- 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)