

PUBLIC GOVERNANCE IN THE FIELD OF CSR

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Abstract

Corporate social responsibility (CSR) has been traditionally connected only with the private sector. Nowadays, the effort to introduce CSR also to the public institutions is becoming apparent. In public administration, this concept is controlled by socially responsible procurement as a tool for the consideration of selected social issues and current purchases of goods and services (employment for disadvantaged people, support of education, but also the purchase of environmentally friendly products, fair trade products, etc.). Fair trade is a way of ethical business with small farmers in developing countries which promotes sustainability of the Third World countries. Environmentally friendly products and services are in the course of its life cycle proven to be friendlier to the environment and the health of the consumer. Their quality remains at a very high level. The result is a relief for the environment and socially responsible behavior that operates positively across the company and is always taken with confidence by citizens. Very popular is also the sphere of corporate volunteering. It gives an opportunity to accept assistance in solving actual problems.

Keywords

Corporate social responsibility, Public governance, Fair trade, disadvantaged people, corporate volunteering.

Introduction

Until recently, the concept of Corporate Social Responsibility was linked only with the private sector. This concept is gaining popularity every year and it is slowly being incorporated into the public sector. The concept of social responsibility towards customers and employees is known and practiced for a long time, with the best practices in existence. But how does the application towards the citizens look? What methods can be supported in public administration concept of corporate social responsibility? The following article attempts to explain the issue.

Definitions issues

Corporate Social Responsibility

In the book *Společenská odpovědnost firem – Etické podnikání a sociální odpovědnost v praxi* [1] the author claims that you can not find a single definition of CSR (Corporate Social Responsibility). You can find several of them, eg. European Commission in Green paper defined CSR as "voluntary integration of social and environmental considerations into everyday business operations and interactions with business stakeholders". The main direction is the application of CSR, which fully

respects the three spheres (ie. Triple bottom line, Figure 1). The spheres are economic (profit), social (people) and environmental (planet).

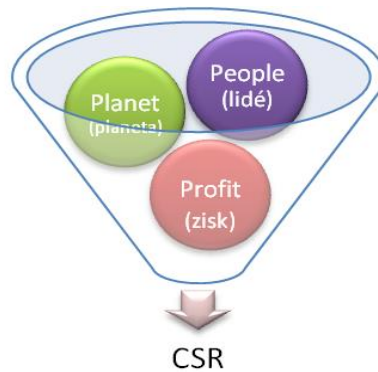


Figure 1: The spheres of CSR [1]

Economic sphere includes within the applied strategies the conformity of requirements in the implementation of the principles of management and control organization, the fight against the abuse of confidential information, the fight against corruption, poverty and money laundering. Also included are the payment discipline, respect for contracts, data protection, fulfillment of obligations, protection of intellectual property and compliance with established codes of ethics. This sector also includes the behavior of a group of stakeholders (ie. Stakeholders) - customers, investors, suppliers.

The *social sphere* comprises the corporate philanthropy and volunteering, employment policy, health and safety of workers, promoting education and retraining, employment of minority and vulnerable groups of population, gender equality, protection and respect for human rights, responsible and layoffs.

Within the *environmental sphere*, companies should identify the impacts of the surrounding environment. This group includes the protection of natural resources, investments in green technologies, energy saving, environmental policy and much more.

Public Administration

Transferring the concept of CSR from customers and employees to citizens, we can say that the result is CSR in public administration. Non-profit organizations, schools, state apparatus, government. All these bodies should operate with complete transparency.

Public contracts has great potential, which can be used not only to purchase the product or service, but also to the achievement of social goals. With the use of an added value can support sustainable development, social entrepreneurship, equal opportunities and environmental protection. Little change in their consumption and purchasing policy, public institutions can reduce large destruction of nature, not very thrifty management of resources and energy. [2]

Other entities that could promote social responsibility, companies are founded by municipalities and regions - technical or municipal services, local water or heating companies, etc. Among their CSR activities may involve better communication with citizens, service availability, etc. [3]

To observe the principles of social responsibility in public administration is possible by implementing a strategy of socially responsible procurement in tenders.

