

The Responsible Company

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Two Basic Assumptions

Assumption 1

“No problem can be solved from the same level of consciousness that created it”
(Einstein)

Assumption 2

Solving the ecological crisis requires a social solution

No problem can be solved from the same consciousness that created it.

- Climate crisis as results of how companies and economy operates
- Same is true of:
 - Financial crisis
 - Fuel crisis
 - Food crisis
 - Poverty crisis

The consciousness that created the crisis

A conception of the company as:

- Amoral goal in itself: *corporatism*
- Driven by *Homo Economicus*
- Geared for *Shareholder Value*
- Rewarded for *short term* performance

Response to environmental crisis

- Green Risks
- Green Opportunities
- Green Markets
- Green Products
- Green Consumers
- Green Investment
- Green growth
- Green Shareholder returns



Greened the existing consciousness
WITHOUT CHALLENGING IT

Beyond dispute

- Ecological awareness is vital and yet underdeveloped on a global scale
- Efforts by business to curb environmental impact is promising, but in its infancy on a global scale
- Ecological crisis cannot be resolved without business

BUT

The serial crisis

(climate – fuel – food – finance – poverty)



Rethinking of the role of the company & the
economy in society

Serious questioning of the assumptions of the old
consciousness

The Options

Solve the climate crisis within the consciousness
of “business as usual”

OR

Change the way we think about business and its
role in society

Solving the ecological crisis requires a social
solution

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Beyond *Corporatism*

- Company as key stakeholder of a good society
- Not socially and environmentally performance for the sake of financial gain
- Instead: economic, social & environmental performance for the good of society

Ethical relation between business & society

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Beyond *Homo Economicus*

- Persons motivated by more than financial self-interest and greed
- Broader range of **SELF- AND OTHER-INTERESTED MOTIVATIONS**
 - Amongst employees & managers (meaning)
 - Amongst consumers (ethical consumers)
 - Shareholders and investors (ethical investors)

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Beyond *Shareholder Value*

- Shareholder value \neq wealth creation
 - “Making money can destroy wealth” (Enderle)
- **WEALTH** = private and public assets (economic, social and environmental) that helps individuals and society to survive and prosper
- Wealth creation as objective
 - Economic wealth
 - Social wealth
 - Environmental wealth

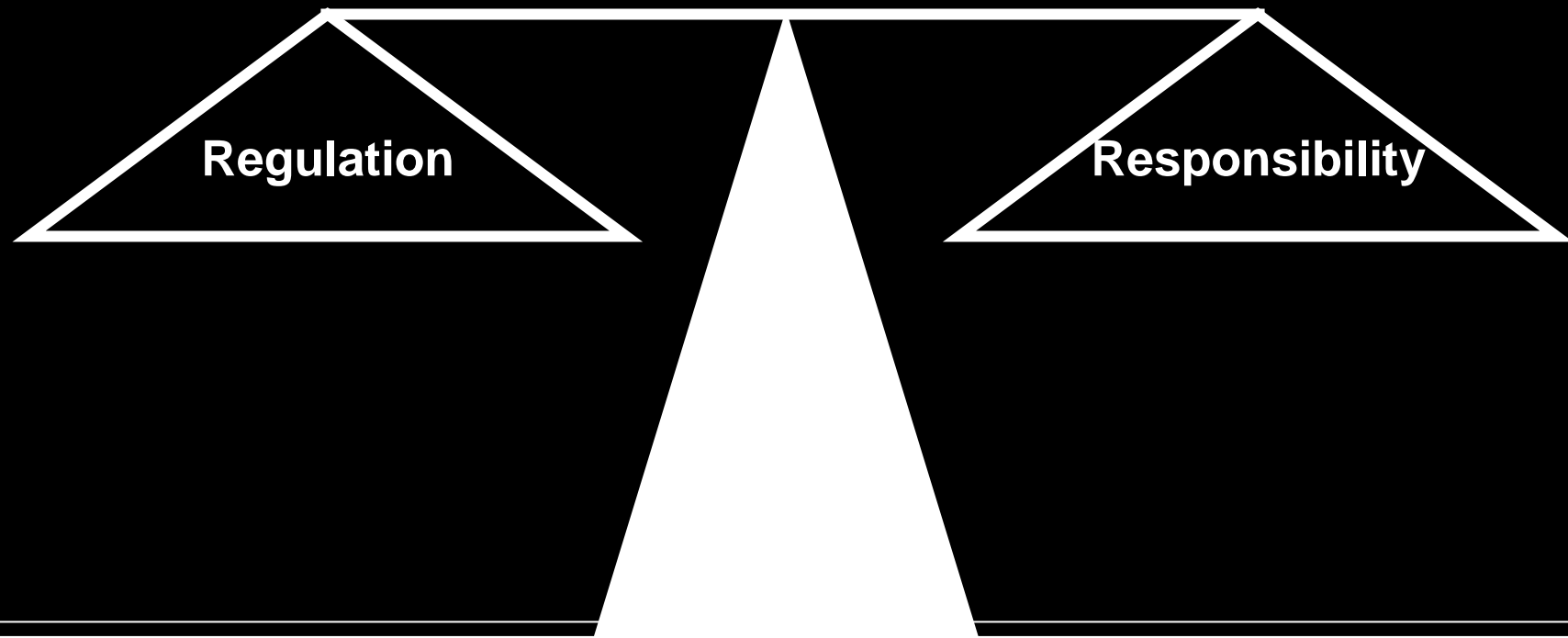
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Beyond *short term-ism*

- Wealth creation requires longer term horizons for decision-making
- ≠ reward for quarterly financial performance
- = reward for long term **READINESS**
 - Economic
 - Social
 - Environmental

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Balanced regulation that still allows for
imaginative responsibility



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