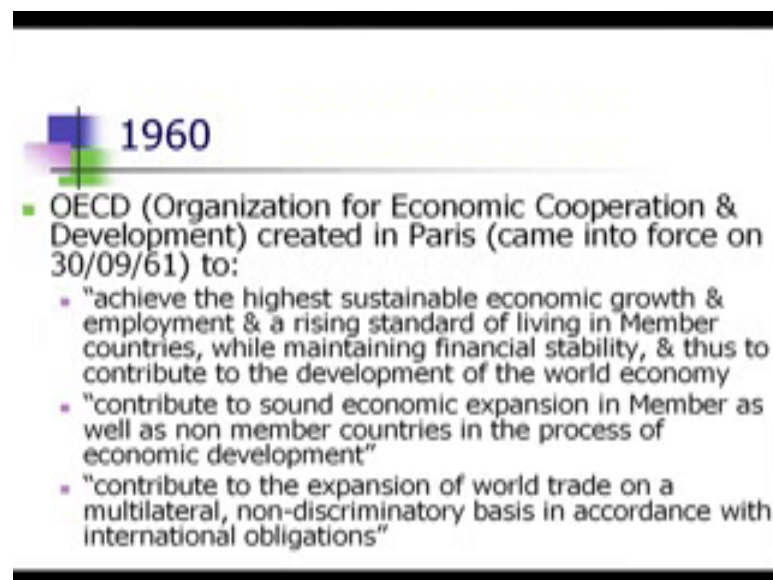
So, for the most part the information has been taken from this paper, but additional information has been provided to you as and where possible we will go to the CSR global timeline. Now where did this whole idea of CSR begin globally and documented begin to be documented globally you know it must have began earlier in India there were various things that happened people were taking care of their employees. But where did this documentation begin and that is very very interesting because it will give you a worldwide perspective of what has been happening in the rest of the world and how it has come to be come to take shape that it has today.

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Now, the first account of any responsibility to society comes from the fair trade practices adopted you know between 1946 and 1958 an organization that was called self help crafts began buying needlework from poor communities in Puerto Rico and this was in the United States and in 1958 the first formal fair trade shop opened in USA. So, that continued and more and more organizations joined and ten thousand villages was an organizations that you know that helped support these poor craftsmen in Puerto Rico and a. So, that is where they started and the website that I have got this information from is a subsidiary of or it is a page on the world fair trade organizations website the link is mentioned here you will get it and you can read how this whole practice started.

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1960

- OECD (Organization for Economic Cooperation & Development) created in Paris (came into force on 30/09/61) to:
  - "achieve the highest sustainable economic growth & employment & a rising standard of living in Member countries, while maintaining financial stability, & thus to contribute to the development of the world economy
  - "contribute to sound economic expansion in Member as well as non member countries in the process of economic development"
  - "contribute to the expansion of world trade on a multilateral, non-discriminatory basis in accordance with international obligations"

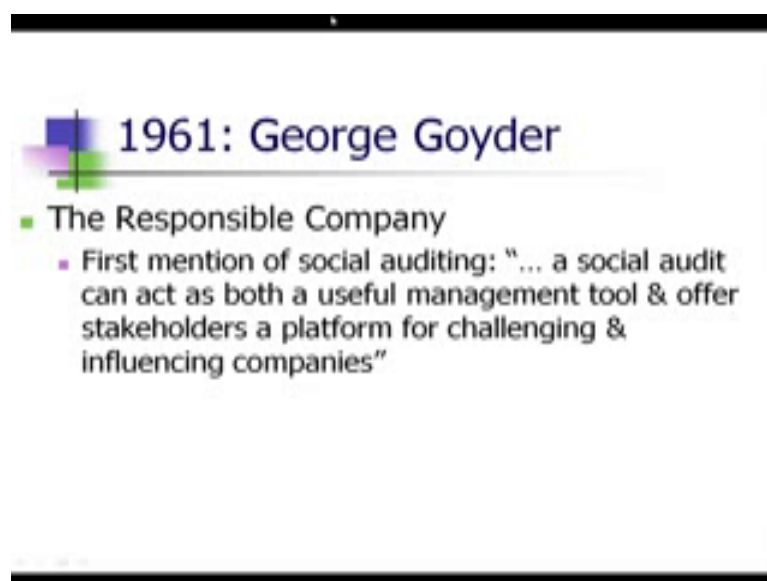
So, the awareness regarding helping communities had began and it had not only began it had began to be documented people had started realizing that this is there and they had started talking about it and they had started doing something about it maybe not in a very formal organized manner, but somebody somewhere had this awareness and inkling and commitment to helping the weaker section of society. So, at the international level this was one of the first documented initiatives then in 1960 the organization for economic cooperation and development was created in Paris. Now those who few who are economic students will know about this, but for the benefit of those who are not who have not studied economic, I will just list the objectives here and the achieve the objectives of this organization were who achieve the highest sustainable economic growth and employment and a rising standard of living in member countries while

maintaining financial stability and thus to contribute to the development of world economy.

The second objective was contribute to sound economic expansion in member as well as nonmember countries in the process of economic development and the third objective was to contribute to the expansion of world trade on a multilateral nondiscriminatory basis in accordance with international obligations. So, we go through each of these objectives we will see the first was to raise the standard of living let us make enough money. So, everybody is comfortable the second is to grow. So, let us make enough money. So, that everybody is comfortable in our member countries

The second is to grow in member as well as or to facilitate economic growth in the countries that were members of this of OECD as well as they were not members. So, let us help people who are who have still not joined hands with us and the third objective here was to contribute to the expansion of world trade on a multilateral non discriminatory basis let us take everybody along with us and move forward and that was one more way in which this whole all inclusivity started. So, you know will be talking about stakeholder approach in a little after few sessions. So, you know we are talking about everybody who is connected anyone who could be influenced by our activities and taking them and moving forward with them.

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1961: George Goyder

- The Responsible Company
  - First mention of social auditing: "... a social audit can act as both a useful management tool & offer stakeholders a platform for challenging & influencing companies"

Then in 1961, George Goyder you know hmm mentioned first mentioned social auditing in a report called the responsible in a book called the responsible company in which he described social audit as something that can act as both a useful management tool and offer stakeholders a platform for challenging and influencing companies we are talking about the evolution of the stakeholder approach.

