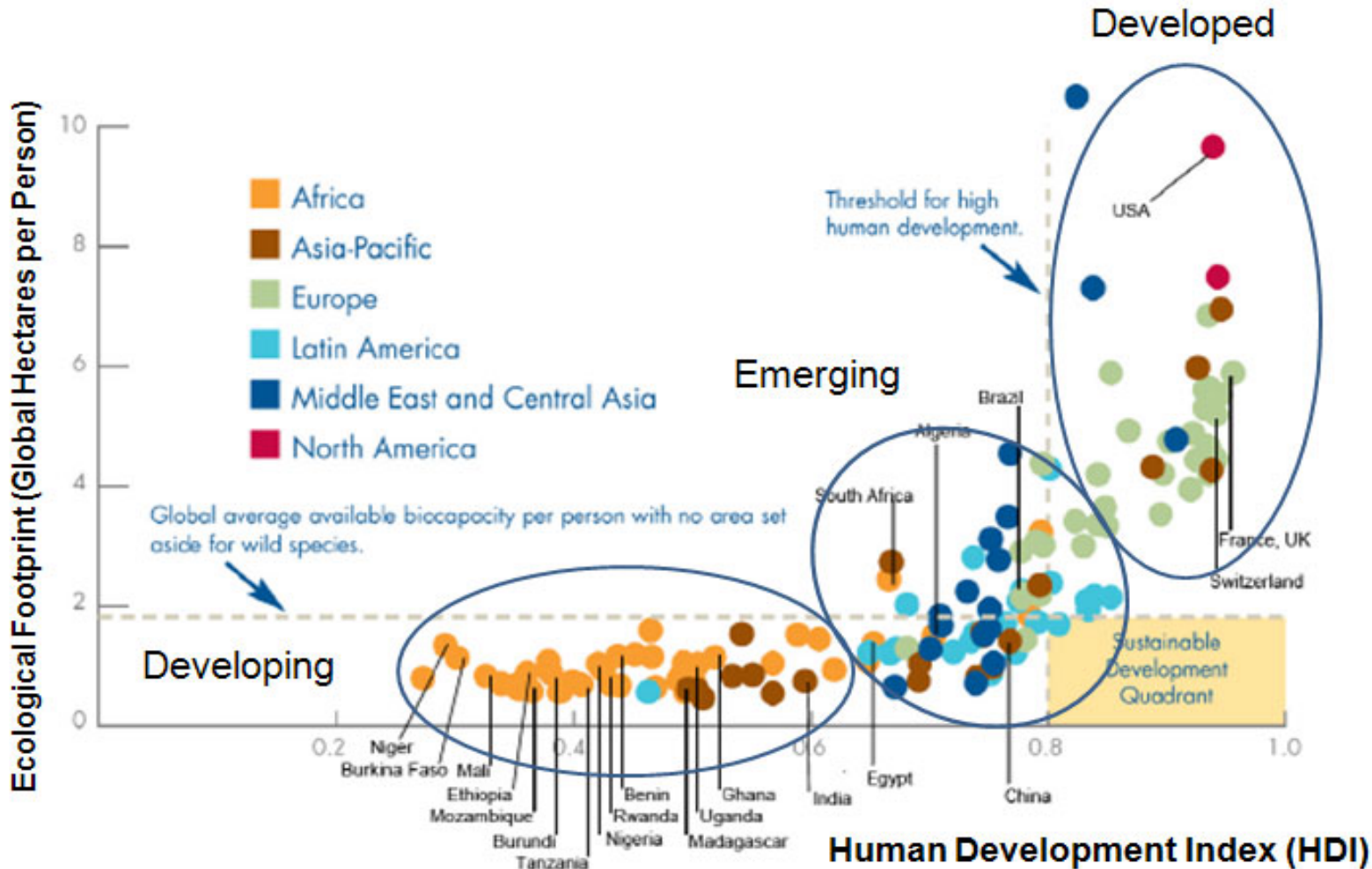


CSR 2.0

How far has
Australia come?

