CSR Past, Present, and Future

THE PSEG INSTITUTE FOR SUSTAINABILITY STUDIES @ MONTCLAIR STATE UNIVERSITY PRESENTS - A SWIFT & INTENTION PROGRESS REPORT.

FELICIANO SCHOOL OF BUSINESS
Montclair State University
CSR Past, Present, and Future

Past

Brief history of CSR

1759: Adam Smith’s *The Theory of Moral Sentiments*

1913: Industrial Welfare Commission

1940: Elton Mayo’s Hawthorne Study

1970: Milton Friedman


1979: Archie Carroll’s pyramid

1984: Edward Freeman Stakeholder Theory

2002: Porter and Kramer Strategic Corporate Philanthropy

2010 Strategic CSR, Conscious Capitalism

2011 Porter and Kramer Creating Shared Value

Social Responsibilities of the Businessman by Howard R. Bowen

Creating Shared Value

Social businesses
2019

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PRI Principles for Responsible Investment

[Diagram showing the relationship between social, governance, and environmental dimensions for CSR in 2019]
Sustainable investing surge tops $30 trillion

<table>
<thead>
<tr>
<th>Region</th>
<th>2016</th>
<th>2018</th>
</tr>
</thead>
<tbody>
<tr>
<td>Europe</td>
<td>$12.0T</td>
<td>$14.1T</td>
</tr>
<tr>
<td>United States</td>
<td>$8.7T</td>
<td>$12.0T</td>
</tr>
<tr>
<td>Canada</td>
<td>$1.1T</td>
<td>$1.7T</td>
</tr>
<tr>
<td>Australia/New Zealand</td>
<td>$0.5T</td>
<td>$0.7T</td>
</tr>
<tr>
<td>Japan</td>
<td>$0.5T</td>
<td>$2.2T</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>$22.8T</strong></td>
<td><strong>$30.7T</strong></td>
</tr>
</tbody>
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SOURCE: Global Sustainable Investment Alliance
January 2020

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TOP 10 RISKS OVER THE NEXT 10 YEARS
Long-Term Risk Outlook: Impact

Multistakeholders

- Climate action failure
- Biodiversity loss
- Water crises
- Natural disasters
- Human-made environmental disasters

- Weapons of mass destruction
- Extreme weather
- Information infrastructure breakdown
- Cyberattacks
- Infectious diseases

- Economic
- Environmental
- Geopolitical
- Societal
- Technological
Lessons:
- Speed of change
- Dramatic change when there is a real threat
- Trust is foundation to implement ST/LT change

CSR Focus “People, People, People”:
- Business
- Employees
- Customers
- Partners/Suppliers
- Communities
- NGO’s
- Government
Future

危機 = Crisis

How to be Resilient and develop new ways of doing business and providing CSR...

- Zoom
- World Central Kitchen
- Healthcare and Minimum wage
- Sharing Economy
- Communities

Must have a CSR Strategy both ST/LT to build resilience
Q&A