Education in Sustainability
Visions of Utopia to a Zero Draft Treaty 2022

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2022 Business Sustainability and human rights (MA in Professional Leadership)

A/ We work from a broad introduction of core topics:
history of business sustainability moving from philanthropy and charitable giving to CSR,
business ethics – normative and applied ethics,
evaluating business and human rights theory and practice,
the development of CSR in Ireland, Europe UN bodies.

B/ We evaluate a number of thematic areas:
responsible governance and the "Triple Bottom Line"
Sustainable Development Goals,
Labour rights,
global supply chains,
diversity,
CSR Reporting strategies and accountability.
The Problem –
Teaching a multiplicity of “Sustainabilities”

Teaching about sustainability means rubbing up against they many forms of utopian thought that exist in various fields of study including in philanthropy, charitable endeavours, corporate social responsibility and business ethics, and in the field of business and human rights.

“Our, Planet, Prosperity, Peace, and Partnership”

Various fields of study including in philanthropy, charitable endeavours and NGOs, corporate social responsibility, and in the field of business and human rights
The Problem –

terms used interchangeably:

- Altruism
- Humanitarianism
- Responsibility
- Charity
- Duty/rights
- Fraternity
- philanthropy
- benevolence
- Social/ environmental justice
A Solution of sorts –
Genealogy of public and private duties to a sustainable future
from Utopias
to philanthropy
to Corporate Social Responsibility
to Business and Human Rights
the history of utopias can be a useful resource

- imagined communities
- communicating values
- challenging narratives

**Examples**
- religious and philosophical texts.

**Humanism/Early Modern**
- Thomas More’s *Utopia* (1516)
- Francis Bacon’s *New Atlantis* (1626)
- James Harrington’s *Oceana* (1656)
- Tommaso Campanella’s *The City of the Sun* (1623)
- Henry Neville’s *The Isle of Pines* (1668)

**Modern**
- Aldous Huxley, *Brave New World* (1932)
- George Orwell, *Nineteen Eighty-Four* (1949)
the history of philanthropy can also be a useful resource

- mailability of society and people
- planned cities, environment
- challenging narratives of progress
- critiquing economic strategies
- evaluating the role of financial, economic, and social power
- gentle civilizing role (liberalism/ Empire and Imperialism)
A critical approach to the evolution of business ethics & CSR and various supporting economic models

- normative and applied ethics to commercial activity
- integration of sustainability into older ethical frameworks
- Challenging commercial interests and priorities
- concern for evaluating motives and rationale
- identify various movements in business ethics/CSR
Business and human rights as an emerging trend that embraces sustainability concepts

Legal and ethical arguments
- international treaties and declarations
- UN forums and initiatives
- EU directives /OECD
- domestic remedies (due diligence laws)

Utopian /imagined community in law
‘recognition of the inherent dignity and of the equal and inalienable rights of all members of the human family is the foundation of freedom, justice and peace in the world’
During the term students are taught to use the **ISO 26000 on Social Responsibility** as one method of business assessment.

It has **seven core subjects**:

- Organizational governance
- Human rights
- Labour practices
- Environment
- Fair operating practices
- Consumer issues
- Community involvement and development

This is then used in their assessments as a method of evaluation of various businesses.

**Assessment is**

Module participants will be expected to successfully complete the following:

1. **Evaluation of Business Sustainability** strategies and approaches across the corporate world, and various industries, through an online interactive collaborate blog.

2. **Design and develop a Business Sustainability Brief** for industry according to best practice, including outlining a set of principles and commitments, with practical and achievable objectives.

3. **Write a brief end of term article**, which evaluates and critically engages with the conceptual underpinnings of Business Sustainability and human rights theory in the context of examining a contemporary international or regional example.
We read through various sustainability reports of multinational companies.

We use the ISO 26000 as a metric/benchmark to evaluate each report.
Friedrich Engels, in particular his book on *Condition of the Working Class in England* (Leipzig, 1845)

What is true of London, is true of Manchester, Birmingham, Leeds, is true of all great towns. Everywhere barbarous indifference, hard egotism on one hand, and nameless misery on the other, everywhere social warfare, every man's house in a state of siege, everywhere reciprocal plundering under the protection of the law, and all so shameless, so openly avowed that one shrinks before the consequences of our social state as they manifest themselves here undisguised, and can only wonder that the whole crazy fabric still hangs together.
### Table 1: CSR: Doctrine, Drivers, Policy Instruments

<table>
<thead>
<tr>
<th>Phases of Corporate Social Responsibility</th>
<th>CSR Drivers</th>
<th>CSR Policy Instruments</th>
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<tbody>
<tr>
<td><strong>CSR-1</strong> Corporate Social Stewardship</td>
<td>Executive conscience</td>
<td>Philanthropic funding</td>
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<td>1950s—1960s Managers as public trustee-stewards balancing constituent claims Corporate philanthropy</td>
<td>Company image/reputation</td>
<td>Company grants</td>
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<td></td>
<td>Public relations</td>
<td>Charitable foundation grants</td>
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<tr>
<td><strong>CSR-2</strong> Corporate Social Responsiveness</td>
<td>Widespread social unrest/protest</td>
<td>Stakeholder strategy</td>
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<td>1960s—1970s Social impact awareness/analysis/audit Strategic priority for responsive posture Organizational redesign and training Stakeholder mapping and implementation</td>
<td>Repeated corporate misbehavior Public policy/government regulation</td>
<td>Regulatory compliance Social audits Public affairs function</td>
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<td><strong>CSR-3</strong> Corporate/Business Ethics</td>
<td>Religio-ethnic beliefs Technology-driven value changes</td>
<td>Mission/vision/values statements CEO leadership ethics Code of ethics Social audits</td>
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<td>1980s—1990s Foster an ethical corporate culture Establish an ethical organizational climate Recognize basic normative principles Human rights Social justice Community welfare Environmental protection</td>
<td>Human rights advocacy</td>
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Thank you for your time and questions
Conclusion.

• My book on this subject is available with CUP and on Amazon.co.uk
• This title will be released in paperback on August 11, 2022

• Publisher: Cambridge University Press (5 Mar. 2020)
• Language: English
• Hardcover: 312 pages