Dr Wayne Visser
Director, CSR International
wayne@csrinternational.org

Our Sustainability & Responsibility Gap



Failures of CSR 1.0

PERIPHERAL

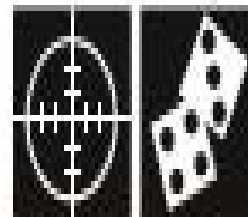
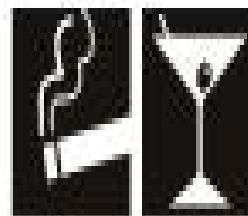
We also harness
Greenwash.

Seen our ads on TV and in the Press? Impressed that we've finally got the message on climate change? Think Again. We are also running a big advertising campaign in the US. Both versions have the same graphics, the same nifty tune, the same style. But where as the Brits are told to 'work out your carbon footprint - it's a start', the American consumer is told: 'We're investing \$15bn in finding new oil and gas in the Gulf of Mexico - it's a start.'

INCREMENTAL

UNECONOMIC

18 Elements of ISO 14001-2004



**VICE
FUND**

Ages & Stages of CSR

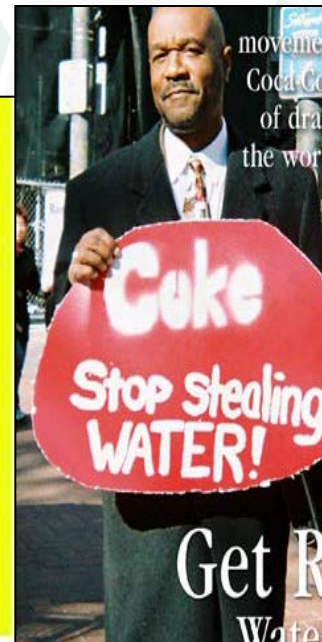
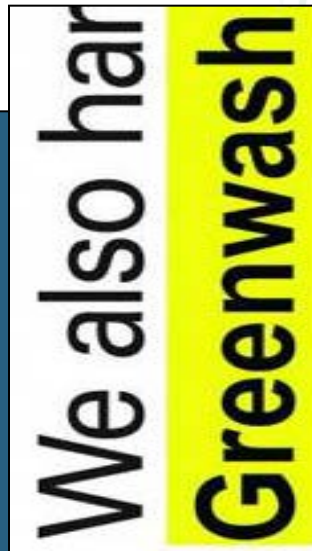
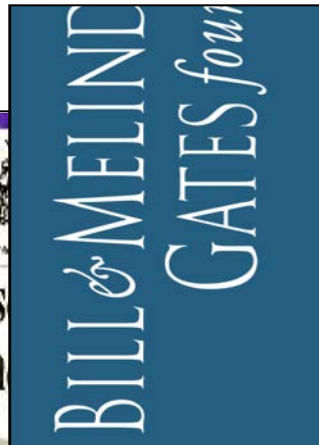
CSR 1.0

