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RESPONSABILIDAD SOCIAL EMPRESARIA, COMERCIO JUSTO Y GOBERNABILIDAD CORPORATIVA

En español

Perspectiva empresarial sobre la gobernabilidad corporativa

En *Promover el Crecimiento con la Gobernabilidad Corporativa*, Periódico electrónico del Departamento de Estado de Estados Unidos, Febrero 2005

Las compañías que albergan la esperanza de tener éxito en el mercado mundial de hoy deben incorporar requisitos legales más nuevos y más estrictos y tomar también en cuenta las crecientes expectativas sociales. Una compañía farmacéutica que se ha distinguido como líder en la gobernabilidad corporativa señala que la buena ciudadanía y las prácticas éticas eventualmente tienen un resultado final más firme. "Hacer negocios con integridad es bueno para los negocios", dice Nancy Nielsen, directora principal de Ciudadanía Corporativa, en Pfizer. Ella y Rosemary Kenney, la gerente principal de Gobierno y Comunicaciones Corporativas, hablaron con los editores de *Perspectivas Económicas* sobre la visión de Pfizer.

<http://usinfo.state.gov/journals/ites/0205/ijes/kenney.htm>

Entrenar a los administradores del futuro

Mary C. Gentile

En *Promover el Crecimiento con la Gobernabilidad Corporativa*, Periódico electrónico del Departamento de Estado de Estados Unidos, Febrero 2005

Se puede educar a los gerentes para que conciban prácticas empresariales que equilibren las realidades éticas y económicas. Pero los programas de capacitación sólo lograrán influir en la conducta si abordan el propósito, el contexto social y el impacto completo de un determinado plan empresarial. Si bien en todas partes del mundo los educadores empresariales formulan en varias formas la cuestión de los valores y de la responsabilidad empresarial, existe amplio acuerdo de enseñar ética en la gestión gerencial allende las fronteras nacionales.

<http://usinfo.state.gov/journals/ites/0205/ijes/gentile.htm>

Crear un ambiente corporativo sostenible

John Sullivan y Georgia Sambunaris

En *Promover el Crecimiento con la Gobernabilidad Corporativa*, Periódico electrónico del Departamento de Estado de Estados Unidos, Febrero 2005

La Agencia de Estados Unidos para el Desarrollo Internacional (USAID), en colaboración con un socio en el sector privado, ha estado ayudando a varios países a sentar las bases para la administración empresarial guiada por valores éticos y para dar mayor transparencia a las actuales estructuras corporativas. Mediante la unión de la pericia internacional y los conocimientos locales, USAID ha proporcionado asesoramiento sobre el concepto de gobernabilidad corporativa y facilitado soluciones locales basadas en principios internacionales a los participantes en el mercado financiero.

<http://usinfo.state.gov/journals/ites/0205/ijes/sullivan.htm>

In English

Ethics and corporate responsibility - When Mars meets Venus

Phillip H. Rudolph, 13 October 2006

"Are corporate compliance and ethics programmes linking up with corporate responsibility? Yes, a bit, says Phil Rudolph. The ethics and the corporate responsibility functions in US companies play a critical and wholly complementary role in managing and protecting business risk and reputation, and their effectiveness is almost certainly compromised when they do not work together."

<http://www.ethicalcorp.com/content.asp?ContentID=4580>

Management thinking – Starting to ‘get’ responsibility

Phillip H. Rudolph, 11 March 2007

“The message that corporate social responsibility has to be an integrated part of core business practice finally appears to be getting through. A significant number of businesses have got past the “why” of ethics and corporate responsibility – a critical breakthrough – and are now trying to wrap their brains around the ‘how’.”

<http://www.ethicalcorp.com/content.asp?ContentID=4937>

Tomorrow’s Value

SustainAbility

Tomorrow’s Value, SustainAbility’s fourth international benchmark of corporate sustainability reporting, has once again been developed in partnership with the United Nations Environment Programme (UNEP) and Standard & Poor’s. This year we introduce a revised methodology, developed in close consultation with experts and leading corporate reporters, and — in line with our sense that the focus also needs to shift beyond disclosure and reporting to communication — we have adopted a portfolio approach. Tomorrow’s Value is the flagship document in a suite of publications exploring wider aspects of reporting, including communication with financial analysts and the wider innovation agenda. Requires registration (free)

<http://www.sustainability.com/insight/research-article.asp?id=865>

Rethinking Corporate Social Responsibility: A U.S. Perspective

National Consumers League and Fleishman-Hillard International Communications, June 2006

Among the findings, three themes emerged as important new information regarding consumers, U.S. companies, and media outlets:

- + Corporate America receives low marks for its CSR performance.
- + Consumers define CSR in ways most relevant to them, often without ‘experts.’
- + Technology is changing the landscape in which consumers gather and communicate information about how well companies are being socially responsible.”

http://www.csresults.com/FINAL_Full_Report.pdf

The Stakeholder Fiduciary: CSR, Governance and the Future of Boards

By Allen L. White

April 2006

This paper explores how corporate boards do, could and should relate to the CSR agenda. In equal shares, it observes the present and envisions the future, seeking to both position the board as an agent of CSR under current rules and show how to reconstitute it under different rules that may emerge in the coming decades. Our core premise is this: the board’s current posture is incommensurate with the changing nature of the social contract between business and society, and with the attendant opportunities and risks that lie ahead. This incongruity must be corrected if the board is to function in a way that enables the firm to create and allocate long-term wealth in a form consistent with 21st century needs and expectations. In short, it is time to transform the board from a shareholder fiduciary to a stakeholder fiduciary.

http://www.bsr.org/meta/BSR_AW_Corporate_Boards.pdf

Emerging Business Policies and Practices for Building Trust and Good Will

January 2007

Trust has become a major issue for U.S. companies. It affects corporate brands, transaction costs, new product launches, protection against fraud, protection against misrepresentation by outside parties, entire industries, and the business community at large. The Enron scandal did not affect just the thousands of employees, customers, investors, and retirees who depended on the company. It led to the Sarbanes-Oxley Act, which has had a massive impact on capital markets and corporate governance. While trust is an intangible asset, the decline in trust has had a tangible impact on business. As a result, an increasing number of businesses are looking for tools to build trust.

