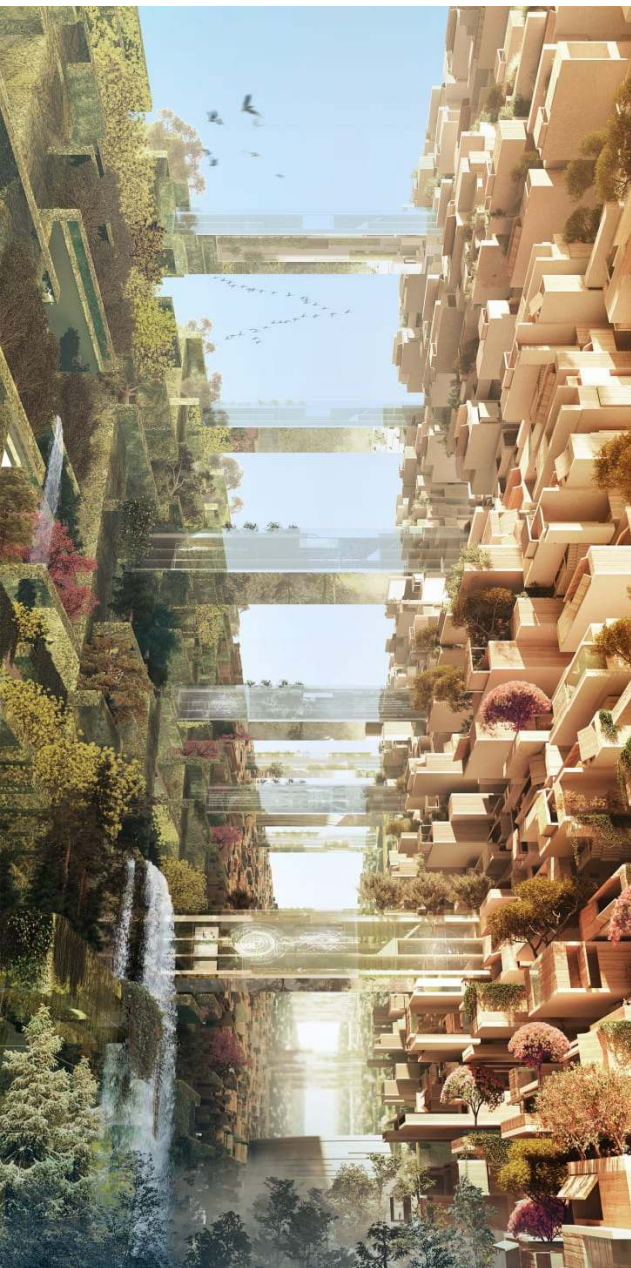




# Education in Sustainability Visions of Utopia to a Zero Draft Treaty 2022

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# 2022 Business Sustainability and human rights (MA in Professional Leadership)

A/ We work from a broad introduction of **core topics**: history of business sustainability moving from philanthropy and charitable giving to CSR, business ethics – normative and applied ethics, evaluating business and human rights theory and practice, the development of CSR in Ireland, Europe UN bodies.

B/ We evaluate a number of **thematic areas**: responsible governance and the "Triple Bottom Line" Sustainable Development Goals, Labour rights, global supply chains, diversity, CSR Reporting strategies and accountability.



# The Problem – Teaching a multiplicity of “Sustainabilities”

Teaching about sustainability means rubbing up against the many forms of utopian thought that exist in various fields of study including in philanthropy, charitable endeavours, corporate social responsibility and business ethics, and in the field of business and human rights.

“People, Planet, Prosperity, Peace, and Partnership”

Various fields of study including in philanthropy, charitable endeavours and NGOs, corporate social responsibility, and in the field of business and human rights



# The Problem –

terms used interchangeably:

Altruism

Humanitarianism

Responsibility

Charity

obligations

Duty/rights

Fraternity

philanthropy

benevolence

Social/ environmental justice



# A Solution of sorts – Genealogy of public and private duties to a sustainable future

from Utopias  
to philanthropy  
to Corporate Social Responsibility  
to Business and Human Rights





the history of utopias can be a useful resource

- imagined communities
- communicating values
- challenging narratives



#### Examples

- religious and philosophical texts.