Strategic
CSR in
The Age of
Management

Promotional
CSR in
The Age of
Marketing

Charitable
CSR in
The Age of
Philanthropy

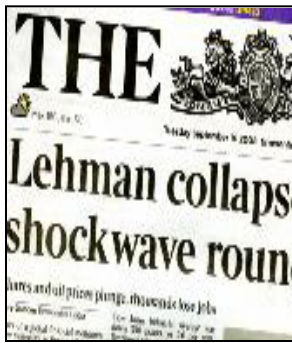
Defensive
CSR in
The Age
of Greed



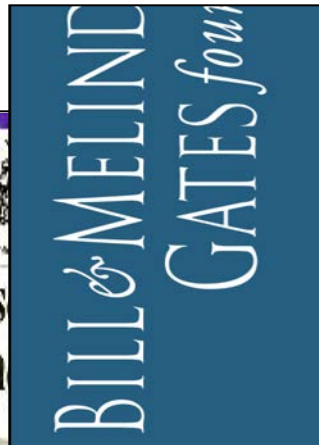
Ages & Stages of CSR

CSR 1.0

Defensive
CSR in
The Age
of Greed

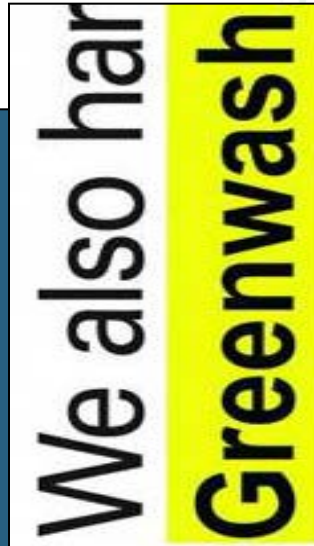


The Age of
Philanthropy

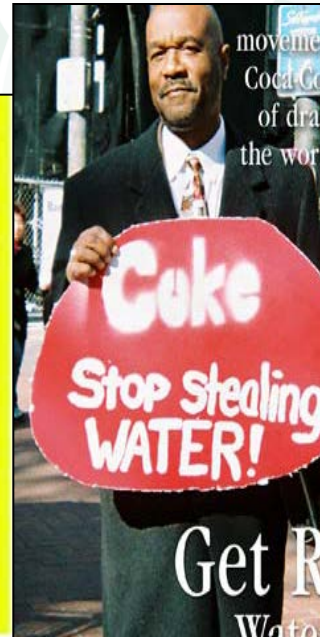


Charitable
CSR in

Promotional
CSR in
The Age of
Marketing



Strategic
CSR in
The Age of
Management



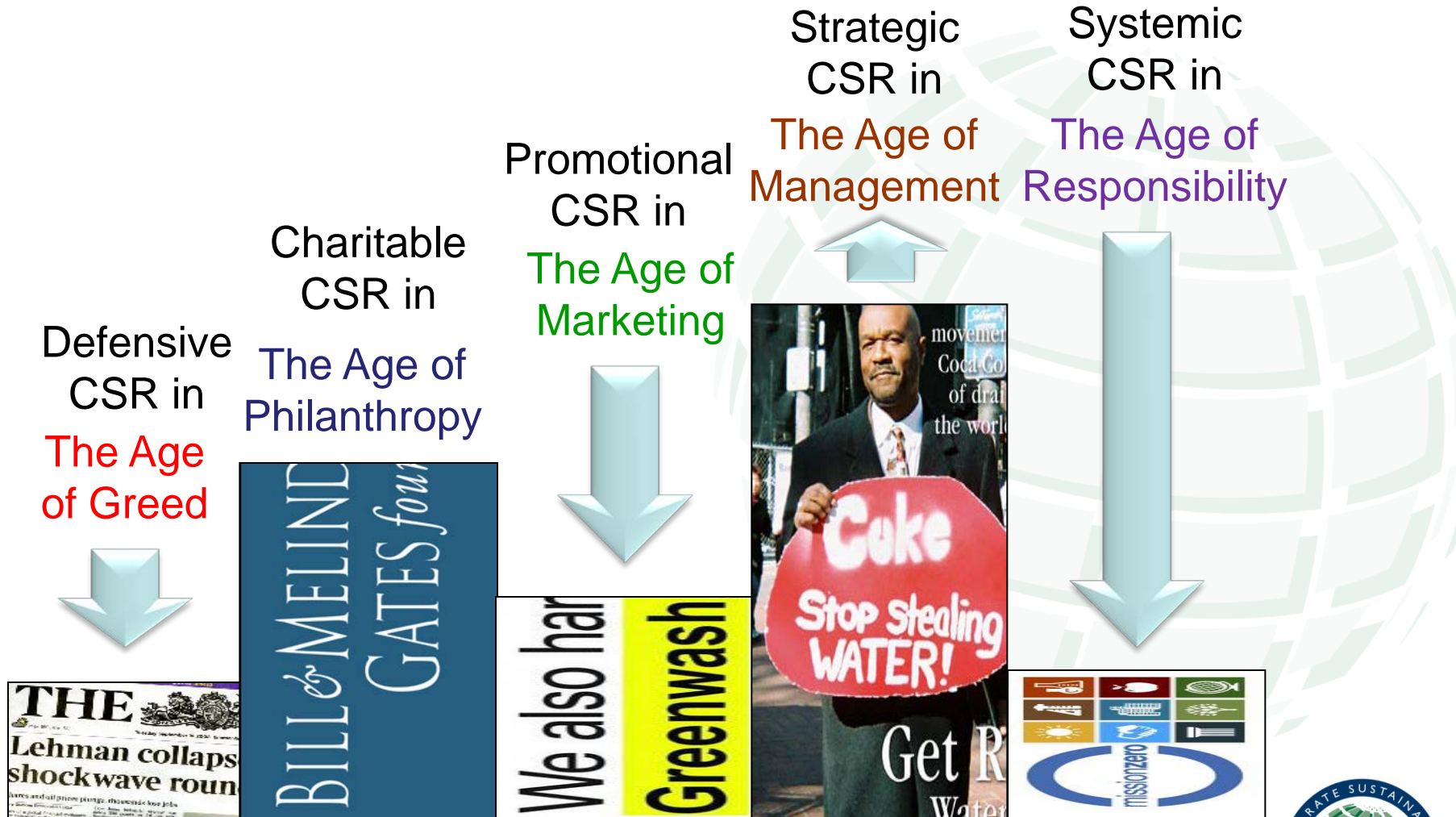
Systemic
CSR in
The Age of
Responsibility