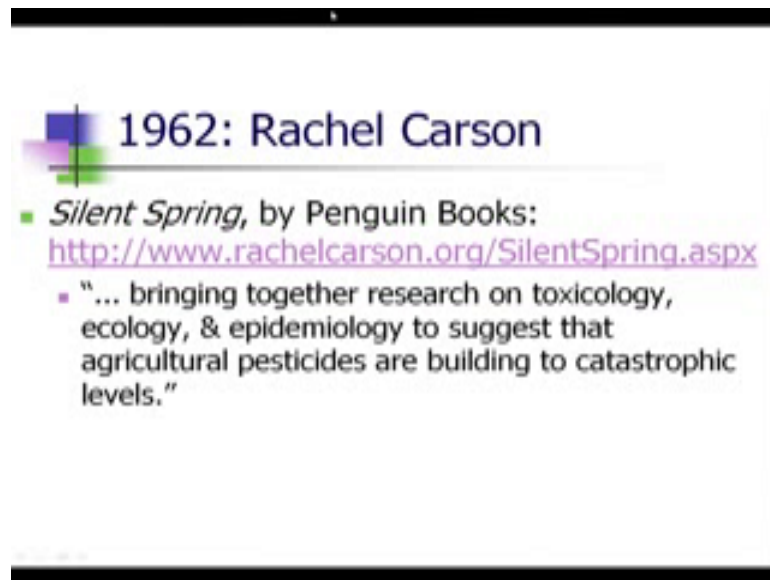
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So, social audit will give these or was intension to give the stakeholders a voice a platform to ask companies what they were doing you know or why they were doing what they were doing and this was first mentioned in this book called the responsible company.

Then in 1961 the world wildlife fund was created now if I you know there; there is a whole lot of information about the sustainable development efforts that I have meticulously removed from the list the list very long about various sustainable efforts, but I have put on some. So, the world wildlife fund is formed in Switzerland.

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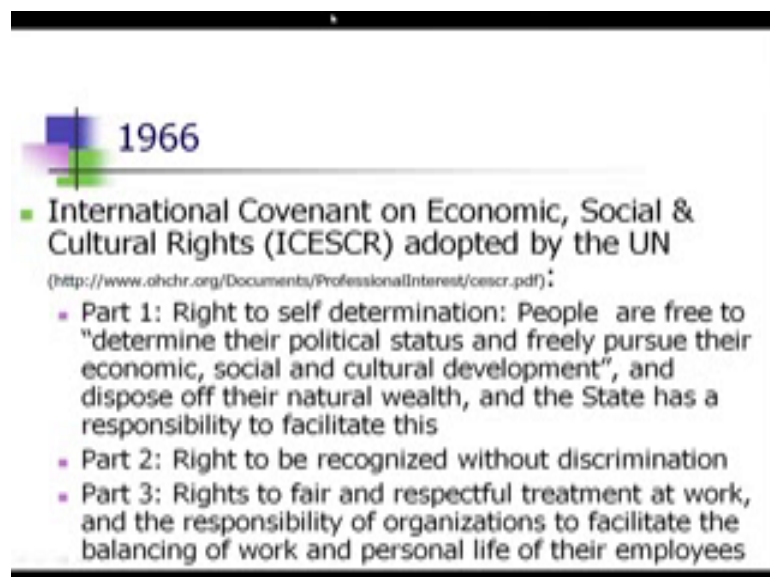


## 1962: Rachel Carson

- *Silent Spring*, by Penguin Books:  
<http://www.rachelcarson.org/SilentSpring.aspx>
  - "... bringing together research on toxicology, ecology, & epidemiology to suggest that agricultural pesticides are building to catastrophic levels."

In 1962, Rachel Carson wrote a book called the silent spring that was published by penguin books and this book was in the bringing together research on toxicology ecology and epidemiology to suggest that agricultural pesticides are building to catastrophic levels. So, we must look after our environment we are pumping chemicals into the environment and the environment is getting the affected by the; and this happened in 1961. So, this was an eye opener to the rest of the world yes we want our crops to flourish, but are we damaging something else in that process.

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## 1966

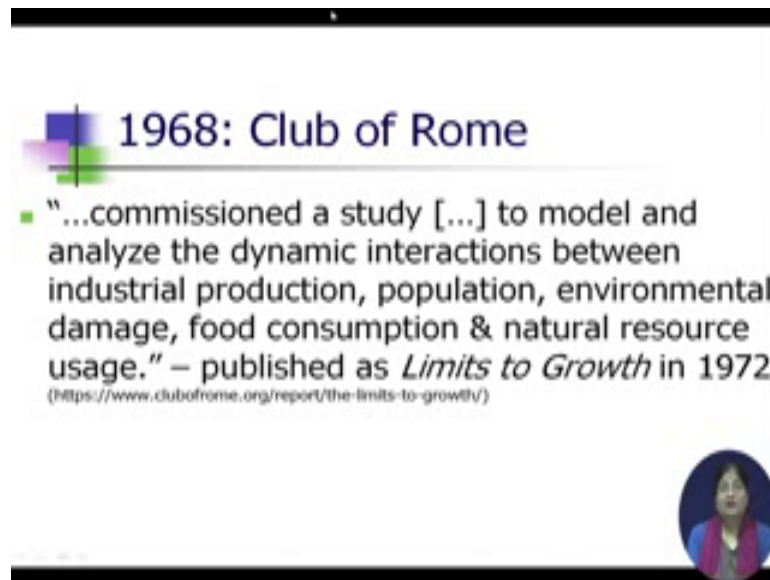
- International Covenant on Economic, Social & Cultural Rights (ICESCR) adopted by the UN  
(<http://www.ohchr.org/Documents/ProfessionalInterest/cescr.pdf>):
  - Part 1: Right to self determination: People are free to "determine their political status and freely pursue their economic, social and cultural development", and dispose off their natural wealth, and the State has a responsibility to facilitate this
  - Part 2: Right to be recognized without discrimination
  - Part 3: Rights to fair and respectful treatment at work, and the responsibility of organizations to facilitate the balancing of work and personal life of their employees

In 1966, the international covenant on economic social and cultural rights the ICESCR was adopted by the united nation again the link has been mentioned here you know you will get it you can download the report its very very interesting to see what happened. So, in part one of this covenant part one focused on the rights to self determination which means that it proposed that people are free to determine their political status and freely pursue their economic social and cultural development and dispose off their natural wealth and the state has a responsibility to facilitate this freedom the organizations are they are associated with to not have a role to play in this. So, they are free to decide which political party they are connected with and you know they progress culturally and to acquire and dispose of their wealth.

