



BHARATHIDASAN UNIVERSITY
Tiruchirappalli- 620024,
Tamil Nadu, India

Programme: M.A., HUMAN RESOURCE MANAGEMENT
Course Title : corporate social responsibility
Course Code : 22HRM3EC5

Unit-III
International contexts of CSR and
sustainability

Dr. T. KUMUTHAVALLI
Associate Professor
Department of Lifelong Learning

Introduction to Global Standards

In today's world, **Corporate Social Responsibility (CSR)**, **sustainability**, and **accountability** are crucial for businesses. This presentation will explore various global standards, their significance, and how organizations can effectively navigate these frameworks to enhance their impact and reputation.



The UN Guiding Principles on Business and Human Rights

The UN Guiding Principles on Business and Human Rights (UNGPs) are a set of 31 principles that provide a global standard for how to protect human rights within the context of business operations. They were endorsed by the UN Human Rights Council in 2011 and are based on the three pillars of "Protect, Respect, and Remedy."

1. Protect:

- State Duty:** States have the duty to protect against human rights abuses by third parties, including businesses. This includes creating a legal and policy framework that holds businesses accountable for their human rights impacts.

2. Respect:

- Corporate Responsibility:** Businesses have the responsibility to respect human rights. This means they must act with due diligence to avoid infringing on the rights of others and address adverse impacts with which they are involved. ¹This includes identifying, preventing, mitigating, and addressing human rights impacts throughout their operations, supply chains, and business relationships.

3. Remedy:

- Access to Remedy:** Victims of business-related human rights abuses must have access to effective remedies, including judicial and non-judicial mechanisms. This includes ensuring that companies have grievance mechanisms in place to address complaints from affected stakeholders.

Key Elements of the UNGPs:

- **Human Rights Due Diligence:** Businesses are expected to conduct human rights due diligence, which involves a process of identifying, assessing, and mitigating potential human rights impacts.
- **Engagement with Stakeholders:** Businesses are encouraged to engage with stakeholders, including workers, communities, and civil society organizations, to understand and address their human rights concerns.
- **Transparency and Accountability:** Businesses are expected to be transparent about their human rights performance and accountable for their actions.

Significance of the UNGPs:

- **Global Standard:** The UNGPs provide a global standard for how businesses should operate with respect to human rights.
- **Framework for Action:** They provide a framework for companies to take concrete steps to protect human rights.
- **Accountability Mechanism:** They help to hold businesses accountable for their human rights impacts.

The UNGPs have been widely recognized as an important framework for promoting respect for human rights in the context of business operations. They have been endorsed by governments, businesses, and civil society organizations around the world.



Understanding CSR

Corporate Social Responsibility is a business model that helps companies be socially accountable. It involves initiatives that benefit society, the environment, and the economy, ensuring that businesses operate ethically and contribute positively to their communities.



