

21A- What should we expect from companies?

CONTEXT

Companies no longer exist within a given market, their function has become societal. Facing rapid and durable changes in our economies and global/local governance, coupled with expectations and sudden pressures (coming from employees, clients, partners, civil society, and institutions), corporate agility alone no longer suffice. Companies must continually reinvent themselves, from A to Z, to a point that their purpose is now being drawn into question.

“What should we expect from companies?” – Beyond their economic performance, what can (reasonably) be expected from them? Which is the minimum level of social responsibility that companies should assume? Alternatively, how much is too much to ask? During this opening plenary session, business leaders and representatives of corporate stakeholders from across the world will share their visions and best practices to ensure that companies know “How to get things done?”...

SYNTHESIS OF DEBATES AND/OR CONCRETE PROPOSALS

« Companies, what for? », a new questioning after « Companies, how to ? »...

S. JECKO: A WFRE hosted in Strasbourg in the Palais de la Musique et des Congrès by the teams of Idée Alsace and Réseau Alliances. 4 speakers, 4 solutions for a responsible economy...

P. SABRIE: Firms do not only create value for themselves, but for shareholders, employees and consumers. It is crucial to take into account a fourth actor in this approach: “the territory”, that is to say the ecosystem in which the firm evolves. There is no contradiction between being a firm and being strongly integrated in the local ecosystem.

One idea: Urban regeneration of the Fisher neighborhood: an eco-district in Schiltigheim

B. MARCHANT: Firms have two priorities: to satisfy the consumers’ needs and to create value. The reflections around the marketing of the information are at the heart of the current preoccupations.

One idea: Anticipating the needs by adapting to the digital era: an online newspaper available at all time and in all places.

T. MELOTO: His association fights against poverty in the Philippines. His idea is that young generations need to be integrated in the debates; they are the future and are going to build a new market without poverty. Moreover, he insists on the fact that ideas do not necessarily come from the top of the social ladder and that working together is required to build tomorrow’s world.

One idea: To go see what is done elsewhere in order to improve the living conditions in your own country.

S. KATO: The Japanese firm Ricoh supports the responsible behavior of its consumers. It took part in the COP21 and signed the universal agreement on climate (reduction of the global warming to 2degrees). The firm therefore integrates social missions in its commercial operations: recycling center, monitoring of the innovative technologies, and communication on the topic of sustainable development.

One idea: To set up an eco-district on the production site of Colmar (fruits, biodiversity restauration).

CSR Lab facilitated by :

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- - # WFRE16 : Contributions en live
- - T. Graham, La richesse des pauvres, Broché, 2015