



Reporter: Ying WANG, EDHEC Business School

Conference 6B

Company Social Relations

Moderated by: Marc DELUZET, General Delegate, International Social Observatory, France

Speakers:

- Jacques SPELKENS Head of Department of Social Innovation, GDF Suez, Belgium
- Jean LAPEYRE, Europe Project Manager, Syndex, Belgium

CSR: New Subject in a Challenging World

According to the existing definition, CSR is a form of corporate self-regulation integrated into a business model. But what new roles does the challenging world give to CSR?

Jacques SPELKENS, from GDF Suez Belgium, thinks that CSR should be integrated with the local economic and political system functions. He took an example in Australia, where CSR is always related to community work.

Jacques SPELKENS insisted on three points:

1. Enterprise relies on all the stakeholders to "co create";
2. Enterprise should be engaged in CSR deeply by motivating the employees, which is related with the corporate value;
3. CSR cannot be separated from the "heart value of the enterprise", (i.e. the disables are not employed because of being disable, but thanks to their competences).

CSR must evolve with the change of economic model. Jacques SPELKENS believes that "unity, training and proximity" must be attached importance to. The internal dialogue is to be done by developing other methods, not only through labor unions. The four Ps : "Planet, People, Participation, Profit" should be anticipated in CSR practices as well.

According to Jean LAPEYRE, during "hard, long and massive" financial crisis, people lose their "confidence". Therefore, companies should coordinate the internal and external elements to create a transparent environment. The labor union is expected to be independent from other elements. The employees are supposed to be given the right of speak and vote. Jean LAPEYRE thought each employee should not be considered as an "individual case" but the employee's savoir-faire must be seen as "collective competence".

CSR is changing its contents and is given new definitions in this challenging world. All the CSR practices are always a combination of the fundamental humanistic concern and enterprise value.