DLL, BDU

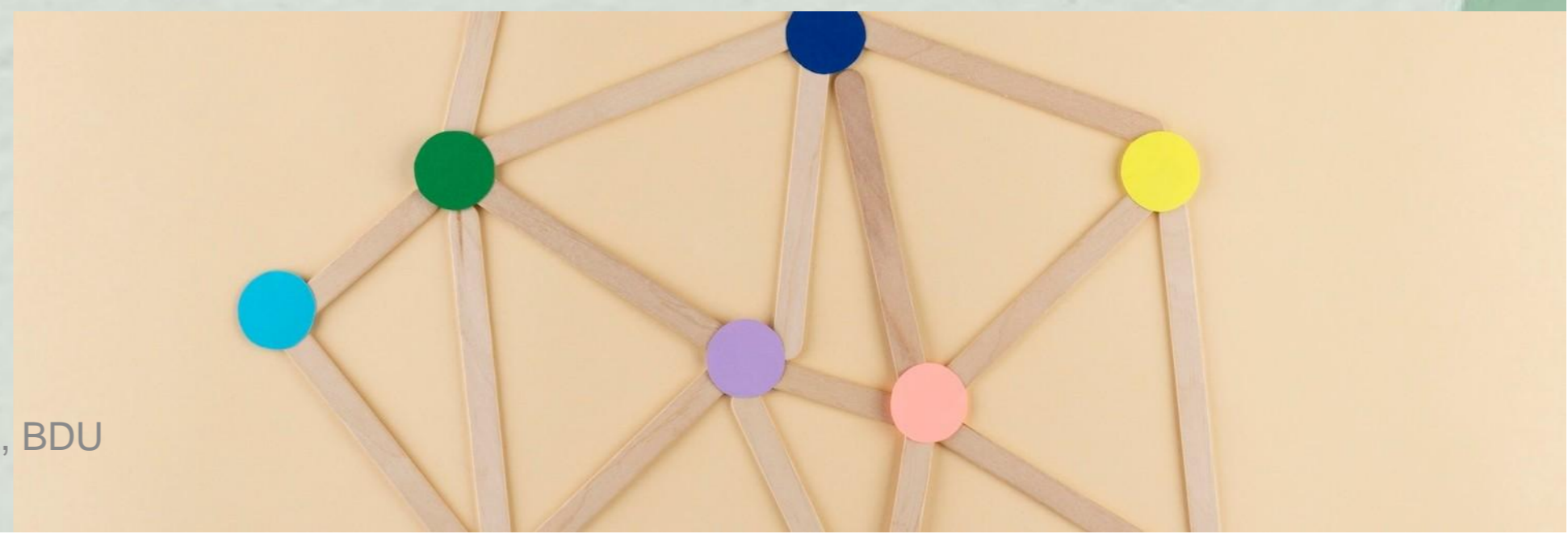


Key CSR Frameworks

Several frameworks guide CSR practices, including the **Global Reporting Initiative (GRI)** and **ISO 26000**. These frameworks provide guidelines for companies to assess their social impact and improve transparency and accountability in their operations.

