

**SUSTAINABLE CORPORATE SOCIAL RESPONSIBILITY - AN
ALTERNATIVE FOR A PARADIGM CHANGE OF BUSINESS
IN THE 21ST CENTURY**

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Abstract

The critical system analysis of the current status of all areas of human activity on the planet Earth (in Europe and the Slovak Republic) convinces us, that this development is unsustainable. Many prominent personalities of scientific, cultural, social and political life stated that our planet Earth and mankind with it, and all that man has created during its existence is only one step finds itself on the brink of disaster and it will turn against man. Many theoretical concepts, based on the historical development and experience notes that this status is natural and inevitable. However, we hold a different opinion. If the man is team, that is declared, it must show (now at the turning point) themselves and future generations, that it thinks with its existence on planet Earth seriously and responsibly. Given by the current global crisis and also our belief that the fundamental problem of humanity is unfair creation and distribution of wealth on planet Earth, we maintain opinion for changing the paradigm of thinking in this area. As the only alternative for solving this problem we see in the application of the concept of sustainable corporate social responsibility. The article presents our idea.

Key words

Sustainable development, sustainable corporate social responsibility

Introduction

At the time of writing this article everyone survives amount of personal existential problems but also successes. Every day we come into contact with a lot of different information, companies, organizations, institutions and at school or in employment we spend most of our life.

We feel firsthand effects of these, man-made, organizational structures on ourselves and society. Impacts of behavior of these entities directly or indirectly affect the entire world and

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it is up to us to reflect on the prospect of future generations, and hence own children. Many things we can affect directly or resolve. It depends only on our courage, attitude and erudition. Some are called "force majeure", as if the higher power not influenced by us. However, as the history of mankind show, from the creation of man on planet Earth, humanity itself is the architect of own destiny in the good and in the bad. Nothing is accidentally constructed; everything is managed by someone for a certain clearly defined goal. However, mostly man and all humanity have not learned from own mistakes, as if without the "memory", "unconsciously" he repeats these mistakes at own peril and leaving own fate and the fate of planet Earth in the hands of like "the invisible hand of the market". Dominance over him gaining a small group of "chosen" who buy through corrupt politicians in "democratic societies" their obedience and seek to manipulate, deceive and influence public opinion. With current information technology and the Internet also spread the "secret documents and reports" that were to be forever hidden from the "ordinary people" and it is only up to us how we use them for the benefit of humanity and the preservation and maintenance of life on planet Earth.

The concept of sustainable development - CSD did not allow and do not allow sleeping its predictors - <http://pravdu.ru/lessons/petrov/>, as well as world rulers and opponents, trying to sophisticated egotistical and arrogant way usurp the planet Earth (facing at present also for the earth boundaries, for example. flights on Mars http://www.google.sk/#hl=sk&scient=psy-ab&q=mars+a+lety+na+mars&oq=mars+a+lety+na+mars&gs_l=hp.3...10279.14909.1.15322.15.15.0.0.0.102.1155.14j1.15.0...0.0...1c.H7tqL5wdjXE&pbx=1&bav=on.2,or.r_gc.r_pw.r_qf.&fp=c4131d045dd8a889&biw=1920&bih=1083) only for their predatory goals and make the most of the modern population modern slaves:

- http://druidova.mysteria.cz/JAK_JDE_ZIVOT/TICHE_ZBRANE.htm;
- http://www.google.sk/#hl=sk&gs_nf=1&cp=9&gs_id=15&xhr=t&q=Protokoly+sionsk%C3%BDch+mudrcov&pf=p&scient=psy-ab&oq=Protokoly&gs_l=&pbx=1&bav=on.2,or.r_gc.r_pw.r_qf.&fp=98eb4b6d14a7e14e&biw=1920&bih=1083;
- <http://abbartos.wordpress.com/2011/04/08/novy-svetovy-rad-a-jeho-cesti-protagoniste-iv-rimsky-klub-po-cesku/>;
- <http://www.relay-of-life.org/cz/chapter.html>.