Then the second part of this talked about the rights to be recognized without discrimination. So, the united nation said we are not going to encourage people to discriminate against anyone on the basis of race religion community country etcetera. So, everybody has rights to be recognized you know without discrimination and the third part of report talked about rights to fair and respectful treatment at work and the responsibility of organizations to facilitate the balancing of work and personal life of their employees. So, family and medical care you know family care live etcetera all of those things were there.


Now, all of these is in this particular report I do not have the time to go through the details, but the link is there if are interested you can read this covenant and you can read it article wise its broken up into three parts. So, very very interesting organizations were you know it was proposed that organization should recognize their responsibility towards their employees; employees are not just resources employees are people they have families they have children they have they have responsibilities you know within fair limits to their families and obligations to the society that must be taken care of by the organization.

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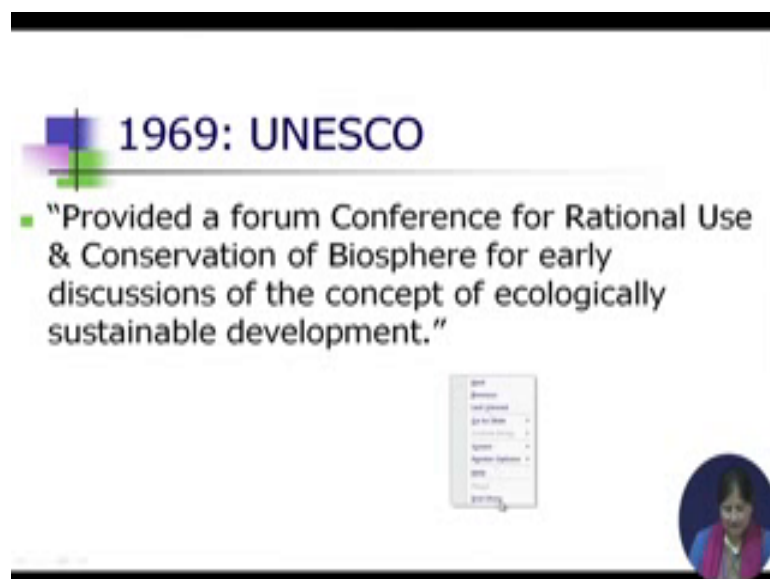
**1968: Club of Rome**

- "...commissioned a study [...] to model and analyze the dynamic interactions between industrial production, population, environmental damage, food consumption & natural resource usage." – published as *Limits to Growth* in 1972 (<https://www.clubofrome.org/report/the-limits-to-growth/>)




1968; the club of Rome commissioned is study to model and analyze the dynamic interaction between industrial production population environmental damage food consumption and natural usage and this was later published as limits to growth in 1972 and the report is available again the link has been mentioned to the club of Rome and you can go and you can look at this report its very interesting let me see if I can take you through it.

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**1969: UNESCO**

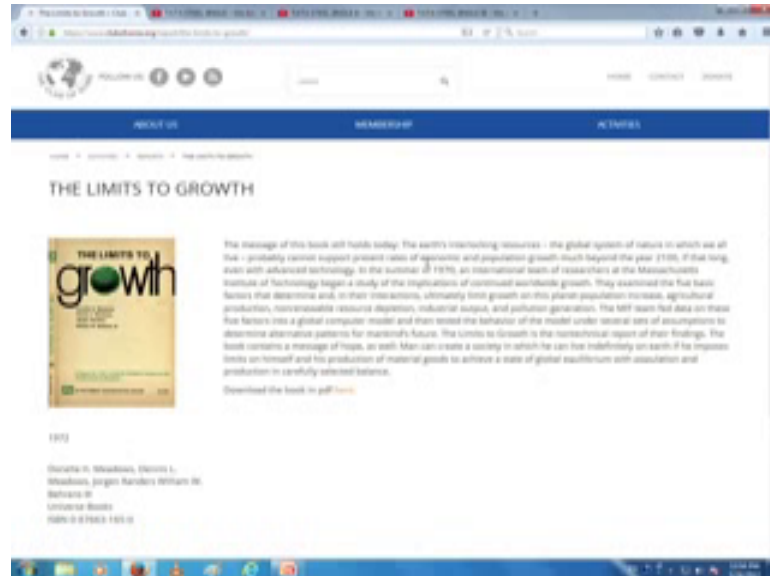
- "Provided a forum Conference for Rational Use & Conservation of Biosphere for early discussions of the concept of ecologically sustainable development."





So, this book is available for download over here you can download the entire book over here.

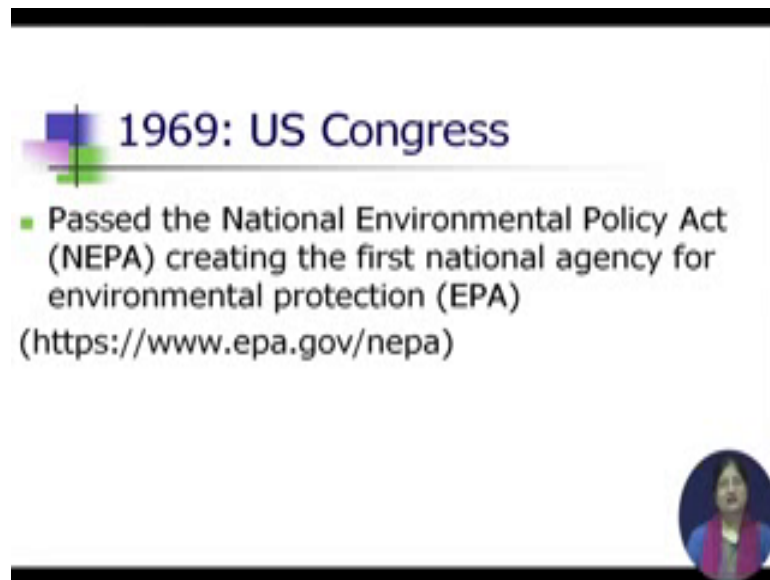
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And you know it is you can read this, this is very very interesting and it says the message of the books still holds today the earth's interlocking resources the global system of nature in which we all live probably cannot support present rates of economic and population growth much beyond their 2100, if that long even with advanced technology and the details are given in this book and you can download it and read it.