CSR 2.0



Australia's Ages & Stages of CSR?

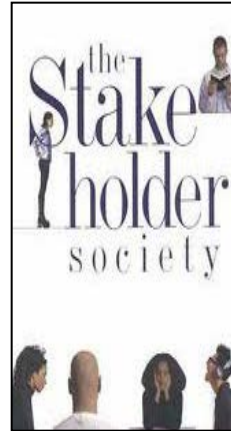
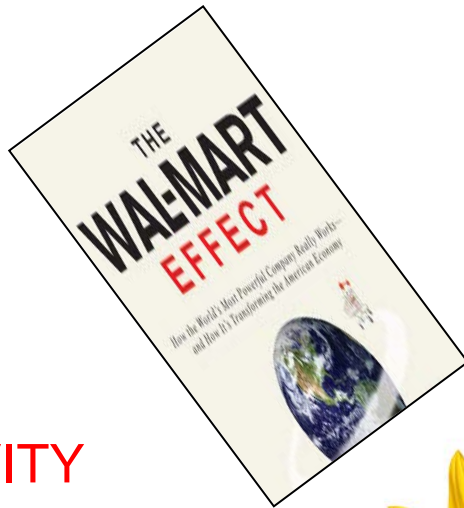


Principles of CSR 2.0 (Systemic CSR)

RESPONSIVENESS

SCALABILITY

GLOCALITY



CREATIVITY

CIRCULARITY

CSR 2.0

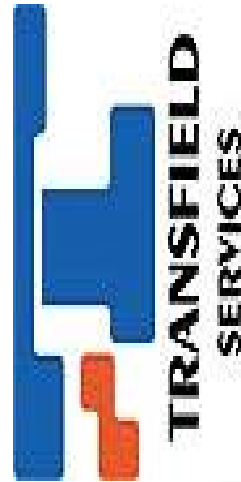


CSR 2.0 in Australia?