We agree with [1], in which Ivan Klinec made a comprehensive historical and logical analysis of alternative economic and social theories supporting the move towards sustainable development-

(http://www.kniznica.hnutie.org/kniznica/knihy/ekologia/environmentalistika/ivan_klinec.pdf?lang=sk), that: *"The concept of sustainable development is an alternative concept of development of the society, which should allow further current and also future development of the individual, society and civilization without compromising the present and future existence of man on the Earth."*

We add **ONLY ALTERNATIVE!**

Basic assumptions and background of our vision of the concept of sustainable corporate social responsibility

Corporate Social Responsibility - CSR has brought a new perspective on the societal role of an enterprise , organization as well as state, recognition of the link between profitability, ethical and environmental standard of entrepreneurship, awareness of the responsibility for the consequences of own decisions and actions on overall quality of life.

These entities are focusing increasingly on environmental protection development of local community, ethical entrepreneurship and improving relations with employees and partners. CSR can be considered a source of competitive advantage and innovation to help the company remain on the market.

CSR is not an entirely new concept, but the more attention it receives in the second half of the 20th century, especially in the USA.

The visibility of CSR was managed primarily by the European Commission, which has begun to address this issue since the 90s last century, and sees in it an instrument for the achievement of sustainable development (SD). Even currently there resonate many questions over the actual definition of the CSR set at: <http://eur-lex.europa.eu/LexUriServ/LexUriServ.do?uri=COM:2011:0681:FIN:SK:PDF>.

According to the document [2], the European Commission on 25 October 2011 has decided, under Article 304 Treaty on the Functioning of the European Union to consult with European Economic and Social Committee, "A renewed EU strategy for CSR for the period 2011 to 2014."

The main purpose of this document are recommendations aimed at promoting sustainable development of organizations and enhancing trust within entrepreneurship by taking into account the principles of "fair" behavior.

In the notice on the renewed EU strategy for CSR were listed by - <http://www.perspektivykvality.cz/k-hlavnimu-tematu/zzz.html> particular, the following objectives:

- creation of pan-European platform for CSR,
- gain public trust (for example: <http://eur-lex.europa.eu/LexUriServ/LexUriServ.do?uri=OJ:C:2012:181:0014:0020:SK:PDF>,
- CSR national enforcement in the member states (CSR status in the Slovak Republic, for example: [<http://www.portalvs.sk/sk/prehľad-projektov/6838>\),](https://docs.google.com/viewer?a=v&q=cache:V7qLs8HsVpcJ:www.employment.gov.sk/sprava-o-vytvarani-pomienok-pre-szp-na-slovensku.pdf+%C3%9A%20spe%C5%A1nos%C5%A5+Slovenska+vo+vytv%C3%A1ran%C3%AD+podmienok+SZP&hl=sk&gl=sk&pid=bl&srcid=ADGEESjtE99YBSXuIeCWJHUFwl4kAv0YRtBM1vvK8UkMo_DSCyvyzHdjyA9tia04FL4bntOIVQQ-ag8aOeI1OBKZcR-fHeYx6S-tGXSFpueMZTowfbFZxBiebQPdgEDZj85JICahFq3HA&sig=AHIEtbQeaC7UvkUuMXhbi5uS8moG7B_AoA),- mainstreaming of CSR aspects into investment criteria and public procurement,- actions against unfair trade practices,- supporting of education and educational projects (our contribution to the education project, for example: <a href=)
- compliance with international principles and standards.

European Economic and Social Committee at its 481st plenary meeting on 23 and 24 May 2012 adopted the following opinion –

<http://eur-lex.europa.eu/LexUriServ/LexUriServ.do?uri=OJ:C:2012:229:0077:0084:SK:PDF>, which is focused by us, in terms of the actual reactions of the world and also the European community for ongoing global crisis, on insignificant and irrelevant issues. Evidenced by the work of Brussels 54 000 officials whose role is based in the past – for example.: <http://www.relay-of-life.org/cz/chapter.html>.