So, this is where you know there was serious concern about environment and what we are doing to the environment in 1969, UNESCO provided a forum conference for rational use and conservation of biosphere for early discussions of the concept of ecologically sustainable development. Now we see that you know the concepts of sustainable development and corporate social responsibility are going hand in hand then we talk about responsibility of the corporation is the discussion focused on environment and people and we will come to what it came to be in little while. So, these two terms were being used interchangeably excuse me.

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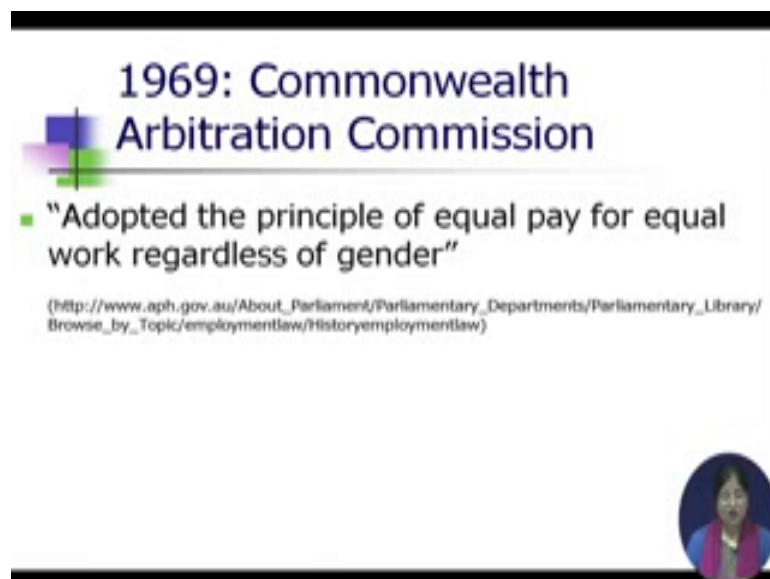
**1969: US Congress**

- Passed the National Environmental Policy Act (NEPA) creating the first national agency for environmental protection (EPA)  
(<https://www.epa.gov/nepa>)



In 1969, the US congress passed the national environmental policy act NEPA creating the first national agency for environmental protection the website is here you can go to the site and what how this organization evolved came to be an what it does today.


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**1969: Commonwealth Arbitration Commission**

- "Adopted the principle of equal pay for equal work regardless of gender"

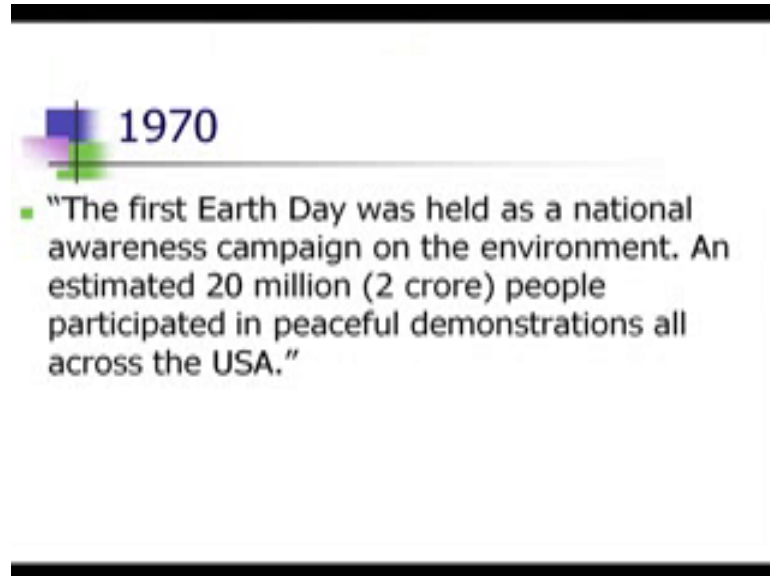
([http://www.aph.gov.au/About\\_Parliament/Parliamentary\\_Departments/Parliamentary\\_Library/Browse\\_by\\_Topic/employmentlaw/Historyemploymentlaw](http://www.aph.gov.au/About_Parliament/Parliamentary_Departments/Parliamentary_Library/Browse_by_Topic/employmentlaw/Historyemploymentlaw))



In 1969 the commonwealth arbitration commission adopted the principle of equal pay for equal work regardless of gender again the history of you know this is listed in the history where employment law on the Australian government website. So, they said that both men and women should be given equal pay for the amount of work they do irrespective

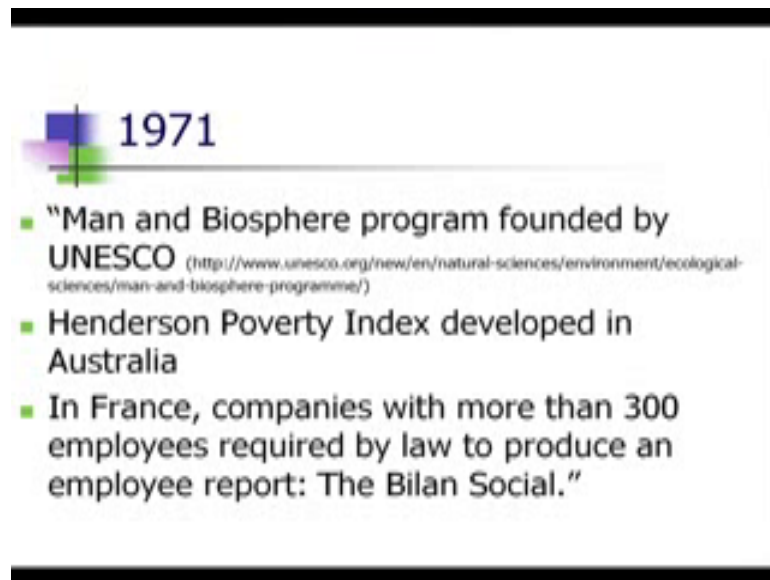
of whether it is a man or women it may seem shocking to those of few who never heard these discrepancies exist, but they do exist in a many many places even to this day.

