

The Social Contract – the next step after shared values

Today, CSR in a great extent concerns the actions that we choose to take. These actions often occur between different parties and successful CSR therefore often connects companies to society, NGOs etc. and vice versa. If we come together with shared values the result will be positive for everyone. It will be a Win, Win, Win situation!

But are shared values enough? Is this the remedy that the world has been waiting for? Do we not require more if we want to build a solid ground for the actions that will save our planet? I suggest that parties with shared values establish a “social contract”, a declaration of long-term cooperation and support, not too unlike a business agreement. The social contract will place the good sake in the lap of our board members and decision makers. I am not talking about legally and complex contracts but more about a statement from both sides where agreements and obligations are clearly declared. So dear colleagues and friends, from all parts of our society, put your shared values on paper and build long-term structures together.

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