Therefore, based on:

- *a holistic (systemic) approach to the planet Earth as an integral system;*
- *from knowledge that the objective reality which surrounds us has own evolutionary development, in which man negatively affected by own long-term actions;*
- *from the conviction that the only alternative of mankind is a symbiosis of the being in harmony with nature and its regularities of development and sustainable development in all its necessary post-industrial manifestations, (sustainable production, sustainable consumption, sustainable workforce, sustainable marketing, sustainable profit, sustainable quality of life, ...) and so real, productive economy, not virtual, fictitious, unproductive economy;*
- *mainly on the work and ideas of A. Blažej, F. Capra, T.M.Cook, F.Gregor, H. Hendersonová, K.Hatiar, J.Hyršlová, L.A.Ismagilová, J.Keller, M.J.Kiernana, I. Klinec, D.C.Korten, V.K.Lozenko, V. Marková, P. Staněk, W.E.Stead a J.G.Stead, D.Zadražilová, J.Zelený, and all others listed on 2 Multimedia DVDs - http://www.scss.sk/index.php?categoryid=1&p2_articleid=14 - outcomes from the project supported by the Agency for Research and Development under contract no. LPP-0384-09: "Concept HCS model 3E vs. concept of Corporate Social Responsibility (CSR)";*
- *from own scientific research, pedagogical and publication activities:*
 - http://www.scss.sk/index.php?categoryid=14&p16_sectionid=71;
 - http://publview.stuba.sk/view_publ.php?dv=1&kd=-2&a=69744&x=9;
 - http://www.scss.sk/index.php?categoryid=14&p16_sectionid=25;
 - http://publview.stuba.sk/view_publ.php?dv=1&kd=-2&a=29765&x=9;
 - http://videosever.cnl.tuke.sk/inlook_udrzatelne_spolocensky_zodpovedne_podnika_nie_integralna_sucast_strategie_udrzatelneho_rozvoja;
 - http://www.scss.sk/dvd_lpp_0384_09_2010/V%DDSTUPY%20Z%20VLASTNEJ%20VEDECKO-V%DDSKUMNEJ%20A%20PEDAGOGICKEJ%20%C8INNOSTI/Projekty%20DDP/HRDINOV%C1%20GABRIELA/HRDINOV%C1%20GABRIELA_PROJEKT_DD_PV18.pdf

We also want in the submitted article connect to these authors and their views on the current problems (www.scss.sk) contribute to the paradigm shift of thinking in the 21st century towards the sustainability of life on the planet Earth, as it did for example a 12-year-old girl Severn Suzuki at a conference on the environment in Rio de Janeiro in 1992 - (http://www.mojevideo.sk/video/1453a/dievca_ktore_umlcalo_svet_na_sest_minut.html?lang=sk), respectively to call of Russian scientists of noosphere direction to the global community about the unsustainability of the current state on the planet Earth - <http://pandoraopen.ru/2010-10-16/obrashhenie-uchyonyx-noosfernogo-kryla-k-mirovomu-soobshhestvu/>.

Critical systemic analysis of current impact of globalization on the planet Earth and humanity

Using mentioned holistic approach to the critical systemic analysis of the current state of impacts of globalization on our planet Earth and also on human race, selectively we present to the public documents and information which objective and truthful reporting ability is questionable:

1. Icelandic quiet revolution:

- http://www.youtube.com/results?search_query=Islandsk%C3%A1+pokojn%C3%A1+revoluce+-+vzor+pro+v%C5%A1echny+svobodn%C3%A9+lidi+sv%C4%9Bta+&oq=Islandsk%C3%A1+pokojn%C3%A1+revoluce+-+vzor+pro+v%C5%A1echny+svobodn%C3%A9+lidi+sv%C4%9Bta+&gs_l=youtu.be.12...10616.10616.0.11676.1.1.0.0.0.90.90.1.1.0...0.0.FaEuK7YhYbs;

2. Production of toys in China:

- http://www.youtube.com/results?search_query=Islandsk%C3%A1+pokojn%C3%A1+revoluce+-+vzor+pro+v%C5%A1echny+svobodn%C3%A9+lidi+sv%C4%9Bta+&oq=Islandsk%C3%A1+pokojn%C3%A1+revoluce+-+vzor+pro+v%C5%A1echny+svobodn%C3%A9+lidi+sv%C4%9Bta+&gs_l=youtu.be.12...10616.10616.0.11676.1.1.0.0.0.90.90.1.1.0...0.0.FaEuK7YhYbs;

3. Production of clothes in India:

- [http://www.svetvnakupnimkosiku.cz/napsali-o-nas-3/163-ct-24-nejznamejsi-odevni-firmy-maji-problem/;](http://www.svetvnakupnimkosiku.cz/napsali-o-nas-3/163-ct-24-nejznamejsi-odevni-firmy-maji-problem/)

