

**!** This PDF is governed by copyright law, which prohibits unauthorised copying, distribution, public display, public performance, and preparation of derivative works.

**THIS CHAPTER  
IS AN EXCERPT  
FROM**

The World Guide to CSR: A Country-by-Country  
Analysis of Corporate Sustainability and  
Responsibility

**EDITED BY**

Wayne Visser and Nick Tolhurst

**FIRST PUBLISHED**

June 2010

**ISBN**

978-1-906093-37-2 (hbk)  
978-1-906093-38-9 (pbk)

**MORE DETAILS AT**

[www.greenleaf-publishing.com/worldguide](http://www.greenleaf-publishing.com/worldguide)



© 2010 Greenleaf Publishing Limited

SUSTAINABILITY • RESPONSIBILITY • ACCOUNTABILITY

Greenleaf Publishing, Aizlewood's Mill, Nursery Street, Sheffield S3 8GG, UK  
Tel: +44 (0)114 282 3475 Fax: +44 (0)114 282 3476  
info@greenleaf-publishing.com <http://www.greenleaf-publishing.com>



# Introduction

---

Nick Tolhurst

The debate on Corporate Social Responsibility (CSR) has grown rapidly over the last two decades. There are many reasons for this but one of the main drivers has been the growing realisation that globalisation has spread and accelerated both the benefits, as well as the disadvantages, of economic development throughout the world.

As more and more countries came to participate in the global capitalist system, the role of business took on an ever more decisive role across all levels of society. However the very fact of an ever more interconnected global economy makes the way different societies deal with, and react to, economic change so crucially important. As trade barriers break down, industrial investment globalises and national governments experience a corresponding decline in power, issues such as sustainable production, labour standards or indeed the cultural and social implications of development cannot be assumed to be converging to a 'global norm', nor can they be left to be decided solely in the marketplace.

There are a number of reasons for this. Differences in the way societies approach business are as much a reflection of a rich and diverse history and development as other cultural attributes. More fundamentally though, with the rise of non-Western economies and growing scepticism about the 'Western economic paradigm' — with regard to ecological sustainability, lifestyles or more recently financial stability — a diversity of ideas and new thinking may well be of vital importance in dealing with the myriad of challenges our world faces.

With this in mind, the *World Guide* is both a timely and intriguing glimpse across the richness of global business cultures. It will be of interest not only to academics in the field of CSR, but also to all those who deal with, or have an interest in, business or public organisations across different cultures and countries. In terms of content, this volume not only provides a rich seam of different perspectives on CSR and best practices, but also offers highly practical information on trends, legal codes and important organisations, as well as backgrounds to academic CSR centres in the respective countries.

The book is structured around five **Regions** (Africa, Asia, Europe, Latin America<sup>1</sup> and the Middle East) and 58 **Countries**, including profiles for each. In order to make the publication as accessible and as useful as possible, each regional and country profile is structured in a similar fashion.

First, each chapter sets the CSR ideas and practices in **Context**, describing the cultural, historical and religious traditions that have supported CSR, philanthropy and related beliefs, values or practices. Then (where applicable) country-specific **CSR models** which illustrate how CSR has developed are included. For each country profile, we also include **Priority issues**, which describe the most important issues faced by the country/region, whether environmental, social, political, economic or governance related. Further, a section on **Trends** describes key studies on CSR-related topics, typically based on academic research and other surveys. For example, findings may include the level of awareness of CSR-type issues, CSR reporting and implementation of CSR standards. Each country profile also includes information on **Legislation and codes**, summarising the key social, environmental and ethical legislation or national and global codes applicable in each country. Country profiles are completed with backgrounds on the key **Organisations** that are promoting CSR, **Case studies** describing those companies widely regarded as being the best-performing in CSR and the state of CSR **Education**, including university centres for CSR, and courses.

This unique publication is truly the first to attempt such a broad sweep of comparative CSR across so many different countries, regions and business cultures. We are hopeful that it will provide a highly useful, practical and accessible guide for all those interested in how global society tackles the most pressing challenges ahead. We welcome all feedback at [info@csrinternational.org](mailto:info@csrinternational.org).

*Frankfurt, Germany  
June 2010*

<sup>1</sup> Since North America only has two countries — Canada and the USA, both of which have profiles included — a regional profile was not deemed necessary.