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So, in nineteen seventy the first earth day was held as a national awareness campaign on the environment an estimated 20 million which is the equivalent of 2 crore people participated in peaceful demonstrations all across the US to you know with the idea of protecting the environment with the idea of making the people aware of what our environment is what it is doing to us what how; how it is helping us and what we are doing to damage it or you know how we are we are how we need to look after it. So, it can continue to be a resource for us.

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**1971**

- "Man and Biosphere program founded by UNESCO (<http://www.unesco.org/new/en/natural-sciences/environment/ecological-sciences/man-and-biosphere-programme/>)
- Henderson Poverty Index developed in Australia
- In France, companies with more than 300 employees required by law to produce an employee report: The Bilan Social."

In 1971 the man and biosphere program was founded by the UNESCO again I think should show this to you this is very interesting here by. So, United Nations educational scientific and cultural organization UNESCO founded this program.

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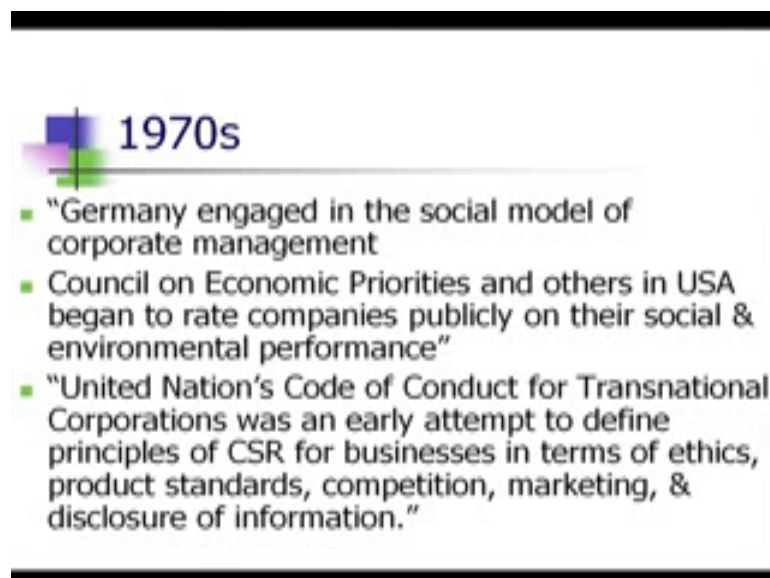
And let me show this to you. So, the man and the biosphere program was founded and it is an intergovernmental scientific program that aims to establish a scientific basis for improvement of relationships between people and their environments and the website says that m a b combines the natural and social sciences economics and education to

improve human livelihoods and the equitable sharing of benefits and to safeguard natural and managed eco systems thus providing innovative approaches to economic development that are socially and culturally appropriate and environmentally sustainable.

And it currently counts 669 sites in 120 countries all over the world. So, you know that is the stage to which it has grown. So, it is doing really well. So, you can look this also up and see you know they are doing excellent work and I must mention here since we are in India you will see that many of these sites that started in different countries all over the world have now started acknowledging the work that is being done in India. So, in many of these sites you will see Indian faces and Indian clothes that is the something very very heartening.

Then the Henderson poverty index was also developed in Australia in nineteen seventy one then in France companies with more than 300 employees were required by law to produce an employee report called the Bilan or Bilan social I am sorry I do not know how to pronounce it accurately or correctly, but. So, this is still being used I did not pull up the site because it is in French, but this particular measure is still being used the Henderson poverty index is still being used more evolved form of this poverty index is now being used.

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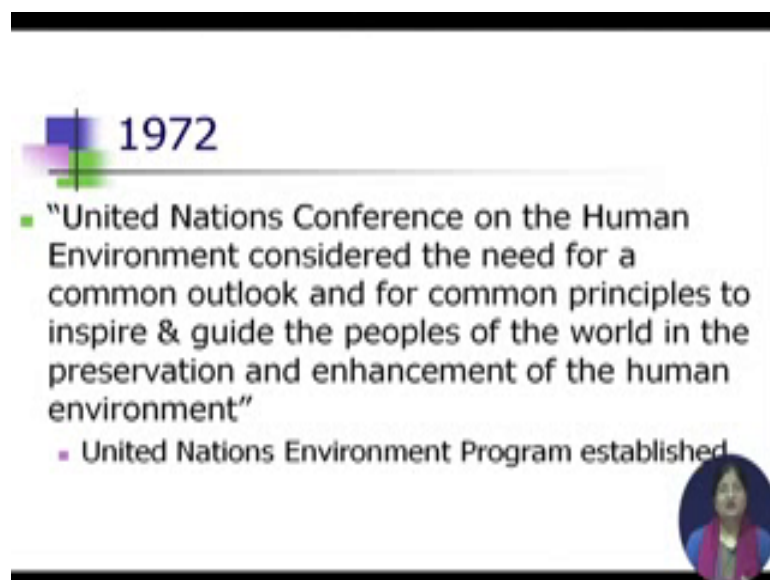
**1970s**

- "Germany engaged in the social model of corporate management"
- Council on Economic Priorities and others in USA began to rate companies publicly on their social & environmental performance"
- "United Nation's Code of Conduct for Transnational Corporations was an early attempt to define principles of CSR for businesses in terms of ethics, product standards, competition, marketing, & disclosure of information."

In the 1970s Germany engaged in the social model of corporate management and their model is still this day considered an alternative method of management excuse me.


The council in 19 also in 1970s the council on economic priorities and others in US; sorry and others in USA began to rate companies publicly on their social and environmental performances. Now people are started taking note of what is happening and not only worthy the efforts in place not only were was the awareness in place not only were people being specific about what they were doing they had also started evaluating their efforts then also in the 1970s, United Nations code of conduct for transnational corporation came up which was an early attempt to define principles of corporate social responsibility for businesses in terms of ethics products standards competition marketing and disclosure of information again more evolved form of this; this was an initially called the code of practice now it is called the code of conduct and this came up.

