CSR, Social Entrepreneurship and Role of Education in Austrian Corporate Community

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Agenda

- RCE Graz Styria
- **Theory:** Social Entrepreneurship & Social Intrapreneurship
- **Methods:** Graz Model for Integrative Development & Role of ESD in Business
- **Practice:** Educative Initiatives for CSR & Social Entrepreneurship
- **Conclusion & Outlook**
RCE Graz-Styria

Global RCE Networks
- Globally >80 RCEs
- Global Service Centre @ UN University

Aims:
- Development and research of/on regional & global sustainability initiatives
- Global & local exchange
- Research & practice exchange

RCE Graz-Styria:
- Establishment 2007 since 2010 – Research Centre at University of Graz

Research & Development Focus:
- Sustainability Strategies
- Education & Research on ESD in Corporate Community & Social Entrepreneurship
Social entrepreneurs are individuals with innovative solutions to society’s most pressing social problems.

Why we need them?

Major social problems, where the political and economic system fail, are tackled by offering innovations for a wide-scale change.

Source: ashoka.org
A social intrapreneur is a person who...

• **is challenging their organization**, questioning the status quo to develop and implement commercially attractive sustainability solutions.

• **create innovations** that deliver social value on a large scale and are financially beneficial by leveraging the resources and capabilities of their organizations.

• **Example:** "Second Bank" by Sparkasse (bank for people without access to account)

(Source: Grayson et al., 2011)
Graz Model for Integrative Development & Role of ESD in Business

Corporate Sustainability Strategy

Leadership & Vision

Social Network

Participation

Information, Consultation, Decision Involvement

Research

Sustainability Innovations

Education & Learning

Education for Sustainable Development & Reflection

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Education for Sustainable Development

Education & Learning for Sustainable Development
Key players in Austria

• CSR
  – RespACT - Austrian Business Council for Sustainable Development
  – CSR Network Austria
  – UN Global Compact Austria

• Social Entrepreneurship
  – Ashoka Austria (since Jan. 2011)
  – Emersense & The Hub Vienna
  – Center for Social Innovation
  – NPO-Institut

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Initiatives to foster CSR & SE

• **Awards**
  – TRIGOS (Austrian CSR Award)
  – ASRA (Austrian Sustainability Reporting Award)
  – Social Impact Award (4.000 EUR)
  – Essl Social prize (1 Mio EUR)
  – Ideen gegen Armut (40.000 EUR)

• **Exchange Initiatives**
  – UN Global Compact Austria – Working Groups
  – *austrian*SocialBusinessDay
  – Social Business Tour
  – Architects of the Future
  – Sustainovation
Educative Initiatives for CSR & Social Entrepreneurship

• Private
  – Pioneers of change & Plenum Academy (plenum)
  – CSR & Sustainability Management (Quality Austria)
  – FAIRantwortung in Industrie & Wirtschaft Lehrgang CSR - Nachhaltigkeitsbericht (incite)

• NGO
  – Future Leaders Programme (ABCSD - respact)

• Academic
  – CSR Manager course (FH BFI Wien)
  – Institute for Entrepreneurship and Innovation (Univ. of Economics Vienna)
  – RCE Graz-Styria (University of Graz)
Role of ESD within Austrian Corporate Community

Source: Austrian UNGC ESD Working Group with 16 (multi)national companies & initiatives

Challenges:
- Resources
- Missing individual engagement
- Missing personal identification with sustainability
- Missing commitment of management

Channels of communication:
- Internal working groups
- Sustainability Report
- Volunteering activities
- Idea competitions
- Trainings

Solutions:
- Raising awareness by open management structures
- Ask for feedback by employees
- Have individual talks
- Create Incentives
- Demonstrate benefits of sustainability
- Create relevant time resources
- use common language
- Demonstration of best practices
- Find synergies

Source: Austrian UNGC ESD Working Group with 16 (multi)national companies & initiatives

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Conclusion & Outlook

• Corporate community is taking responsibility for impacts on society
• Growing number of networks, awards and learning platforms for exchange and further development
• Synergy of cooperation and competition by cooperative networks and highly competitive awards
• Cooperation between research institutions and corporate community is getting stronger
• ESD is being more and more recognised as core element in sustainable corporate community development
Thank you for your attention!

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