



### CSR and Sustainability

The Big Issues of the Day

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*CSR and Sustainability* promotes the need for social responsibility and sustainability and highlights their link with the big issues of society. It shows how science and positive thinking by humankind can prevent oft-vouched disasters due to human rights violation, global warming, growing income inequality (relative poverty), racism, gender discrimination and continuing absolute poverty.

#### Key selling points

- Highlights key Issues related to social responsibility and sustainability and other big issues of society
- Provides a new charter for companies toward a responsible and sustainable world
- Shows how science can help in preventing disasters owing to human rights violation, income inequality, poverty, racism and gender discrimination.

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Social Responsibility Must Evolve into Tackling the Big Issues of the Day;; Chapter 1: Introduction to CSR, the Turbulence Today and Why Social Responsibility Is Needed More than Ever Before; Chapter 2: Where Is CSR Today and Where Is It Going?; Chapter 3: CSR/Sustainability and Big Issues: A New Charter for Business; Chapter 4: CSR/Sustainability Model (H-CSR-M) Defined; Chapter 5: My Own Experience In Applying CSR; Chapter 6: The Planetary Bargain Updated; Chapter 7: Is It the Responsibility of Corporations to Create Jobs?; Chapter 8: Inequality and Poverty Increase as Calls for Basic Income Rise as a Result; Chapter 9: CSR and the SDGS: The Role of the Private Sector; Chapter 10: Immigration plus Business in Conflict Areas; Chapter 11: National Social Responsibility Index (NSRI); Chapter 12: International Development and CSR Updated; Chapter 13: Do the Media Incite Terrorist and Militarisation Outrages: Would More Social Responsibility Help?; Chapter 14: Other Big Issues: Climate Change, Corruption, Human Rights; Chapter 15: Leadership Responsibility and Implications; Chapter 16: Gender – Women May Not Need CSR; Chapter 17: Good and Bad CSR Examples; Chapter 18: CSR Encompasses Sustainable Philanthropy and Social Enterprise; Chapter 19: Conclusion. Next Steps and for Whom?; Annex: The Charter Applied: The Case Of Nestlé.

#### About the Author(s) / Editor(s)

Prof. Dr. Michael Hopkins is both an academic and a businessman, as well as a widely published author on CSR and sustainability. He has worked for IBM, ITT, BAT etc in the corporate sector, the United Nations (ILO in Geneva for 13 years as senior economist), advises UEFA on CSR, and has been an academic (IDS, University of Sussex, UK). In 1988, Michael set up the research and advisory company on CSR and sustainability, MHC International Ltd (MHCi), with headquarters in London, UK.

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