4. The cultivation of coffee:

- [http://www.ceskatelevize.cz/porady/10247864775-pribeh-y-z-afriky/208452801380006-kavova-spravedlnost/,](http://www.ceskatelevize.cz/porady/10247864775-pribeh-y-z-afriky/208452801380006-kavova-spravedlnost/)
- <http://www.ceskatelevize.cz/ct24/ekonomika/121499-miliardovy-bananovy-byznys-skryva-utrpeni-armady-delniku/?lang=sk;>

5. Facts about food (www.sibirskezdravi.cz):

- <http://www.youtube.com/watch?v=L9mWQMwSbI0&feature=related;lang=sk;>

6. Critical evaluation of the conference RIO+20:

- http://www.antimeloun.cz/?p=2662,
- resp. praises - <http://mladez.sk/2012/06/28/konferencia-rio20-hovorila-o-buducnosti-ktoru-chceme/?lang=sk;>

7. The crisis in British universities - what comes to the Czech Republic:

- http://www.youtube.com/embed/BsQmdwgnxWA?feature=player_embedded;

8. Criticism the current development in Slovakia, Europe and the world from the mouth of professor Peter Stanek:

- http://www.youtube.com/watch?v=bJY-IyJ4SAc;lang=sk.

9. Criticism of unsustainable Slovak health care system by professor John Košturiak:

- [http://blog.etrend.sk/jan-kosturiak/2012/08/22/draha-smrt/;](http://blog.etrend.sk/jan-kosturiak/2012/08/22/draha-smrt/)

10. Lay-off in Slovakia, September 2012:

- http://www.google.sk/#hl=sk&sclient=psy-ab&q=prep%C3%BA%C5%A1%C5%A5anie+na+slovensku%2C+september+2012&oq=prep%C3%BA%C5%A1%C5%A5anie+na+slovensku%2C+september+2012&gs_l=serp.3...9776.15064.2.15422.16.16.0.0.0.390.2012.5j10j0j1.16.0...0.0...1c.78xvCk0M034&pbx=1&bav=on.2.or.r_gc.r_pw.r_qf.&fp=c4131d045dd8a889&biw=1920&bih=1083;

11. **Debate with professor Jan Keller on the background of the global crisis:**
 - <http://www.youtube.com/watch?v=Wm6wj2EP2T4;lang=sk;>
12. **Professor Jan Keller on poverty in the Czech Republic:**
 - <http://www.youtube.com/watch?v=YopWk7mpZIE&feature=related;lang=sk;>
13. **Interview with professor Milan Zelený on CT 24:**
 - <http://www.youtube.com/watch?v=vsWANfoMnog;lang=sk;>
14. **Baptism of book of Tomas Sedláček Economics of Good and Evil:**
 - http://www.youtube.com/watch?v=b_VOoBWAqw&feature=related;
15. **A member of the National Economic Council of the Czech Government (NERV) Tomas Sedláček predicts that if failure the process of change, there will come in 15 years deadly crisis:**
 - <http://www.youtube.com/watch?v=p3CKWGpuqu4&feature=related;>
16. **Miloš Zeman at the Law Faculty at Charles University in Prague, 14.5.2012:**
 - <http://www.youtube.com/watch?v=eZd2UHxhN9s;>
17. **The end of history and thinking of alternatives (Bělohradský, Kopeček, Májíček):**
 - <http://www.youtube.com/watch?v=SmsnkuCIGz0&feature=related;lang=sk;>
18. **The general crisis of world capitalism - the end of one era in the Czech Republic:**
 - <http://www.youtube.com/watch?v=N52IK2xV2kE&feature=related;lang=sk;>
19. **News of TV JOJ - End of Capitalism?**
 - <http://www.youtube.com/watch?v=KsfyOHxYeJU&feature=related;lang=sk;>
20. **The idea of American professors Porter, M.E. and Kramer, M. R. to save advantages of the capitalist system by modifying the CSR concept through the CSV (Creating Shared Value):**
 - <http://hbr.org/2011/01/the-big-idea-creating-shared-value/ar/1;>
21. **Controversy on websites of the Czech Management Association about the concept of CSV, which contributed to Professor Zbynek Pitra:**
 - [http://www.cma.cz/Upload/Documents/aktuality/diskuse%20k%20HBR11-Porter.pdf,](http://www.cma.cz/Upload/Documents/aktuality/diskuse%20k%20HBR11-Porter.pdf)
 - [http://www.cma.cz/Upload/Documents/aktuality/HBR11-Porter.pdf.](http://www.cma.cz/Upload/Documents/aktuality/HBR11-Porter.pdf)

Even on the basis of selected documents and information we created own vision of the concept of sustainable corporate social responsibility, which is the only alternative for sustainable development on the planet Earth.

