

Systemic behavior through social responsibility

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The selected challenge and viewpoint

The social-economic view: social responsibility causes little costs; social irresponsibility causes enormous costs incl. endangering humankind's existence by humans' lack of systemic behavior.

Thinking is the most important human behavior (de Bono).

Let us make things **as simple as possible, but no more** (Wikipedia, Einstein). → specialization

GST was created against over-specialization (Bertalanffy, 1968: VII).

Cybernetics resulted from **interdisciplinary creative cooperation** of N. Wiener (Wikipedia, N. Wiener).

Both **Bertalanffy** (philosophy, arts history, theoretical biology) and **Wiener** (mathematics, philosophy, zoology) were interdisciplinary personalities. They practiced cooperation anyway – of **interdependent specialists**, hearing each other.

We need teams in **creative interdisciplinary cooperative work**, to follow them → **systems theory, systemic thinking and systemic behavior cover, like bridges, areas left un-covered by other/usual sciences and practices**, in order to help humans to overcome the **lack of holism of approach and wholeness of outcomes**, in order to resolve resulting failures, reaching all way to **world wars and destroyed natural preconditions and conditions of humankind's survival**.

Who tries, may lose; who does not try, has lost already.

Social responsibility is a socio-economic model

Adopted in 2010 – 2 years after the global socio-economic **crisis of neoliberalism** 2008 had been admitted =

Crisis – caused by:

- dominance of (especially businesses' and partly states') **monopolies** instead of the free market,
- by allowing **irresponsible, narrow-minded and one-sided decisions** that lead to more or less short-term benefits of only a tiny percentage of humankind →

Path of humanity out of the current global socio-economic crisis? → (corporate) **social responsibility** (ISO 26000)

**Social responsibility is one's
responsibility for one's impacts on
society → healthy society by systemic
behavior**

**The essence of social responsibility –
human values for end of neoliberalism
and war**

ISO 26000 (ISO, 2010) - seven content areas

- (1) organization, management and governance,
- (2) human rights,
- (3) labor practices,
- (4) environment,
- (5) fair operating practices,
- (6) consumer issues, and
- (7) community involvement and development.

Linked by: **interdependence** and **holism**

Interdependence and holistic approach to social responsibility in ISO 26000

Social responsibility: 7 core subjects



ISO 26000: 7 principles

1. accountability,
2. transparency,
3. ethical behavior,
4. respect for stakeholder interests,
5. respect for the rule of law,
6. respect for international norms of behavior, and
7. respect for human rights

Systems/holism / SR is a concept about times beyond the old and neoliberal times - 1

We were taught (like in times of **no/elite's knowledge society**):
about (bosses') **desired** goals of human activities, instead of
or along with, the **well-grounded goals**,
and about the hierarchy of **subordination** instead of
interdisciplinary cooperation in a **hierarchy of process steps /
succession and interdependence**.

The unavoidable, but insufficient **one-sided specialization**
entered **also systems theory and cybernetics** (a vast majority
of papers to conferences and articles in journals, devoted to
them, are written by **single authors**)

Systems/holism / SR is a concept about times beyond the old and neoliberal times - 2

replacing the current crisis by humans'

responsibility for their influences on society, instead of detrimental irresponsibility

Interdependence instead of one-way dependence and independence (which are fictitious and/or abused and/or abusing human and organizational relations);

holistic approach instead of resulting lack of holism of approach → oversights and failures

Systems/holism / SR is a concept about times beyond the old and neoliberal times - 3

We do not expect any end of **human selfishness**, after many millennia of human living with it and on it; instead one should accept the reality expressed in **consumers' right to demand - as a sign of selfishness - total quality** of any supply and related human and organizational relations.

Every person, organization, community is **both a consumer and a supplier**. Thus, the current humanity can create its/our way out from the current global socio-economic crisis into the **innovative sustainable and socially responsible (ISSR) society**, not corporation only

Systems/holism / SR is a concept about times beyond the old and neoliberal times - 3

neoliberalism = current global social-economic practice → it causes *prevailing of short-term one-sidedness* over holistic decision-making and action, including the international, national and local politics **by monopolies** → very dangerous consequences, such as the **current global social, economic, and environmental crisis** (Guterres, 2021). The neoliberalism's consequences cannot be solved by itself, because it has caused them.

*contemporary governance = the highest possible level of **holism** in decision making rather than one-way commanding*

(Requisite) holism by ethics of interdependence – for survival of humankind - 1

One viewpoint – synergy of all crucial v. – all viewpoints
= fictitious h. = requisite holism = total h.(???)

