

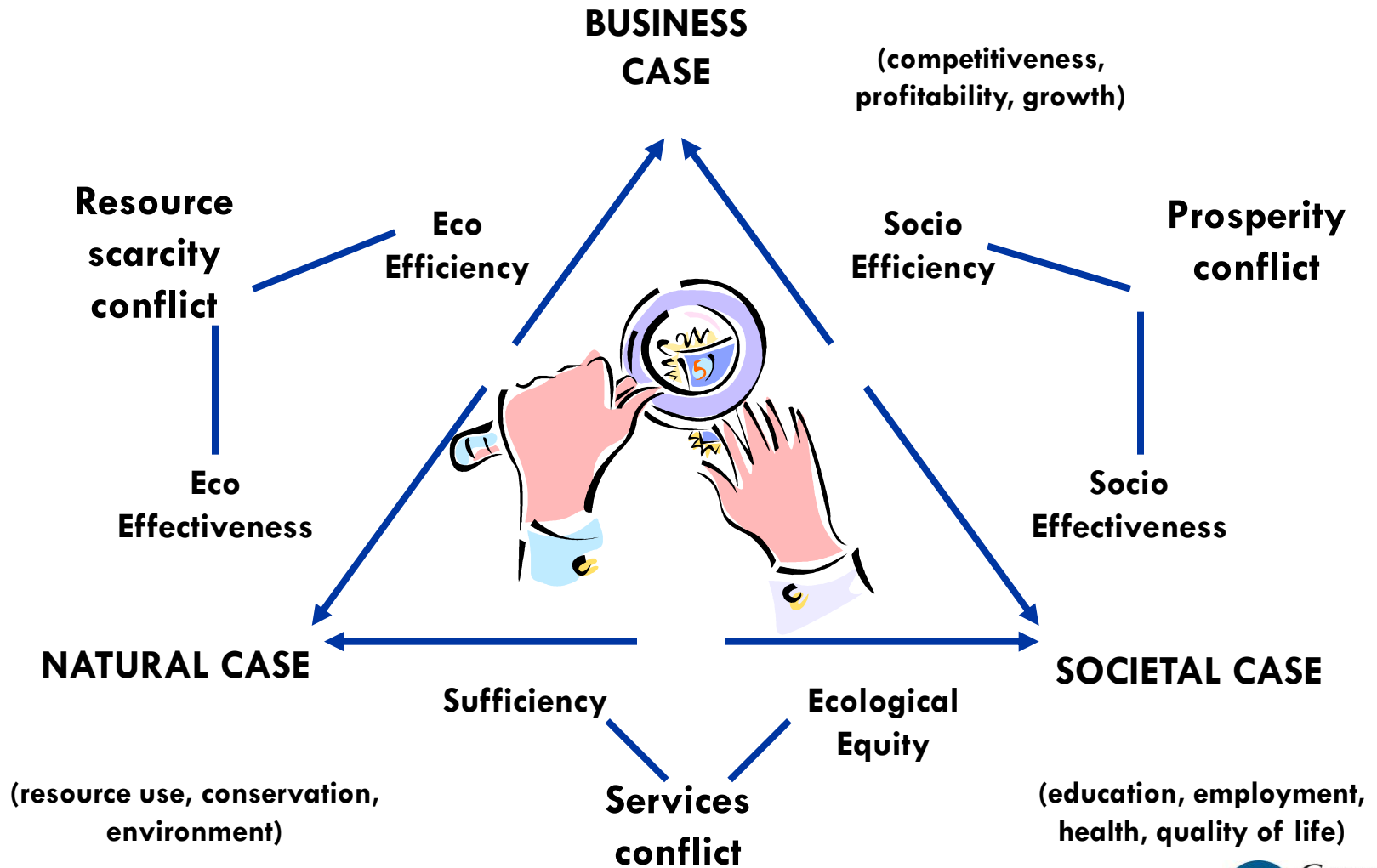


THE POSITIVE IMPACTS OF SOCIAL SUSTAINABILITY

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