



# Insights on CSR, International Development and Sport

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MHC International Ltd

Development through Football Conference, Vienna, 22 – 24<sup>th</sup> April 2010

# Agenda

1. Who am I and why am I here?
2. Definitions of CSR, SD & stakeholders
3. World Council for Business Development
4. Why CSR – Club Mistral, a case study
5. Outro

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One planet....

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...but 2.3 planets is what we will need

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[www.corporateresponsibility.ch](http://www.corporateresponsibility.ch)

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[www.sportanddev.org](http://www.sportanddev.org)

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## MHC International Ltd

1. Advises organisations on People Planet Profit
2. Builds and delivers executive education on CSR
3. Based in London, Geneva, Washington DC
4. **MHCi** JVs in Nigeria, Mauritius and Pakistan
5. Current project: World Bank training program

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# Corporate Social Responsibility

Corporate Social Responsibility is concerned with treating the stakeholders of a company or institution ethically or in a responsible manner. 'Ethically or responsible' means treating key stakeholders in a manner deemed acceptable in civilised societies. Social includes economic and environmental responsibility.

# Corporate Social Responsibility

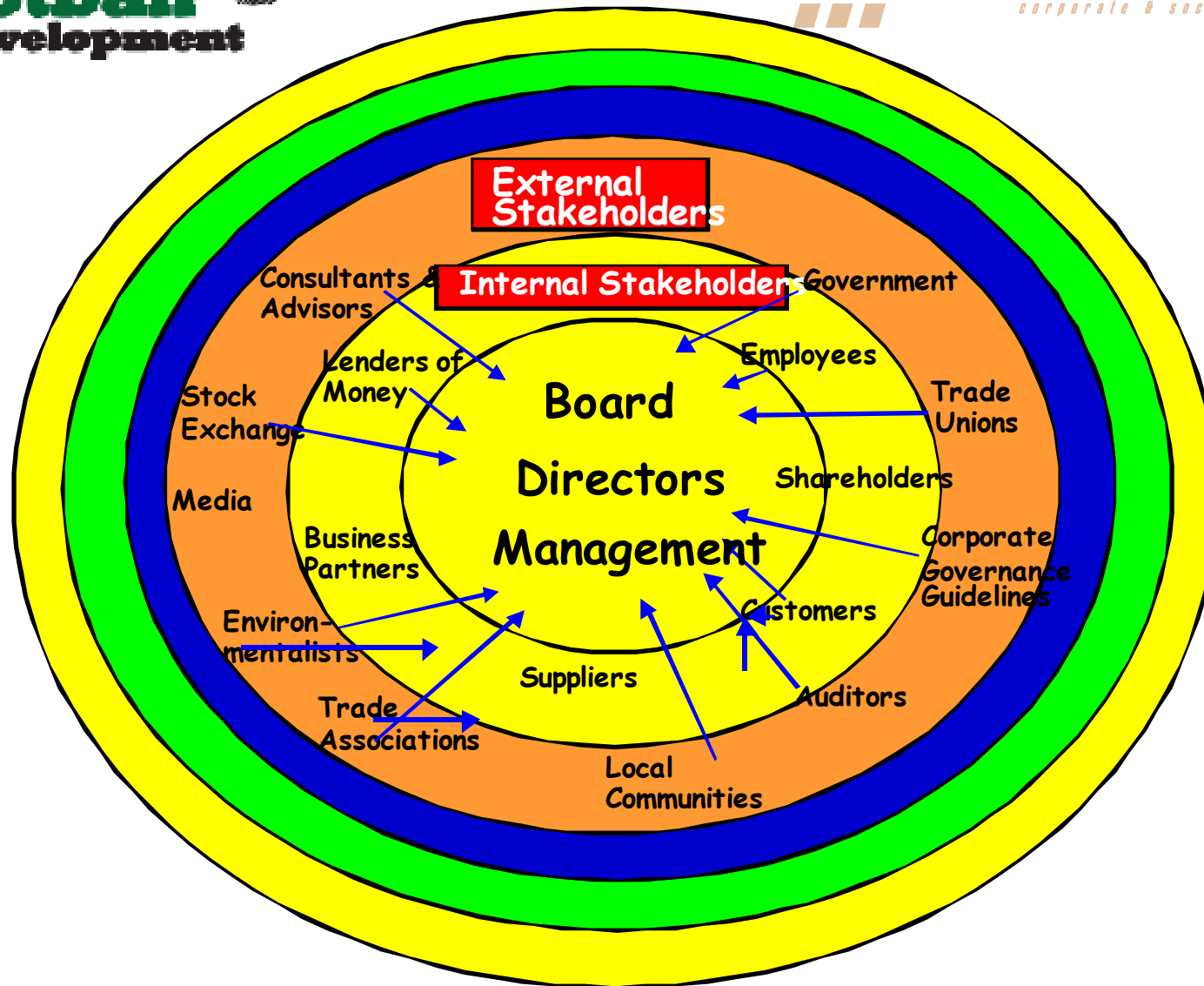
Stakeholders exist both within a firm and outside. The wider aim of social responsibility is to create higher and higher standards of living, while preserving the profitability of the corporation or the integrity of the institution, for peoples both within and outside these entities.

*Original Source: Michael Hopkins (MHCi): A Planetary Bargain: Corporate Social Responsibility Comes of Age (Macmillan, UK, 1998) Updated by author January 2008*

## **SD: Sustainable Development**

**"Sustainable development is development that meets the needs of the present without compromising the ability of future generations to meet their own needs."**

*Our Common Future* (also known as the  
Brundtland Report)



## The environment & future generations?

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[www.mhcinternational.com](http://www.mhcinternational.com)

To do: Rate your organisation with CRITICS  
on line

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## Business as usual: Niger Delta, 2060

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# World Business Council for Sustainable Development

[www.wbcsd.org](http://www.wbcsd.org)

## Vision 2050

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# Where does the demand for CSR come from?

## A. External

- Concerns of the age (Zeitgeist)
- Legislation

## B. Internal

- Philosophy (+/- business plan)
- Business / organisational Imperative



Club Mistral, Djerba, Tunisia, 2009

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# Positive impacts of CSR

1. Organisational imperative: reputation is improved
2. Access to finance is greatly improved as socially responsible investment (SRI) becomes more and more important.
3. CSR is an important factor for employee motivation and attracting, motivating and retaining top quality employees.
4. Innovation, creativity, intellectual capital and learning are helped by a positive CSR strategy.
5. Better risk management can be achieved by in-depth analysis of relations with external stakeholders.

## Positive impacts of CSR

6. CSR positively helps in the building of relationships with host governments, communities and other stakeholders.
7. CSR gives a company a 'competitive' advantage over companies with poorer images.
8. Greater corporate social responsibility is linked to the heightened public debate on the benefits and shortcomings of globalisation
9. Growing consensus of a *Planetary Bargain* against using the cheapest labour, the most polluting industries etc.



Beach clear up, Essaouira, Morocco, 04.2010

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## Mauritius has water problems

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# Only connect

E.M. Forster, English novelist

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