With **ethics of interdependence**, **cooperation** of many specialists and participants becomes possible and leads to requisite holism, thus making **innovative systemic, sustainable and socially responsible (ISSR) behavior** achievable.

So does mutual reliability, honesty, hence **longer-term and more holistic criteria and practice** of behavior, and similar human attributes making life and business better and cheaper via ISSR behavior

(Requisite) holism by ethics of interdependence – for survival of humankind - 2

Holistic approach and interdependence are defined (lines 896 – 900 in ISO 26000) as follows: »An organization should look at the core subjects holistically, that is, it should **consider all core subjects and issues, in their interdependence, rather than concentrating on a single issue.** Organizations should be aware that efforts to address one issue may involve a **trade-off** with other issues. Particular improvements targeted at a specific issue should not affect other issues adversely or create adverse impacts on the life cycle of its products or services, on its stakeholders or on the value chain.«

(Requisite) holism by ethics of interdependence – for survival of humankind - 3

Life = Complex processes can be managed only with **interdisciplinary cooperation of many specialists** (and/or specialized scientific disciplines), who feel and practice ethics of **interdependence** because they are **complementary** due to their **mutual differences**, which enables them to attain **requisite** holism, if they behave socially responsibly. The **total** holism that is addressed in ISO 26000, see Figure 1, reaches beyond human capabilities; **holism with limitation inside a single viewpoint and discipline is only very exceptionally requisite = both necessary and sufficient.**

(Requisite) holism by ethics of interdependence – for survival of humankind - 4

1940s – GST and Cybernetics, but overseen by many

“The Action Plan [First Action Plan for Innovation in Europe, **1996**, based on Green Paper on Innovation, 1995] was firmly based on the ‘**systemic**’ view, in which innovation is seen as arising from **complex interactions** between many individuals, organizations and environmental factors, rather than as a linear trajectory from new knowledge to new product. Support for this view has deepened in recent years”.

2010 – ISO 26000

Now: UNGC, SDG, UNO 27 conferences on climate change etc.

This concept is a part of research on social responsibility replacing the current crisis

Conclusion:

assertion of social responsibility as a **personal characteristic** - aimed to become the dominant characteristic and activity of **organizations**, the entire modern **society** and its organs, in order for society to find the way out of the current global **socio-economic crisis**.

An alternative to this path is probably the **Third World War** and thus the **end** of humanity, at least its current civilization.

THANKS FOR ATTENTION, WORRY AND ACTION!

Guidelines UN & EU:

1. United Nations Global Compact
2. United Nations Guiding Principles on Business and Human Rights
3. ISO 26000 Guidance Standard on Social Responsibility
4. International Labour Organization Tripartite Declaration of Principles concerning Multinational Enterprises on Social Policy
5. OECD Guidelines for Multinational Enterprises
6. ...

