

CSR and Sustainable Development in Practice

Michael Hopkins

Professor of Corporate and Social Research, Middlesex University Business School

CSR and sustainable development in practice - examples of a major corporation's activities in Bangladesh, Sri Lanka and South Africa. The paper will present these projects and ask whether they follow best practice in terms of sustainable development.

Two questions are addressed, namely, is the corporation's CSI (Corporate Social Investment) approach:

1. leading to sustainability i.e. with the initial, or continuing, financial inputs provided by the corporation, would the projects and their impacts continue into the future once funding had stopped?
2. following best practice according to the international development community norms?

The projects were assessed using a questionnaire and ordinal quantitative scale developed by the author. The scores obtained helped to decide upon sustainability in a quantitative manner. Of course there are limitations to this approach and these will also be discussed.