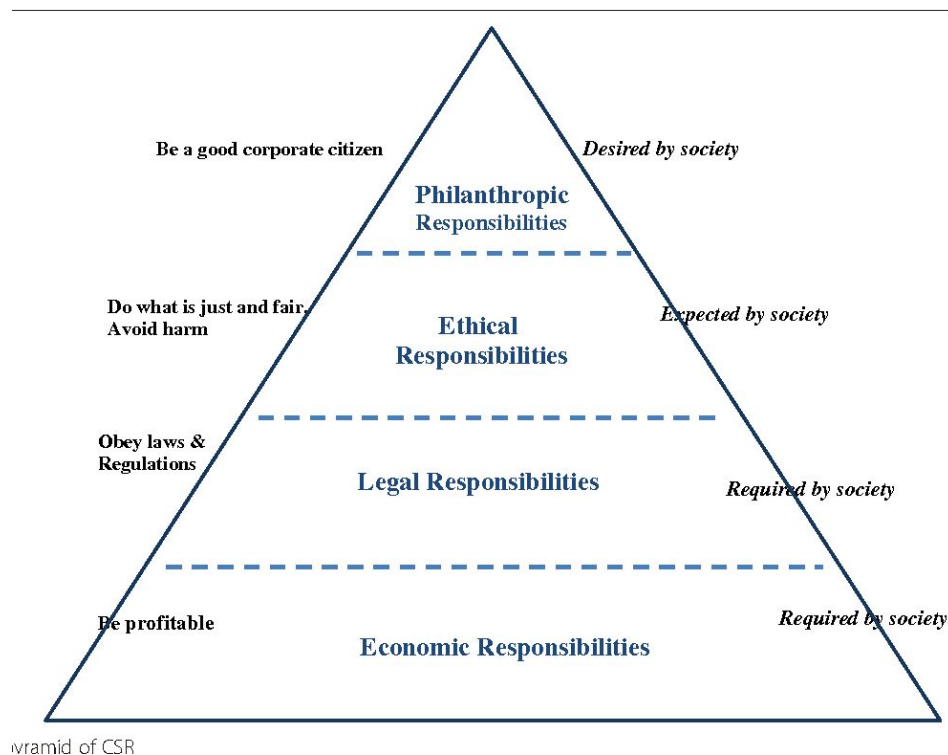


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Social Responsibility Theories

1. Amoral View
 - a. Traditional view of business as merely a profit-making entity.
2. Personal View
 - a. Corporations are like people that can therefore be held accountable for their actions.
3. Social View
 - a. Corporations are social institutions with social responsibilities



Corporate Social Responsibility

- Economic responsibilities
- Legal responsibilities
- Ethical Responsibilities
- Philanthropic Responsibilities
- Corporate Social Responsibility

Contemporary Corporate Social Responsibility Concepts

Corporate

- Corporate activities demonstrating the inclusion of social and environmental as well as economic responsibilities in business operations as they impact all stakeholders.
- Five levels
 - a. Compliance driven
 - i. Following government regulations and responding to charity and stewardship considered appropriate by society
 - b. Profit driven
 - i. Consider social, ethical and environmental aspects of business operations insofar as they contribute to the bottom line.
 - c. Caring
 - i. Initiatives go beyond legal compliance
 - d. Synergistic
 - i. Well-balanced and functional solutions are sought that create value in the economic, social, and environmental areas that result in gains for all stakeholders.
 - e. Holistic
 - i. Full integration of corporate sustainability embedded in every aspect of the corporation's activity as this is important to the quality and continuation of life on this planet.

Reputation

- Any effort to enhance the corporation's image and good name
 - a. Focus has moved away from media, PR, and crisis management to developing relations with all stakeholders
- Reputational management involves several stages in its development
 - a. Identify the desired perception of the corp.
 - b. Recognize the significance of image with all stakeholders
 - c. Be aware of the influence of interactions with all stakeholders on the corp's reputation

Social impact

- Defined by the Aspen Institute as the field of inquiry at the intersection of business needs and wider social concerns that reflects and respects the complex interdependence of the two.
- Two aspects of society's influence on the corporation, and the corporation's influence on the social and environmental concerns of society

- Social impact management evaluates three aspects of business:
 - a. It's purpose
 - b. Social Context
 - c. Metrics

Triple bottom line

- Evaluates a corporation's performance according to a summary to the economic, social, (ethical) and environmental value the corporation adds or destroyed.
- Now forms the basis for corporate reporting of economic, ethical, and environmental responsibilities.

The Natural Environment and Business

- Every selector of business in every country leaves an environmental impact

Standard Environmentalism

- Occurs when government regulation/interventions is required to remedy the market's failure to provide sufficient environmental protection.