#### **Humanism/Early Modern**

- Thomas More's *Utopia* (1516)
- Francis Bacon's *New Atlantis* (1626)
- James Harrington's *Oceana* (1656)
- Tommaso Campanella's *The City of the Sun* (1623)
- Henry Neville's *The Isle of Pines* (1668)

#### **Modern**

- H. G. Wells, *A Modern Utopia* (1932),
- Aldous Huxley, *Brave New World* (1932)
- George Orwell, *Nineteen Eighty-Four* (1949)

## the history of philanthropy can also be a useful resource

- malleability of society and people
- planned cities, environment
- challenging narratives of progress
- critiquing economic strategies
- evaluating the role of financial, economic, and social power
- gentle civilizing role (liberalism/ Empire and Imperialism)

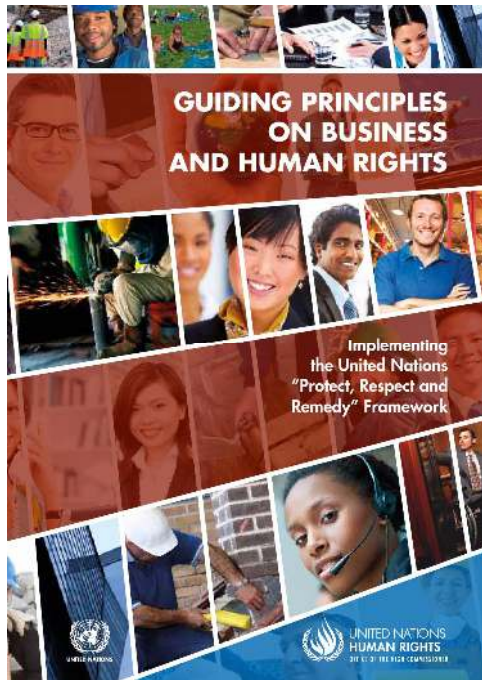


# A critical approach to the evolution of business ethics & CSR and various supporting economic models

- normative and applied ethics to commercial activity
- integration of sustainability into older ethical frameworks
- Challenging commercial interests and priorities
- concern for evaluating motives and rationale
- identify various movements in business ethics/CSR







## Business and human rights as an emerging trend that embraces sustainability concepts

### Legal and ethical arguments

- international treaties and declarations
- UN forums and initiatives
- EU directives /OECD
- domestic remedies (due diligence laws)

### Utopian /imagined community in law

‘recognition of the inherent dignity and of the equal and inalienable rights of all members of the human family is the foundation of freedom, justice and peace in the world’

United Nations, 'The Universal Declaration of Human Rights', (1948).

During the term students are taught to use the **ISO 26000 on Social Responsibility** as one method of business assessment.

It has *seven core subjects*:

Organizational governance

Human rights

Labour practices

Environment

Fair operating practices

Consumer issues

Community involvement and development

This is then used in their assessments as a method of evaluation of various businesses.

## Assessment is

Module participants will be expected to successfully complete the following:

1. Evaluation of Business Sustainability strategies and approaches across the corporate world, and various industries, through an online interactive collaborate blog.
2. Design and develop a Business Sustainability Brief for industry according to best practice, including outlining a set of principles and commitments, with practical and achievable objectives.
3. Write a brief end of term article, which evaluates and critically engages with the conceptual underpinnings of Business Sustainability and human rights theory in the context of examining a contemporary international or regional example.



We read through various sustainability reports of multinational companies.

We use the ISO 26000 as a metric/ benchmark to evaluate each report





## An Example



Friedrich Engels, in particular his book on Condition of the Working Class in England (Leipzig, 1845)

What is true of London, is true of Manchester, Birmingham, Leeds, is true of all great towns. Everywhere barbarous indifference, hard egotism on one hand, and nameless misery on the other, everywhere social warfare, every man's house in a state of siege, everywhere reciprocal plundering under the protection of the law, and all so shameless, so openly avowed that one shrinks before the consequences of our social state as they manifest themselves here undisguised, and can only wonder that the whole crazy fabric still hangs together.