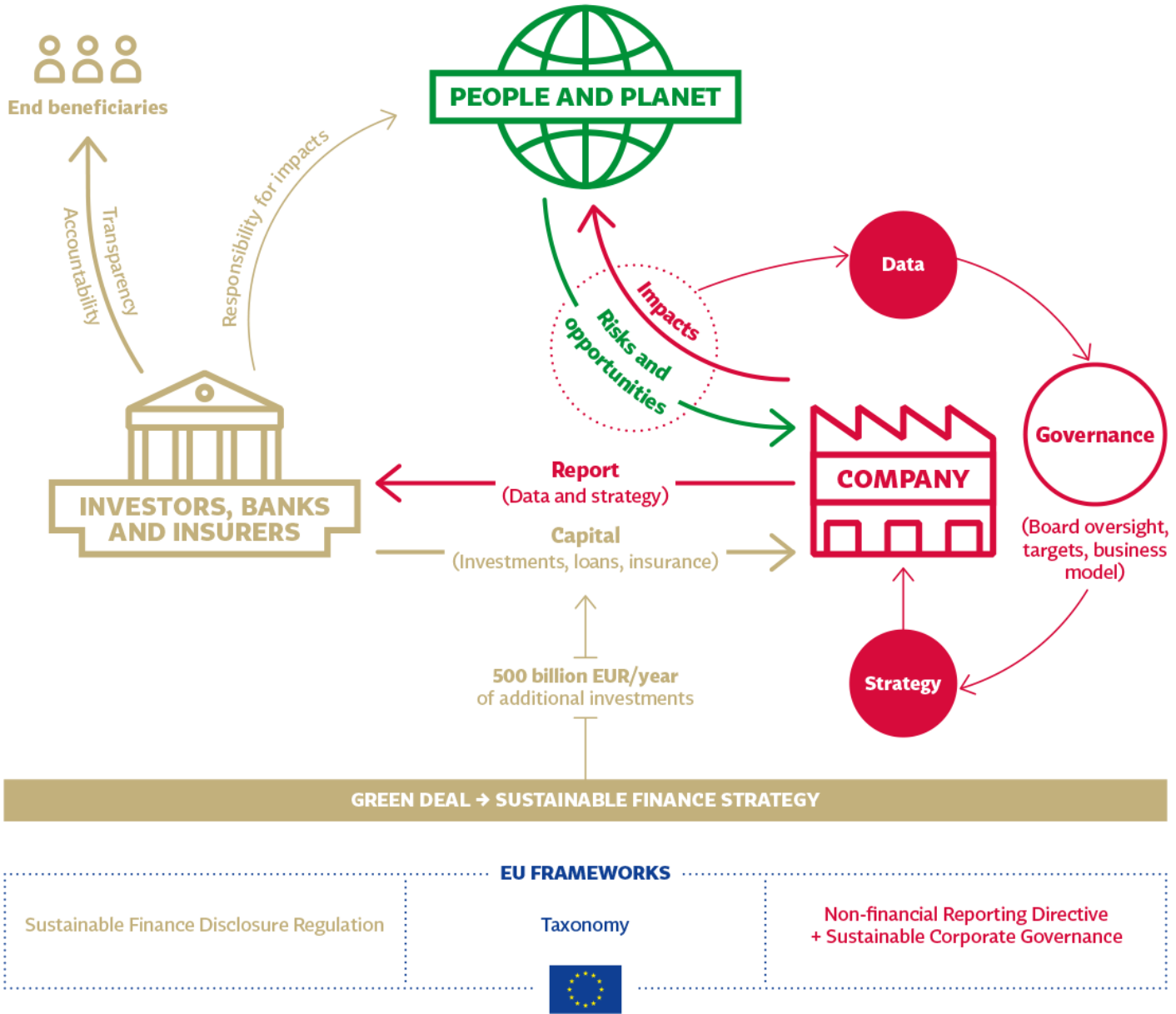
More: http://ec.europa.eu/growth/industry/corporate-social-responsibility/index_en.htm

6 Commission priorities for 2019-24

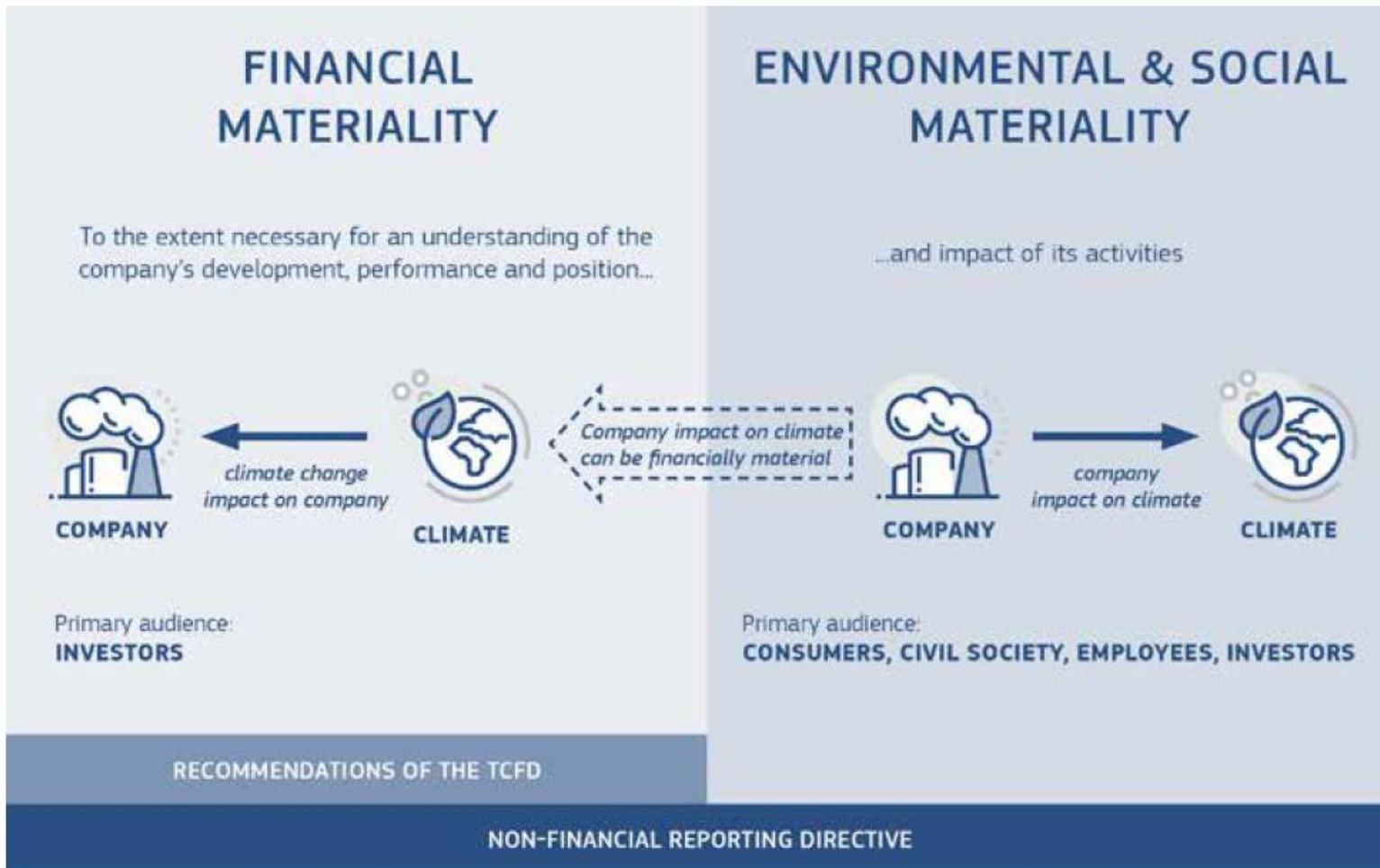
1. **A European Green Deal** - Europe aims to be the first climate-neutral continent by becoming a modern, resource-efficient economy.
2. **A Europe fit for the digital age** - The EU's digital strategy will empower people with a new generation of technologies.
3. **An economy that works for people** - The EU must create a more attractive investment environment, and growth that creates quality jobs, especially for young people and small businesses.
4. **A stronger Europe in the world** - The EU will strengthen its voice in the world by championing multilateralism and a rules-based global order.
5. **Promoting our European way of life** - Europe must protect the rule of law if it is to stand up for justice and the EU's core values.
6. **A new push for European democracy** - We need to give Europeans a bigger say and protect our democracy from external interference such as disinformation and online hate messages.

