

Facing the Contemporary Environmental and Social Crisis: a New Leading Role for Stakeholder

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The reasoning is motivated by its increasing importance of companies in determining the balance and environmental and social imbalances of the planet. In this context, is born and develops the need to seek new forms of interaction between actors institutional, economic and social to promote a corporate culture that takes the interests of stakeholders as its own value.

For stakeholders are all those who for various reasons, have maintained relations with business or that otherwise may influence or be influenced by their activities. Corporate governance must be a framework within which both theoretical and practical, it is possible to build innovative solutions.

The environmental and social concerns on a global scale are now more serious and more complex than they have ever been in the past, primarily climate change and their consequences. Companies, especially multinationals, play a role of extraordinary importance, they often part of the problem as its solution.

The current system of production and consumption is causing one of the most serious environmental crisis ever known and in front of the seriousness, complexity and degree of interrelation of issues that can affect the sustainability of development, the tools traditionally used by the company appear today largely inadequate

This complexity would require a global governance, the basis of law (even international) remains the nation state, and the failure of some important international negotiations, the most obvious of which concerns the regulation of international trade, marks the difficulty of overcoming the choice between selfishness national and global needs. Since typically, the rules aim to protect the weaker, just as they already is happening, will have to pay the cost of these failures. If firms are able to influence for good or evil sustainability of development, it is necessary that they be open to comparison with those who may be affected by their activities.

Other stakeholders, particularly community (local or otherwise) can invest in the system of business capital, human capital and environmental capital.