<http://www.uschamber.com/NR/rdonlyres/e3tx6jgn7wu6qldovyxpsiablekjpvyh73qsoscdk3jhxoygodda461dbkr72efbrdberiaeobnd2e2vdnji7jieuq/ValuesMatterBCLCreport2007.pdf>

Social Accountability International

Social Accountability International (SAI)'s mission is to promote human rights for workers around the world, best known for SA8000 – a comprehensive system for managing ethical workplace conditions throughout global supply chains. SAI works with companies, consumer groups, non-governmental organizations (NGOs), workers and trade unions, local governments —as well as a network of agencies accredited for SA8000 auditing, to help ensure that workers of the world are treated according to basic human rights principles.

<http://www.sa-intl.org/>

Corporate Social Responsibility Initiative at the Kennedy School of Government

The Corporate Social Responsibility Initiative at the Kennedy School of Government is a multi-disciplinary and multi-stakeholder program that seeks to study and enhance the public role of the private enterprise. It explores the intersection of corporate responsibility, corporate governance and strategy, public policy, and the media. It bridges theory and practice, builds leadership skills, and supports constructive dialogue and collaboration among different sectors. It was founded in 2004 with the support of Walter H. Shorenstein, Chevron Corporation, The Coca-Cola Company, and General Motors.

<http://www.ksg.harvard.edu/m-rcbg/CSRI/index.html>

Strengthening Public-Private Partnerships for Social and Economic Development

US Chamber of Commerce

September 2006

Globalization is one of the top issues affecting business and society relations. Many businesses have responded to the challenge, not just by establishing global corporate citizenship programs, but by investing in and building partnerships with government and nonprofit organizations. Not only do companies invest \$252 billion in emerging markets and developed countries, generating jobs and delivering goods and services, but they also provide more than \$1.5 billion in charitable contributions, contribute technical know-how and expertise, and offer many other benefits. This is one of the reasons that American businesses are finding significant success and why countries around the world are encouraging American businesses to invest in them. There are now more than 100 American Chambers of Commerce (AmChams) around the world, representing more than 47,000 members.

<http://www.uschamber.com/NR/rdonlyres/ed5awmysmaaaxrq22jxnttcvt2vtx35fncrdkdlpu35bz3p3mvg7iei3lnby5bxavi6bq7bvs3yvlkdycz2shfiq2qh/StrengtheningPartnershipsGlobalCorporateCitizenshipReport.pdf>

Overview of Business and Community Investment

Business for Social Responsibility

One of the most significant developments in the field of corporate social responsibility (CSR) over the past few years has been the growth in public expectations that companies not only make commitments to CSR, but also develop systems to manage implementation, and systematically assess and report on progress relative to those commitments. Corporate accountability encompasses the systems a company establishes to develop policies, indicators, targets, and processes to manage the full range of its activities. The scope of operations for which companies are expected to be accountable has increased dramatically in recent years to include not only companies' own performance but also that of businesses partners and other actors throughout the company's value chain. The mechanisms a company uses to demonstrate accountability are varied and inevitably need to change and grow as a company evolves, but effective systems for increasing accountability generally allow a company to be inclusive, responsive, and engaged with its stakeholders.

<http://www.bsr.org/CSRResources/IssueBriefDetail.cfm?DocumentID=48907>

Building the Institutional Infrastructure for Corporate Social Responsibility

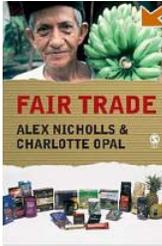
By Sandra Waddock

CSRI Working Paper No. 32. December 2006

http://www.ksg.harvard.edu/m-rcbg/CSRI/publications/workingpaper_32_waddock.pdf

BOOKS IN THE IRC COLLECTION

Please contact the IRC if you are interested in any of these books



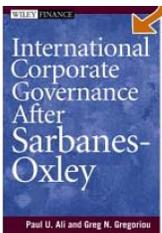
Nicholls, Alex; Opal, Charlotte
Fair trade: market-driven ethical consumption. London; Thousand Oaks: Sage, 2004.
277 p.

Contains: Fair trade: the story so far – The economics of fair trade – Supply chain ethics – Fair trade industry structures and business strategies – Financing fair trade – Fair trade certification – The marketing of fair trade – The fair trade market – Measuring impact – Fair trade futures.



Asch, David; Wolfe, Brian
New economy-New competition : the rise of the consumer? New York: Palgrave, c2001.

Contains: Supply chain management – An example of how one of the best companies manages its operations – Key factors in formulating a supply chain strategy.



International corporate governance after Sarbanes-Oxley / edited by Paul U. Ali and Greg N. Gregoriou. New York: Wiley, c2006.

Contains: The ethics of corporate governance - Corporate governance as a process-oriented approach to socially responsible organizations – The primary stakeholder relationship: corporate governance and value creation.

¿Necesita más información sobre responsabilidad social corporativa en los Estados Unidos, u otros temas relacionados?

El IRC puede ayudarlo. Comuníquese con nosotros

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