- socio-cultural environment:
  - weak voluntary social initiatives (rely on government, seen as governmental issue)
    → not supported after war (Nazi-regime, then communism)
  - engagement usually done within organizations or associations (Vereine)
  - USA: 44.2%, Germany: 34% = volunteers in civic purposes
  - criticism: - CSR is the effect of Anglo-Saxon capitalism
    → used for marketing purposes
    → distraction for employees (“social tourism”), nothing good for society

- Status Quo:
  - CSR= corporate citizenship
  - charitable activities in Germany through: donations, sponsoring and foundations,
    e.g. from 100 largest companies: 60% make donations, only 27% do corporate volunteering
    → also rather in sports and culture than in infrastructure and health care (fall into services provided
    by the government)
    → less than 20% of companies see CSR management as important
  - but still a development towards a culture of sustainability where consumers pressure companies to
    fulfil certain expectations

- recommendations:
  - cooperation between government, businesses and civic society
  - still businesses are profit-oriented organizations, this structure shall not be changed
    → nevertheless CSR has to be part of core business
  - advantages: - improve reputation
    - differentiation from customers
    - better supplier relation
    - attract new customers
    - opening of new market
    - better community relation
    - attract, retain and motivate employees
    - cost savings due to more eco-efficiency

Q+A:
1) How old is CSR in Germany? = Mid 90s, early 2000s
2) Difference between Anglo-Saxon and German Approach? = ???
3) Explain these differences =
4) What is the issue with using CSR in Germany as a strategic marketing tool? = Strategy (business) aims at reaching a goal/plan/outcome
   → not embedded in German companies, rather a part of government
   → no profit believed, additional costs
   → shouldn't be used for popularization (as in the US), should be voluntary/altruistic

- Types of business responsibility:
  PHILANTHROPIC: - be a good corporate citizen, contribute resources to community (improve quality of life)
  ETHICAL: - be ethical, obligation to do the right, just and fair (avoid harm)
  LEGAL: - obey the law = society's condicitation of right and wrong (play by the rules)
  ECONOMIC: - be profitable (foundation for all other responsibilities)

Economic:
  - profit motive of businesses (achieve economic efficiency)
  - business decision purely on economic grounds
  - Ethics has no place in decision-making?
    = ethics influences economic behaviour, e.g. bad behaviour causes bad reputation
    = decision-making takes place within a framework of public policy, public policy utilized non-
      economic values → politics as the reflection of society, acts in their will
    = ethical justification of the market system → profit as a means to achieve a greater good
    = ethics required, e.g. prohibition against theft/fraud between trading partners
    = rules cannot be set by government alone, e.g. public system is unfair in the field of rental payment,
      health system, education (do not get back what they have invested)