RESPONSIVENESS

SCALABILITY

GLOCALITY

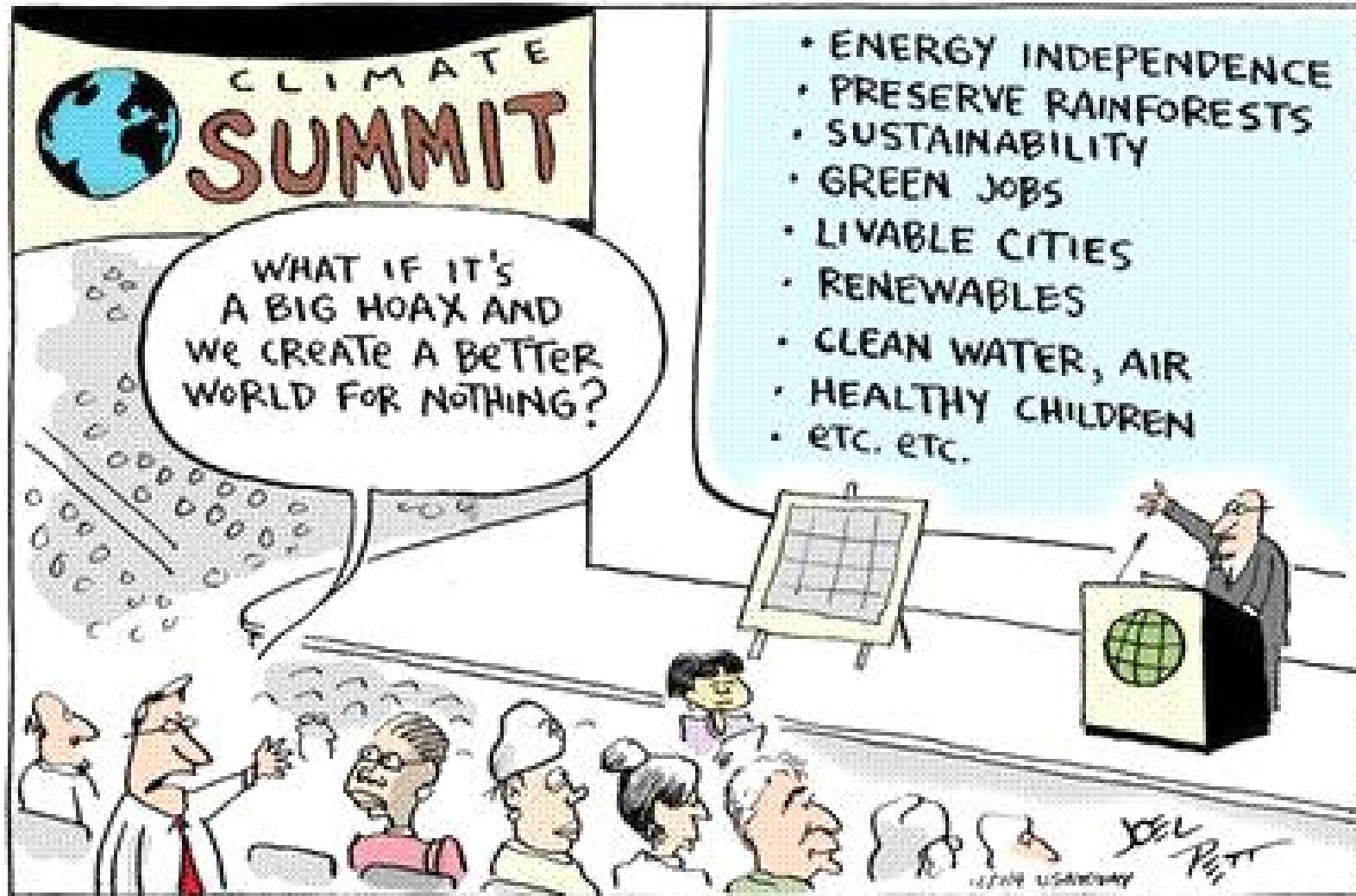


CREATIVITY

CIRCULARITY



What Have We Got to Lose?



Wayne Visser / CSR International

