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*How activist groups (try to) impact corporate policies on CSR*

Over time, business-oriented activism has emerged in a wide range of different industries and countries while the responsibilities of business are increasingly debated. By making and leveraging claims on what firms should or should not do, activist groups seek to influence corporate policies and practices on issues relating to what they believe are the social or environmental responsibilities of firms. These activist groups' efforts therefore can be seen as engaging in efforts for institutional change, trying to shape or maintain certain norms on how firms should be run.

Activist groups thus play an increasingly important role in influencing what business organizations consider to be their corporate social responsibility (CSR). They are important in monitoring and criticizing firms, trying to influence the development of these norms by influencing the ways CSR is framed in the public debate. Sometimes these efforts attract extensive media attention, such as the recent clash between Greenpeace and Nestlé over one of the company's palm oil suppliers; sometimes less visible tactics are applied. Overall, a wide range of different tactics is used by activist groups to reinforce their claims. Sometimes these groups work together, sometimes they are competitors (for resources or media attention).

In this presentation, I discuss these tactics, the way they link to attempts for institutional change and how activist groups operate vis-à-vis one another, thereby shedding light on the question how activist groups (try to) impact corporate policies on CSR.