Intitulé du cours: From Corporate Social Responsibility (CSR) to Corporate Political Activity (CPA)

Course’s title:

Enseignant(s) : Guillaume DELALIEUX

Fonction(s) : Associate Professor in Management– Sciences Po Lille

Type de cours : ☒Séminaire d’ouverture ☒Semestre 2

Résumé du cours – Objectif:

Provide students with a critical reflection on the ability of Corporate Social Responsibility practices to reform business practices, increase human rights and improve environment protection. Based on empirical cases, the seminar invites students to consider how CSR practices might be considered as an element of a wider CPA. In this perspective, the main function of CSR would be to avoid stricter governmental regulations and promote self regulation or civil society based regulation.

The seminar shows how the development of CSR in France and Europe is tightly coupled to New Public Management reforms that affected regulating governmental agencies such as the Labor Inspection or the Environmental Protection Agency and promoted the role of Third Sector organisations such as associations or NGOs which governments have increasingly used as sub subcontractors. Limited resources (human, financial...) at the disposal of these Third Sector organisations often leads in turn to decoupling practices or what Nils Brunsson called « organisational hypocrisy ».

This seminar also aims to illustrate the dimensions of political philosophy at the roots upon which these organisational practices phenomena rest. Eventually the seminar considers how CSR practices (social audit, fair trade labels NGOs, codes of conduct) are part of a neoliberal governmentality regime wanted by both the governments, corporate lobbying as well as some NGOs. One of the aim of this seminar is to encourage students to think about the real capacity of civil society to reform society in order to highlight the significance of the ideas of Tocqueville today and offer students more critical alternative perspectives on civil society. To the extent that these initiatives of civil society prevent the development of other initiatives with a important emancipatory potential, it is necessary to consider other options than civil society (big society) and CSR to reform the impact that businesses can have on today's society.

Evaluation :

- Each group receives a grade for each presentation made during the course: pass mark are made up of these different grades with a consideration of student’s participation

- Participation of each student during sessions are taking into account into account for the final grade (can add up to 3 points)
Plan – Séances :

**Session 1 : General introduction / Presentation of different sessions**

**Session 2 : Contemporary practices of CSR and their origins / Efficiency of CSR practices**

Case : UN Global Compact & Ruggie’s principle / ILO principles / ISO 26 000 / National Contact Point OECD

Texts : Setting norms :

- G De Neve, “Fordism, Flexible Specialization and CSR: How Indian Garment Workers Critique Neoliberal Labour Regimes,” Ethnography 15, no. 2 (May 9, 2014): 184–207,

**Concepts** : decoupling practices / organizational hypocrisy (Brunson), neo-liberal bureaucracy

**Session 3 : CSR and Civil society**

Case : Rana Plaza- Bangladesh / Triangle building Fire New York

Texts :


**Concepts** : cultural hegemony / war of position / passive revolution (Gramsci) / neo-tocquevillian conception of civil society

**Session 4 : CSR and the State**

Case : World Forum LILLE / French CSR plateforme / EU politics on CSR

Texts : CSR & Public Policy : comparison between Europe and US

Session 5: CSR and Corporate Political Activity

Case: Food industry and health indications on packaging / climate change

Texts:


Concepts: field / habermassian deliberative democracy / Rawls Theory of justice (veil of ignorance)

Session 6: Alternatives to CSR

Cases:

Better Factories Cambodia (ILO initiative in Cambodia) & Better Work

Interpol SCALE project in Indonesia

French Law: Devoir de vigilance

Concepts: utopia / dystopia

Bibliographie:

Delalieux, G. (2010), Politiques publiques et commercialisation des pratiques associatives : le cas du label social et environnemental d’une ONG française, Politiques et Management Public, n° 1 vol. 27


