

Integrated Value vs. Shared Value and CSR 2.0

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CSR 2.0	Integrated Value
Premise: Uses the failure of CSR to reverse negative social, economic, ethical and ecological trends as the contextual premise	Premise: Uses the healthy functioning of complex ecological and social systems as the contextual premise
Foundations: Presents CSR as a maturity stage model, from defensive, charitable, promotional and strategic CSR (all CSR 1.0) to transformative or systemic or radical CSR (CSR 2.0)	Foundations: Presents integrated value as an evolution in the conception of value creation, from shareholder-, stakeholder-, blended-, sustainable- and shared-value to integrated value
Narrative: Uses the transition from Web 1.0 to Web 2.0 as a metaphor for the changes needed in CSR, from CSR 1.0 to CSR 2.0	Narrative: Uses the dynamics of living systems as a metaphor for the changes needed in value conception and creation in society
Problems: Explains the failure of CSR 1.0 as due to CSR still being incremental, peripheral and uneconomic within most business organisations	Problems: Explains breakdown in society as the 5 forces of fragmentation: disruption, disconnection, disparity, destruction and discontent
Activity: Frames areas of essential activity in terms of 4 DNA elements of CSR 2.0: value creation, good governance, societal contribution and ecological integrity	Activity: Frames areas of essential activity in terms of 5 components of the nexus economy: the resilience, exponential, access, circular and wellbeing economies
Solutions: Focuses on innovative solutions that come from eco-and social innovation, entrepreneurship and enterprise	Solutions: Focuses on innovative solutions that are secure, smart, shared, sustainable and satisfying (the 5-S integration framework)
Means: Sees creativity, scalability, responsiveness, glocality and circularity as the mean for achieving transformative CSR	Means: Sees values orientation, economic redesign, new metrics and innovation as the means for achieving integrated value
CSR: Reframes corporate social responsibility as corporate sustainability and responsibility and CSR 2.0	CSR: Reframes corporate social responsibility and sustainable business as integrated value creation (IVC)
Positioning: Claims to be a call for the reinvention of corporate social responsibility to be more effective in creating positive impacts	Positioning: Claims to be a contribution to the rich debate on value creation (and destruction) in society, the economy and business
Benefits: Refers to the benefits of CSR 2.0 as the building of 'purpose-inspired capitalism'	Benefits: Refers to the benefits of integrated value creation as a 'values dividend'

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