Our vision of the concept of sustainable corporate social responsibility

Our vision of the concept of **sustainable corporate social responsibility** (SCSR) is based on the concept of **HCS model 3E** - http://www.scss.sk/index.php?categoryid=14&p16_sectionid=21 that is micro-solution of macro-problems (in terms of known theorem "think globally - act locally").

HCS model 3E was designed based on the results and knowledge gained during four years of the project research "Participatory Ergonomics."

This model understands man as an object as well as subject of all the efforts. We focus here on a concept in which working conditions are contributing to improving the quality of life for every employee in the long-term sustainable and acceptable conditions of environmental quality and efficient economic conditions.

This model is based on the following assumptions and generally consists of the following steps:

1. **Information and mass media strategy for target population.**
2. **Contacts with potential partners.**
3. **Getting the support of the top management companies.**
4. **Initiating the process of participatory ergonomics in stages:**
 - a) *Ergonomic analysis of working conditions and risk assessment.*
 - b) *Initiating the process of participatory ergonomics by informing examined employees and also top management in each of the enterprises (familiarity with risks - risk announcement).*
 - c) *Creating personal and material conditions for the process of participatory ergonomics (the prevention and control of risk - risk management).*
 - d) *Creating conditions for monitoring the effectiveness of measures taken.*
 - e) *Subsequent implementation preventive measures designed into practice in relevant enterprises.*

At the same time our vision of the concept of SCSR is based on a **modified Porter value chain** - <http://www.sjf.tuke.sk/transferinovacii/pages/archiv/transfer/21-2011/pdf/198-203.pdf> through which it is possible in the enterprise achieve sustainable creation of aggregate values of the enterprise.

The newly created enterprise department, SCSR, should therefore work together with the enterprise departments in planning and subsequent realization, control and improving enterprise activities and incline to a sustainable production, to promote sustainable consumption and sustainable marketing. The main task of the department SCSR in the context of SD should be transformation of global requirements to local measures and the related correction of enterprise activities, resulting in a value for which the customer is willing to pay.

Within the sustainable production should be newly created enterprise department SCSR perform the following tasks:

- *evaluation of the transformation process from the perspective of sustainability,*
- *collaboration when designing of production starting with inputs – use of renewable materials, raw materials and energy, technology and transportation not negatively affecting the humans and the environment, storage with an emphasis on no reduction of quality,*
- *collaboration in the design of the transformation process - assessment of the impact of the working environment for employees and negative impact on the environment, efforts to achieve zero waste,,*
- *collaboration in the design of production ending outputs - ecological products packaging, storage, distribution and avoidance of pressure on customers in order to sell the maximum amount of products, definition of environmentally sound disposal of obsolete or worn-out products, contributing to their destruction.*

For the area of sustainable consumption should be newly created enterprise department SCSR perform the following tasks:

- *participate in the public awareness on sustainable development and direct it to socially beneficial activities (volunteering, working with charities etc.),*
- *absent the pressure to customers with the aim of achieving enormous super profits,*
- *improve product performance while reducing material needs - reducing the environmental footprint.*

The sphere of sustainable marketing will require from newly created enterprise department of SCSR fulfill the following tasks:

- *cooperation in the enterprise presentation to the public as socially responsible entity contributing the development of society, quality of life, upholds practices nonthreatening the ecosystem and stand aloof from unfair practices,*
- *assessment of supply and customer value chains in terms of corporate social responsibility and sustainable development,*
- *assessment of supply and customer value chains in terms of corporate social responsibility and sustainable development.*

Conclusion

In the limited space for this article we have tried to bring the current state of the global impact of the crisis on the population of the planet Earth and own vision of SCSR concept and steps we are taking continuously for its implementation. We know that human prosperity is based on responsible entrepreneurship, responsible productive material production and providing real responsible service. The reward is then legitimate / sustainable profit and sustainable wage in the context of the concept of CSV.

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