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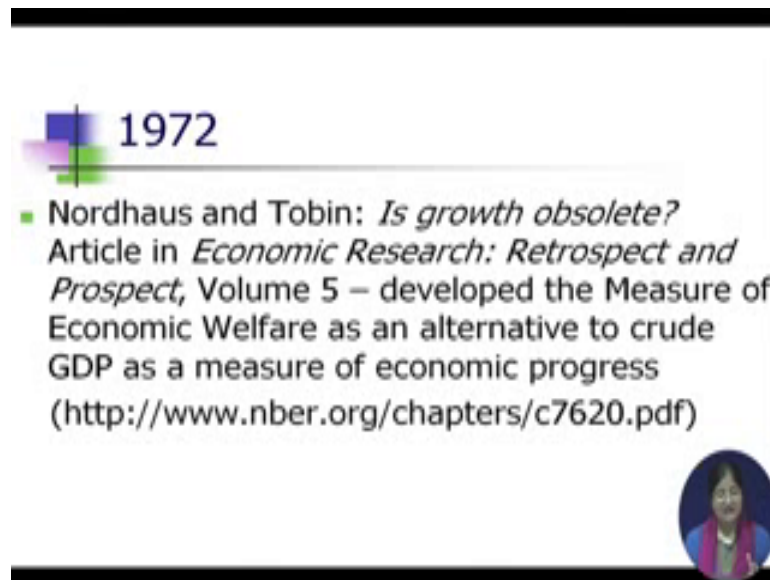
1972

- "United Nations Conference on the Human Environment considered the need for a common outlook and for common principles to inspire & guide the peoples of the world in the preservation and enhancement of the human environment"
- United Nations Environment Program established




In 1972, United Nations conference on the human environment considered the need for a common outlook and for common principles to inspire and guide the peoples of the world in the preservation and enhancement of the human environment and the United Nations environment program was established. So, they started looking at the environment this is let us integrated now you will say what does have to do with corporation. With all these discussion going on in the world about the environment the organizations profit making corporate organizations were also brought in because their activities were in turn influencing the natural environment and that became the very very important.

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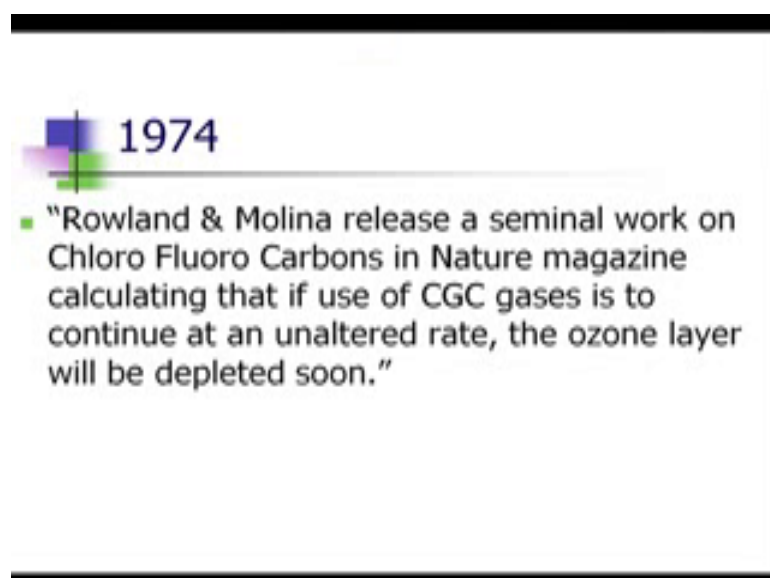
1972

- Nordhaus and Tobin: *Is growth obsolete?*  
Article in *Economic Research: Retrospect and Prospect*, Volume 5 – developed the Measure of Economic Welfare as an alternative to crude GDP as a measure of economic progress  
(<http://www.nber.org/chapters/c7620.pdf>)



Then in 1972 Nordhaus and Tobin published a book called *Is growth obsolete* this is was article in the economic in economic research retrospect and prospect volume 5 and this develops the measure of economic welfare as an alternative to crude GDP as a measure of economic progress. So, they said we should not only talk about economic progress we should also talk about welfare now this entire chapter its eighty one pages it is available through the internet and the link has been given to you. So, if you are interested in reading it you should go ahead and read it, it is very very interesting for those who few are especially for those who few are working in the area of economics.

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1974

- "Rowland & Molina release a seminal work on Chloro Fluoro Carbons in Nature magazine calculating that if use of CGC gases is to continue at an unaltered rate, the ozone layer will be depleted soon."



In 1970, Rowland and Molina released a seminal work on Fluoro carbons in nature magazine calculating that if we use that if the use of c g sorry it should be c f c c f c gases is to continue at an unaltered rate the ozone layer will be depleted soon.

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**1979: Tata Steel**

- Chairman asks "audit committee to report on 'whether, and the extent to which the company has fulfilled the objectives ... regarding the social and moral objectives'"

Advertisements: "We also make steel"

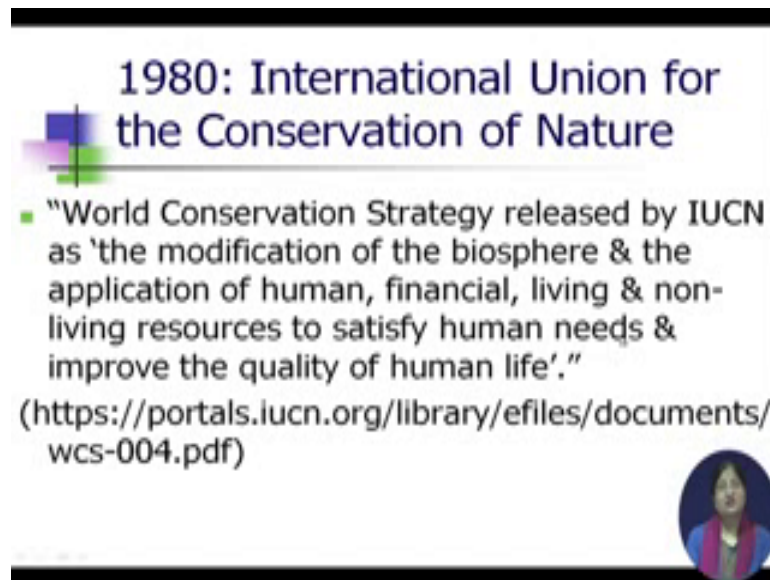
<https://www.youtube.com/watch?v=qYBkbYaCUuw>  
<https://www.youtube.com/watch?v=Iw4CQIeWGHo>  
<https://www.youtube.com/watch?v=AnXUJXApoNc>