Market Environmentalism

- Occurs when economic incentives created by the market are more effective at protecting the environment than government intervention

Government

- Bureaucrats
- Politicians
- Bungling
- Inefficient
- Ineffective
- Waste
- Taxes
- Smoke & mirrors
- Cover-ups
- Publicity
- Can't get a job anywhere else
- No accountability

Canada is a democracy, a constitutional monarch and a federal state with 10 largely self-governing provinces and three territories

Nova Scotia was the first part of Canada to secure a representative government in 1758

How Canadians Govern Themselves

- The constitution
 1. The act in 1981 did not give Canada a new constitution
- What we have now is the old constitution with a very few email deletions and four immensely important additions:
 1. The establishment of 4 legal formulas for amending the constitution
 2. The first three amending formulas place certain parts of the written constitution beyond the power of Parliament or any provincial legislature to touch

Canadian Charter of Rights and Freedoms

- Democratic rights
- Fundamental Freedoms
- Mobility rights
- Legal rights
- Equality rights
- Official language rights
- Minority language education rights

Canadian Federalism

- Canada
 - Governed by a system of parliamentary democracy with powers divided among the various levels of government that constitute our federalist state
- Federalism
 - Is a system of political organization in which the activities of state are divided between at least two levels of government in such a way that each level has certain areas in which it is empowered to make final decisions.
- The Canadian federation
 - The federal government
 - 10 provincial and three territorial governments
 - A number of regional and local municipalities

How Canadians Govern Themselves (cont)

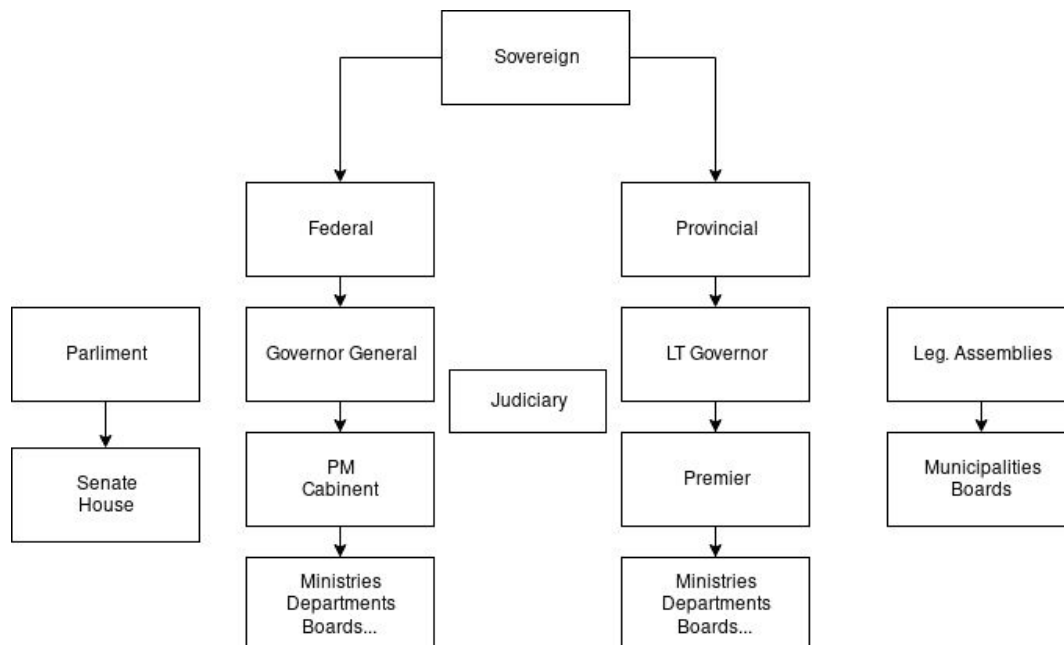
Some examples of federal government exclusive national powers

- Direct taxation
- Natural resources
- Prisons
- Charitable institutions

Some areas of cross-over

- Both Parliament and provincial legislatures have powers over agriculture and immigration, and over certain aspects of natural resources - if their laws conflict, the national law prevails
- Although parliament cannot transfer any of its powers to a provincial legislature, not a provincial legislature any of its powers to Parliament, Parliament can delegate the administration of a federal Act to provincial agencies, and a provincial legislature can delegate the administration of a provincial Act to a federal agency.

The Canadian Political Landscape



Canadian Federal Government

- Canada governs through the “Westminster Model” of Government
- Three branches of Government
 - Legislative - HoC, and Senate
 - Executive - PM, Cabinet, and the Public Service
 - Judicial - Independent of Cabinet, Parliament, or of any other state institution

HoC

- 338 Seats
- Elections at least every 5 years
- The speech from the throne
- Question period
- Legislation and Debates
- All proceedings of the house of commons are recorded in a parliamentary publication called Hansard.