Corporate Social Responsibility - driven innovation

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Some of CeReB’s network
The Centre for Responsible Business (CeReB) at Turku School of Economics (TSE) is an academic centre for responsible business that specialises in multidisciplinary research, education and development projects.

The focal point of CeReB’s research work is responsibility as a possibility in business.

At TSE, there is a wide network of responsible business specialists: researchers, teachers and trainers. This network is made up of the foundation on which the activities of the entire theme are based.
CSR-driven innovation project

Combining design and business in a profitable and sustainable way
A window of opportunity
Interface, Inc. is the world’s largest manufacturer of modular carpet, which it markets under the InterfaceFLOR, FLOR, and Bentley Prince Street brands. Bentley Prince Street also is a leader in the designer-quality broadloom carpet market. Interface is committed to sustainability and to doing business in ways that minimize the impact on the environment.
Ray Anderson / The Corporation film

http://www.youtube.com/watch?v=OUG4JXE6K4A
So, what do we learn from here?
“Is corporate social responsibility dead? Yes, says Harvard Business Review’s “Conversation Starter” blog. CSR will increasingly be seen as a public relations sham, the bloggers say. “

(...) 

“It does not really matter what you call it: being alert to business threats and opportunities, wherever they come from, will not go out of fashion.“
What is CSR?
European Union defines CSR as:

"A concept whereby companies integrate social and environmental concerns in their business operations and in their interaction with their stakeholders on a voluntary basis."
What is CSR?

Source: People & Profit project
What is CSR?

Communication
CSR Innovation
Environment
Stakeholder thinking
Management

Community
Customers
Suppliers
Quality
Something else

Source: People & Profit project
"No-one is going to hand you evidence-based management tools on plate. You have to go and find out your own liabilities and opportunities deep inside your company, and you need time, people and resources to do it”

- Tobia Webb, Ethical Corporation Magazine, founding editor -
CSR-DRIVEN INNOVATION Towards the Social Purpose Business

Yritykset ovat erilaisia:

**Reactive** firms deny responsibility and do less than what stakeholders require
**Defensive** firms admit responsibility but fight it by doing the least amount required
**Accommodative** firms accept responsibility by doing all that is required
**Proactive** firms anticipate responsibility by doing more than is required
**Strategic CSR**; companies that integrate CSR into core business strategy
CSR-driven innovation project

http://www.csrinovation.dk/web/
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Social impact as a means
Think
Ekolådan
Fair Unlimited
Lazytown
Noir
Other examples – good, bad – a window of opportunity?
Chocolate Fudge Brownie
U.S.A.

The Greyston Bakery in Yonkers, New York, provides the brownies used in some of our most beloved flavors. Not only does Greyston make a fabulous brownie, but they also have a mission to hire and support low-income people making the move towards economic self-sufficiency.

Greyston provides housing for the homeless, childcare, employment training, jobs, and comprehensive healthcare for people living with HIV/AIDS. Over 2,000 people are reached by Greyston programs each year.

“We don’t hire people to bake brownies, we bake brownies to hire people.” - Julius
What is the window of opportunity like?
Thank you for your interest!

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