Then in 1979, the chairman of Tata steel asked the board or asked the audit committee to report on whether and the extent to which the company had fulfilled the objectives regarding the social and moral objectives of the organization and the advertisements here now I should show you this advertisement its very interesting these advertisement some of you may remember came up and these were some of the first advertisements you know this was the first time that Indian CSR efforts were on the international map.

So, let us see these advertisements [FL] and it was a series of jingles and the last line again lets watch one more hmm [FL] and the punch line is here was we also make steel. So, they said we do all of these things and even though steel was what their business was all about they said we also make steel. So, the emphasis was on creating value for stakeholders in the organization. So, we do this we do this we do this we bring hope to people we also makes steel.




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**1980: International Union for the Conservation of Nature**

- "World Conservation Strategy released by IUCN as 'the modification of the biosphere & the application of human, financial, living & non-living resources to satisfy human needs & improve the quality of human life'."

(<https://portals.iucn.org/library/efiles/documents/wcs-004.pdf>)



In nineteen eighty the IUC; the international union for the conservation of nature proposed the or released the world conservation strategy as the modification of the biosphere and application of human financial living and non living resources to satisfy human needs and improve the quality of human life. So, there is a lot of international discussion going on how the quality of human life can be improved by with the help of all these resources that we have.

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**1982**

- "Business in the Community is founded by UK based business organizations focussed on CSR"

<http://www.bitc.org.uk/>

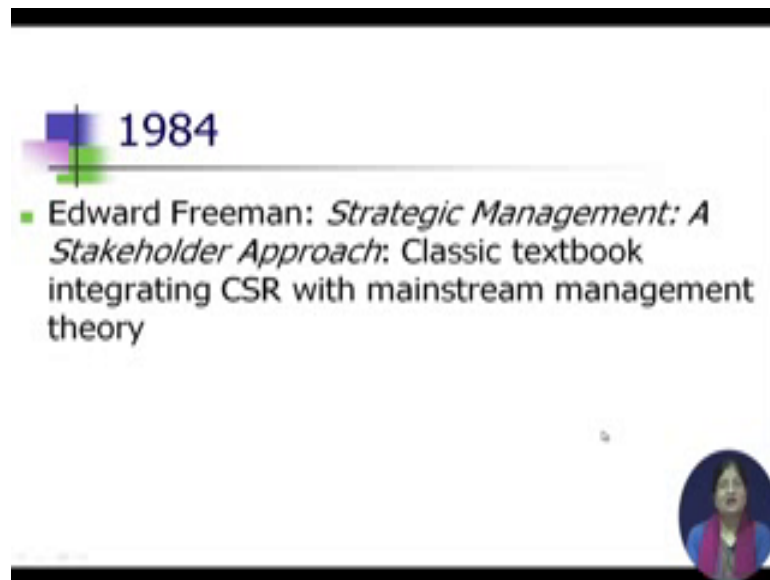
Now, in 1982, the business in an organization called business in the community was founded by the United Kingdom based business organizations which were focused on CSR and they started talking about this interaction between community; the community and the businesses that functioned in the community. So, they said they are an integral part of the community and this is and we cannot really divorce ourselves from the community we are a part of the community we have to live with the community. So, we should look after the community let me show you this.

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So this is the website business in the community and they say that we are the princess responsible business network our members work together to tackle a wide range of issues that are essential to building a fairer society and a more sustainable future.

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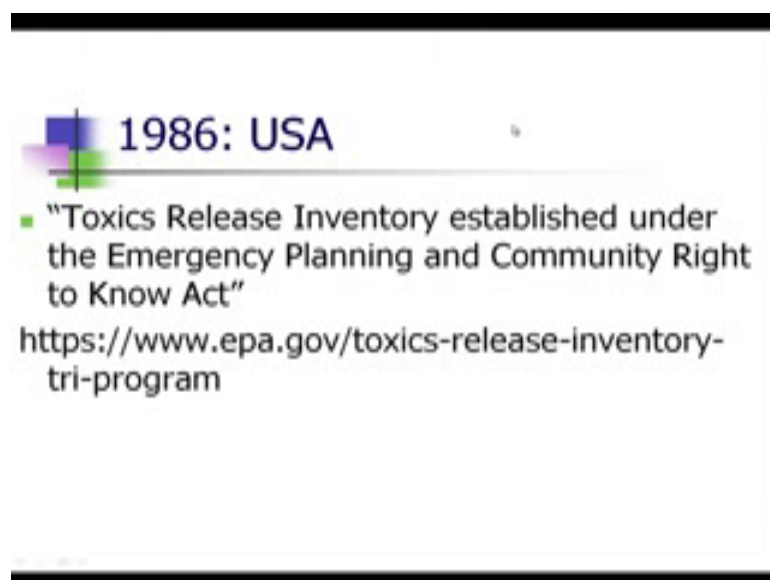
1984

- Edward Freeman: *Strategic Management: A Stakeholder Approach*: Classic textbook integrating CSR with mainstream management theory



So, this is a currently operating organization and this happened in 1982; in 1984 Edward Freeman published his classic book or text which is now used as a textbook integrating CSR with mainstream management theory and the book was called strategic management stakeholder approach. So, the focus was on stakeholders being an important part of strategy of business strategy.

