

The C is the Key

There is a lot of buzz around the term CSR. Some argue the C should be left out because responsibility is not a question for companies only. Others solve the discussion by just keeping the R. Also, some claim that CSR should be replaced with the broader term sustainability.

As a voice of CSR Västsverige (CSR Western Sweden) I would like to declare where we stand, since the above mentioned discussion sometimes contributes to unnecessary confusion. We have always used CSR and will of course continue to do so. In this we see the ethical, environmental and social areas as central and the economic dimension as the enabler. One success factor when speaking of CSR is often the ability to add value through working transdisciplinary. We therefore strongly encourage collaboration across borders and do our best to facilitate this within our network which consists of organizations from all parts of society – the private and public sector, NGOs etc. We come together as a unit in search of synergy between business and social responsibility. Therefore the C – as in Cooperation or Collaboration – for us is the key in CSR!

We observe that companies need models to incorporate the heart into their businesses. We also see that NGOs need funds to sustain their businesses. If we work together with shared values, our joint actions will make our gain even bigger. And if we can create safe rooms where we can talk openhearted as members from different sectors we will find new solutions for each other, the society and our world. So let us walk the talk together using CSR as a platform for necessary change and prosper.

Magnus Österman

Manager CSR Västsverige (CSR Western Sweden)

www.csrvastverige.se