# Evolution of CSR

Table 1 CSR: Doctrine, Drivers, Policy Instruments

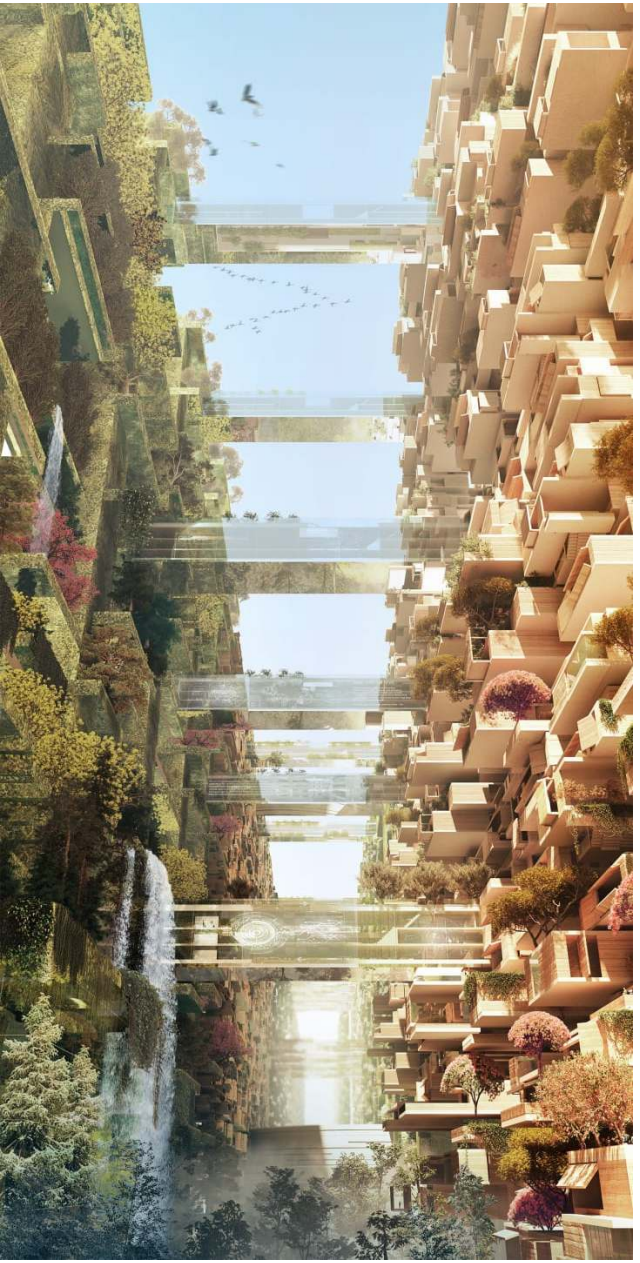
Phases of Corporate Social Responsibility		CSR Drivers	CSR Policy Instruments
<b>CSR-1</b>	<b>Corporate Social Stewardship</b>		
1950s–1960s	Managers as public trustee-stewards balancing constituent claims Corporate philanthropy	Executive conscience Company image/ reputation Public relations	Philanthropic funding Company grants Charitable foundation grants
<b>CSR-2</b>	<b>Corporate Social Responsiveness</b>		
1960s–1970s	Social impact awareness/analysis/audit Strategic priority for responsive posture Organizational redesign and training Stakeholder mapping and implementation	Widespread social unrest/ protest Repeated corporate misbehavior Public policy/government regulation Stakeholder pressures	Stakeholder strategy Regulatory compliance Social audits Public affairs function
<b>CSR-3</b>	<b>Corporate/Business Ethics</b>		
1980s–1990s	Foster an ethical corporate culture Establish an ethical organizational climate Recognize basic normative principles Human rights Social justice Community welfare Environmental protection	Religio-ethnic beliefs Technology-driven value changes Human rights advocacy	Mission/vision/values statements CEO leadership ethics Code of ethics Social audits



Thank you for your time and questions



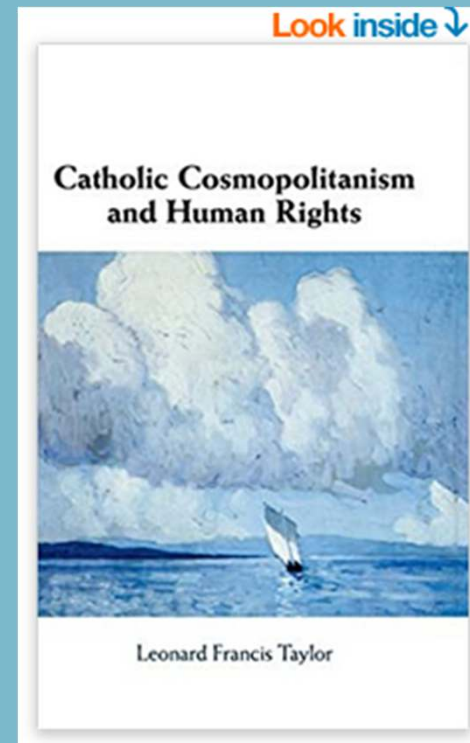




# Conclusion.

- My book on this subject is available with CUP and on Amazon.co.uk
- This title will be released in paperback on August 11, 2022*

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