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1986: USA

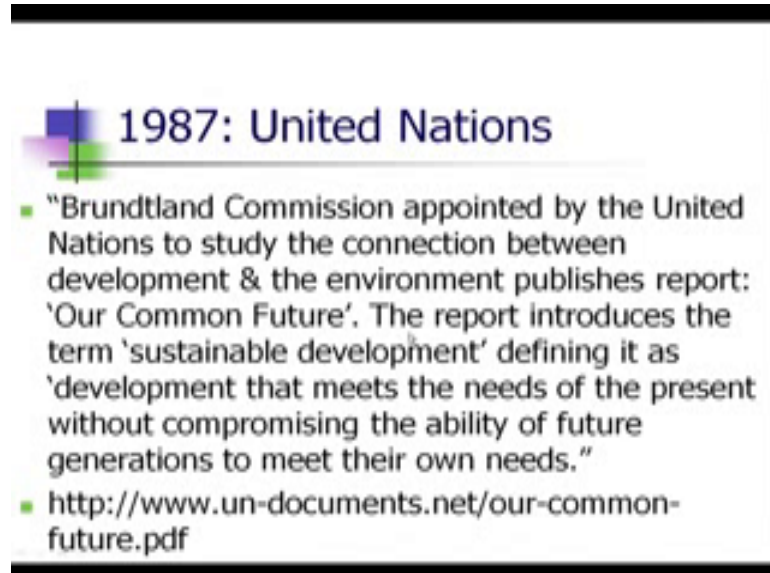
- "Toxics Release Inventory established under the Emergency Planning and Community Right to Know Act"

<https://www.epa.gov/toxics-release-inventory-tri-program>

In 1986; in the United States the toxic release inventory was established under the emergency planning and community right to know act by the environmental protection

agency and again this program is available for you to see the website has been given to you.

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**1987: United Nations**

- "Brundtland Commission appointed by the United Nations to study the connection between development & the environment publishes report: 'Our Common Future'. The report introduces the term 'sustainable development' defining it as 'development that meets the needs of the present without compromising the ability of future generations to meet their own needs.'"
- <http://www.un-documents.net/our-common-future.pdf>

So, you can go through it in 1987 the united nations appointed the Brundtland commission to study the connection between development and the environment and the Brundtland commission then published a report called our common future. And this report introduces the term sustainable development defining it as development that meets the needs of the present without compromising the ability of the future generations to meet their own needs and this particular report is again available for you; you can download you can go through it very very interesting stuff.

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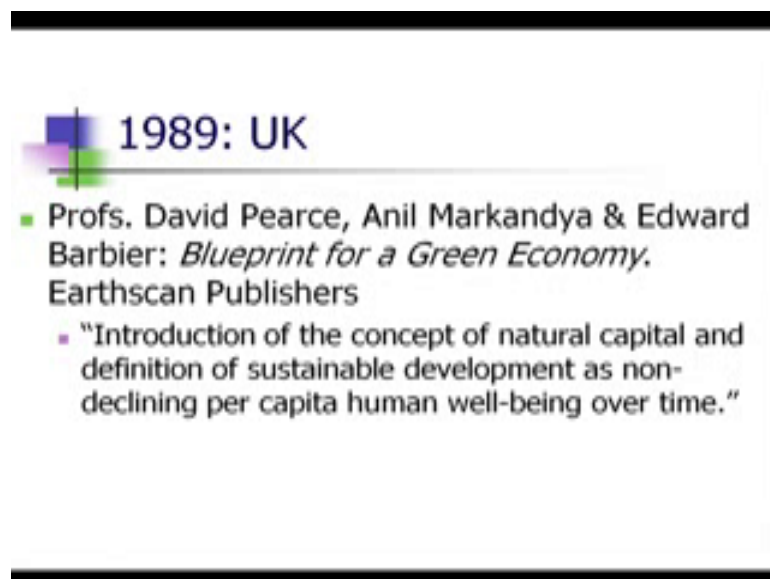


1988

- "The Co-Operatives UK publishes its first Social Report"
- Ben & Jerry's in USA produces its first Social Performance Assessments"

In 1988, the cooperatives u k published its first social report and Ben and jerry's ice creams in United States produced their first social performances assessments. So, the focus have started shifting from awareness was already there the activities was already there now the focus was on evaluating the impact of these activities on the community that they were trying to serve. So, the focus has started shifting the discourse had already started including performance measures the discussion were now focused on we have been doing all these has it been having any impact or not.

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1989: UK

- Profs. David Pearce, Anil Markandya & Edward Barbier: *Blueprint for a Green Economy*. Earthscan Publishers
  - "Introduction of the concept of natural capital and definition of sustainable development as non-declining per capita human well-being over time."

In 1989, Professor David Pearce Anil Markandya and Edward Barbier published a sorry published a book called blueprint for a green economy which was a series of blueprint this was blueprint one that was published by Earthscan publishers this book is available by the way on Amazon. So, I am not trying to promote Amazon I am just saying that I have found I saw it there and this particular book talks about or introduced the concept of natural capital and defined sustainable development as non declining per capita human well being over time. So, we started including all of these things we started including nature into the well being of human beings with us started talking about everything that was effecting the way human beings functioned in organizations and integrating that into the discourse regarding the performance of organizations.

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**1989: Netherlands**  
(<http://wfto.com/about-us/history-wfto>)

- International Federation of Alternative Trade established (IFAT)
- 1993: "... aim of IFAT was to 'improve living conditions for the poor' through 'promoting fair trade internally/ externally' with the 'anticipated result' of 'a higher level of trust and cooperative among members thus achieving the aim of IFAT'."

In 1989, the international federation of alternative trade IFAT was established in the Netherlands and in nineteen ninety three the aim was proposed to be improving to the aim of IF; it was proposed that the aim of IFAT should be to improve living conditions for the poor through promoting fair trade internally and externally with the anticipated result of a higher level trust and cooperative among members. Thus achieving the aim of IFAT again this is from the website of the world fair trade organization and you can go through it on your own an and this is all given to you.

So, that is all we have time for we will talk about nineteen nineties and beyond in the next lecture, but you can see the; that discourse had shifted from rising awareness from

doing things in silos. So, we are sourcing material from Puerto Rico we are doing things on our own then the awareness came in people started talking about it to each other you know report has started mushrooming people had started sharing their concerns with the community then the focus shifted to actual activities happening on an international level and now people had started talking about evaluation you know. So, those discussions were sprouting up. So, we will continue the discussion from here in the next class.

Thank you very much for listening.