https://commission.europa.eu/strategy-and-policy/priorities-2019-2024_en

Diagram:
EU: Information flows
(SFDR, NFRD,
Taxonomy)



New business model: Double materiality & reporting



* Financial materiality is used here in the broad sense of affecting the value of the company, not just in the sense of affecting financial measures recognised in the financial statements.

EU: EFRAG GROUP

EFRAG welcomes thirteen new member organisations in sustainability reporting

EFRAG is glad to announce the integration of the sustainability reporting pillar in its structure and welcomes the membership of 13 new organisations active in this field, in addition to the 17 existing members. Read more about EFRAG's governance reform.

EFRAG welcomes thirteen new member organisations in sustainability reporting

EFRAG is glad to announce milestones in its governance reform relating to the integration of the sustainability pillar in its organisational structure.

EFRAG welcomes thirteen new organisations in its sustainability reporting membership, in addition to its 17 existing member organisations.

Read the complete press release on our website:
www.efrag.org



Discussion time...

Thank you for your concern and ACTION!

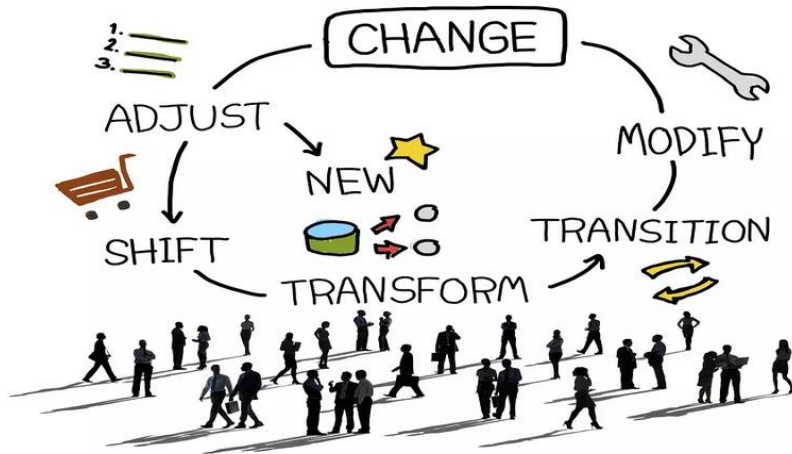


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