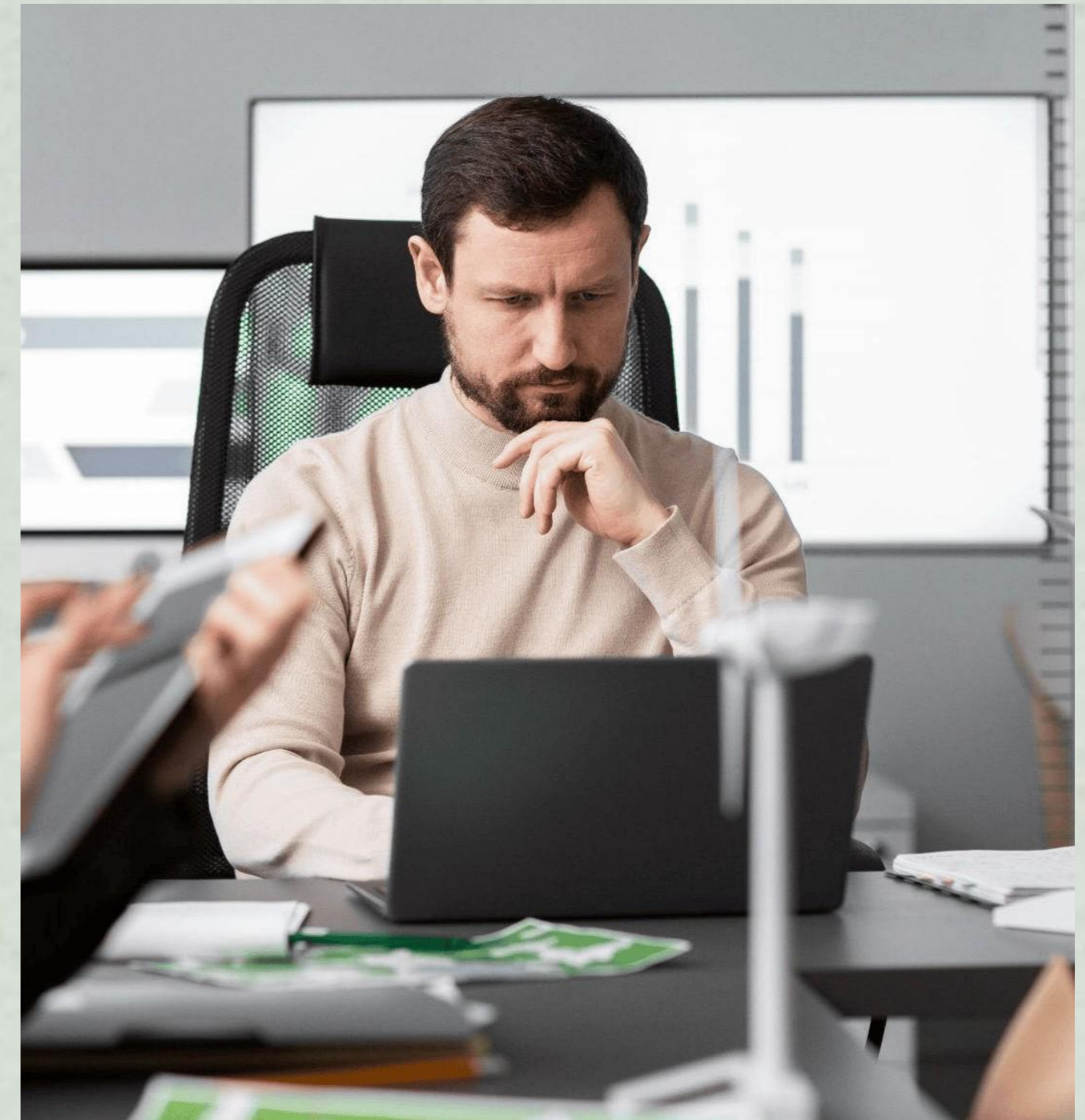


DLL, BDU



Defining Sustainability

Sustainability refers to meeting present needs without compromising the ability of future generations to meet theirs. It encompasses environmental, social, and economic dimensions, aiming for a balanced approach to growth and resource use.



AGENDA 2030



Sustainability Standards

Frameworks like the **Sustainable Development Goals (SDGs)** and **ISO 14001** provide guidelines for organizations to implement sustainable practices. These standards help businesses reduce their environmental impact and promote long-term viability.

Importance of Accountability

Accountability in business ensures that companies are responsible for their actions and decisions. It involves transparency, ethical practices, and reporting, fostering trust among stakeholders and enhancing corporate reputation.





Global Accountability Frameworks

Frameworks such as the **UN Guiding Principles on Business and Human Rights** and the **OECD Guidelines for Multinational Enterprises** set standards for accountability. They guide companies in respecting human rights and promoting ethical business practices.