Socially responsible procurement

Socially responsible procurement (sustainable procurement) is a modern concept advocated in legislation since approximately 2009. The concept is related to the modern trends in the global society of promoting and upholding human rights and the principles of social responsibility. Since 1997, sustainable development is included in the Treaty establishing the European Community and recognized as a fundamental objective of the European Union.

The concept of socially responsible public procurement include:

- Fair Trade products
- products and services environmentally friendly
- emphasis on social aspects (supporting socially disadvantaged people, disabled people, social enterprise etc.)
- support for small and medium-sized enterprises and sustainable development [2]

"The concept of responsible public procurement enables public institutions and local authorities to take into account in public procurement and the current purchase of goods and services selected social issues, which wants to deal with the institution (eg. employment of disadvantaged people, support of education, but also the purchase of environmentally friendly products, fair trade products, etc.)."[4].

Fair trade

Fair trade is a way of ethical trading with small farmers in developing countries and promote sustainability of the Third World. This course provides an opportunity for subsistence own work in decent work conditions. It is a great effort to avoid negative impact of the current trade (undignified working conditions, exploitation of child labor, exploitation of nature). Emancipation from poverty is related to hard work of people farming in Third World countries, it is not due to sponsoring or charity. It is therefore clear and objective purchase these marked products - it's assistance to the people of the Third World live with dignity.

Fair trade is not just one organization, but a worldwide movement and is one of the few effective instruments of development cooperation which provides:

- respect for human rights
- greater environmental friendliness
- sustainable development of local communities
- equitable remuneration for producers in developing countries
- guarantee of minimum prices, the possibility of pre-financing [2]



Figure 2: Fair trade symbol [9]

We have to distinguish two concepts, fair trade and Fairtrade® (Figure 2). While the first term refers to the activity of trading fair, the second term is associated with the products. Products bearing the registration mark of declared fulfillment of certain standards agreed upon by all participants in the fair trade store. [5]

Environmental-friendly products

Socially responsible procurement (sustainable procurement) is a modern concept advocated in legislation since approximately 2009. The concept is related to the modern trends in the global society, where it is such products and services, which are in the course of its lifecycle proven friendlier to the environment, and the health of the consumer. Their quality remains at a very high level. These products and services are at first sight easily recognizable by the symbol called Ecolabel (Figure 3). [6]

This label can be found among cleaning products, office furniture, paper products, computers and other consumer goods. To be labeled as such product, it must meet stringent requirements regarding material savings eg. recycled paper, energy efficiency in appliances, biodegradability, elimination of harmful substances and suitability for use (fulfillment of declared properties). [7]



Figure 2: Ecolabel [6]

Support for disadvantaged people

Disadvantaged persons are those who have a disability and thus can not fully integrate into social life or work. List of social disadvantages is processed for the purposes of the program Big Thing. This is the person:

- unemployed,
 - with disabilities,
 - with behavioral and developmental problems,
 - developmental and behavioral problems,
 - risk of drug or other addictions,
 - vulnerable or disadvantaged life outside their own family,
 - caring for a close person,
 - belonging to ethnic minorities and people from different socio-cultural environment,
 - leaving the facility for institutional or protective care facility for persons leaving prison sentence,
 - vulnerable or disadvantaged abuse, exploitation and neglect,
 - victims of crime, victims of domestic violence, victims of human trafficking, commercially abused.
- [8]

Job creation and the possibility of integration into the workforce is rightly situated into sustainable procurement. For such disadvantaged people is nothing better than to find the purpose of life in the possibility of self-fulfillment on the job.

Corporate volunteering

Public administration could be used the direction of corporate volunteering. Corporate volunteering is a part of the broader concept of social responsibility, which is based on the intention of the company to provide its employees time and motivate them to volunteer activities. The company pays the costs of time of its employees, recognize and appreciate their volunteer activities. Corporate volunteers invest their efforts, energy and ideas to community programs in return. To charitable organizations is to express their needs and create a suitable environment for corporate volunteers and proved to be good business partners. [10] These volunteers would certainly be just the people employed in public administration.

