Corporate Social Responsibility in Europe
Rhetoric and Realities

Edited by
Regine Barth
and
Franziska Wolff

Environmental Law and Governance Division, Öko-Institut, Germany

Edward Elgar
Cheltenham, UK • Northampton, MA, USA
Contents

List of figures vii
List of tables viii
List of contributors x
Foreword xiii
Acknowledgements xv

PART I ANALYTICAL FRAMEWORK

1 Corporate Social Responsibility and sustainability impact: opening up the arena 3
   Regine Barth and Franziska Wolff
2 A framework for assessing the sustainability impact of CSR 26
   Jon Birger Skjærseth and Jørgen Wettestad
3 A framework for explaining the sustainability impact of CSR 38
   Federica Vigano, Franziska Wolff and Daniele Nicolai

PART II MAPPING CSR: SURVEY DATA ON SELECTED ISSUES IN FOUR SECTORS

4 Introduction to the surveys 63
   Katharina Schmitt
5 CSR in the European oil sector: a mapping of company perceptions 65
   Elin Lerum Boasson, Jørgen Wettestad and Maria Bohn
6 CSR in the European fish processing industry: not just fishing for compliments 80
   Katharina Schmitt and Franziska Wolff
7 CSR in the European banking sector: evidence from a survey 95
   Federica Vigano and Daniele Nicolai
8 Driving on CSR: SMEs in the automotive supply chain 109
   Tamás Pálvölgyi, János Szlávik, Noémi Csigéné Nagypál, Miklós Füle and Mária Csete
9 CSR practices across four sectors: a synthesis of the surveys 124
   Katharina Schmitt
PART III ASSESSING AND EXPLAINING THE SUSTAINABILITY IMPACT OF CSR: CASE STUDY FINDINGS

10 Standardized CSR and climate performance: why is Shell willing, but Hydro reluctant?  
_Elin Lerum Boasson and Jørgen Wettestad_  
133

11 In hunt for sustainable seafood: sustainability effects of CSR in three fish processing companies  
_Franziska Wolff and Katharina Schmitt_  
157

12 CSR for gender equality: a new approach for dealing with long-standing inequalities? Insights from two banks  
_Irmgard Schultz_  
190

13 Banking on integrity: CSR helps counter bribery and money laundering in two banks  
_Peter Wilkinson_  
215

14 CSR effects across four issue areas: a synthesis of the case studies  
_Franziska Wolff_  
239

PART IV CSR AND PUBLIC POLICY

15 CSR and public policy: mutually reinforcing for sustainable development?  
_Franziska Wolff, Maria Bohn, Irmgard Schultz and Peter Wilkinson_  
249

16 Striking oil? CSR and the EU integration processes: the example of Hungary  
_Tamás Pálvölgyi, Noémi Csigéné Nagypál, János Szlávik, Hajnalka Csáfor and Mária Csete_  
269

17 Rhetoric and realities in CSR: main findings and implications for public policy and research  
_Franziska Wolff, Regine Barth, Christian Hochfeld and Katharina Schmitt_  
289

References  
312

Index  
335