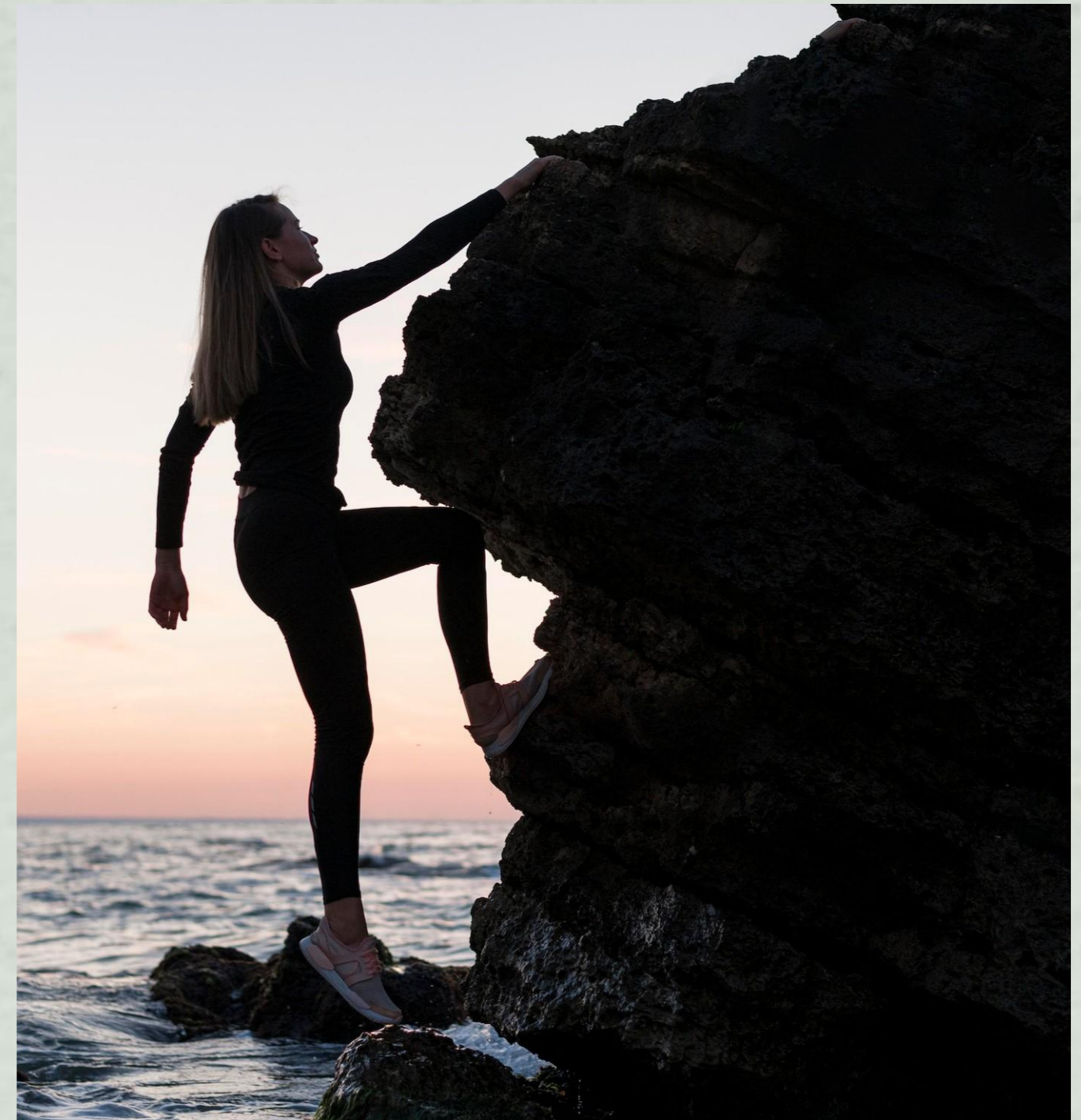
Integrating Standards into Business

To effectively navigate global standards, organizations must integrate CSR, sustainability, and accountability into their core strategies. This involves aligning business goals with ethical practices and stakeholder expectations for long-term success.



Challenges in Implementation

Implementing these frameworks can be challenging due to varying regulations, cultural differences, and resource constraints. Companies must develop tailored strategies to overcome these obstacles and ensure compliance with global standards.



Case Studies of Success

Examining successful companies that have effectively implemented CSR and sustainability practices can provide valuable insights. These case studies highlight best practices and innovative approaches that can inspire others in their journeys.





Future Trends in CSR

The landscape of CSR and sustainability is evolving. Trends such as increased transparency, stakeholder engagement, and the integration of technology will shape the future of accountability frameworks in business.



Conclusion and Key Takeaways

Navigating global standards in CSR, sustainability, and accountability is essential for modern businesses. By understanding and implementing these frameworks, organizations can enhance their impact, foster trust, and contribute to a more sustainable future.