The basic prerequisites for creating a partnership of organizations and commercial companies is in the beginning mainly mutual trust and respect for the needs of the host organization, the exact definition of responsibilities, identification of competencies and understanding of different cultures and objectives. In return, they expect projects for which remain visible results and also proof that corporate responsibility is an integral part of business.

By definition, the portal Dobrovolnik.cz corporate volunteering has benefits for both parties.

for the company

Engaging employees is a means to improve the performance of teams and to eliminate barriers between departments. Improve the company's image can help strengthen the brand loyalty. Enables the efficient development of management skills in a real and challenging environment. It helps create healthier communities in which we can do business.

for employees

It brings satisfaction and motivation in doing something useful. Developing new skills and improving existing in the real life situation. By transferring employees into an unfamiliar environment stimulates innovative thinking and encourages new learning ability. It helps employees build team communication and better understand their role in the team.

for community organizations and community

Bringing new skills and energy to solve existing problems. It helps break down barriers and increase understanding. Increases the supply of volunteers. It complements and diversifies financial resources. It helps to create jobs.

In order to meet the abovementioned benefits, it is necessary to provide the key factors of activities, namely:

- support of top management,
- understanding and support for direct superiors,
- successful internal and external communication,
- central coordinator of activities,
- resources to cover costs,
- partnerships with non-profit organizations,
- modest but professional beginnings,
- monitoring and evaluation. [10]

If we are talking about activities that volunteers can perform in privat organizations, we can divide them into three groups. One is manual work, when a volunteer is not in contact with clients, but works in community organizations (eg. painting the fence, meadows cleaning, cleaning, etc.). Working with clients where under the professional supervision of volunteers assisting with programs

with clients (walking, creative workshops, art therapy, etc.). Finally, professional work, which is most often done through consultations (legal, marketing, PR, etc.), or ghosting of the management of nonprofit organizations. [11]

Discussion

Ministry of Education, Youth and Sports (MŠMT) eg. as the first authority in the Czech Republic demanded not only food organic farming or drinks in glass, but also coffee and tea products fair trade. The aim was to encourage contracting adherence to the principles of community society and the environment. Ministry of Education for an international conference in June 2011, the fair trade drinks were in requirements published in the subject contract and the main evaluation criterion was the lowest price. [5]

Another example of socially responsible behavior is also the city of Prague 10, which won a special jury prize CSR Award 2009. In three basic areas, so-called Triple-Bottom Line show the steps of the municipal authority towards responsible behavior. In the economic part to more effective control mechanisms for revenue optimization in favor of the district inhabitants, including increasing transparency by involvement of citizens in proper tendering for public contracts. In the social field, a strong anti-corruption and anti-discrimination measures. In the environmental area of Prague 10 seeks to enhance environmental stewardship and engage the public.

In addition, criteria and quality objectives and CSR measures the Municipal District Prague 10 not only externally - perhaps satisfaction survey citizens on its website or via MMS, but also internally (using the EFQM Excellence Model, a tool created by the European Foundation for Quality Management). [3]

Conclusion

In conclusion, the implementation of CSR strategy in public administration is not an unnecessary step at all. On the one hand, conservation of natural resources, the responsible management of consumer goods, on the other hand, support for Third World farmers through buying fair trade products. Socially responsible procurement is a modern concept that is necessary in the public administration to develop further to maintain the quality of society, respect for nature and relationships between people as such. Although the observance of socially responsible behavior still voluntary step, the trend shows that over time it would be able to manage most of the organs of the civil sector. Another question is whether it is possible to use public employees according to the model of corporate volunteerism. In my public administration has a large number of potential volunteers. They are, however, possible to guarantee the same conditions of operation, such as employees of private companies?

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