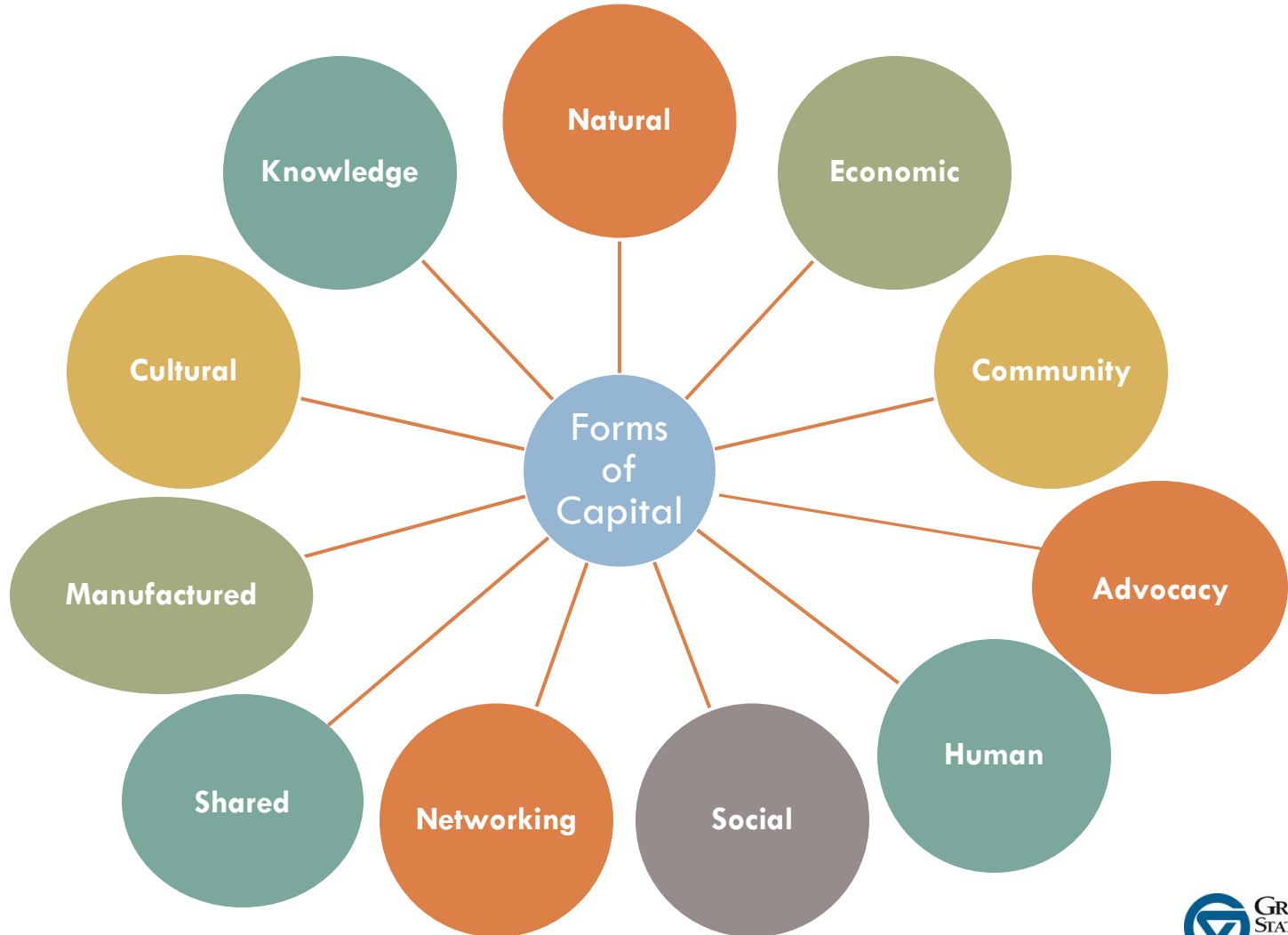
The Sustainability Lens!



Stakeholders



Capital Formation



What is Corporate Social Responsibility?

- **“Continuing commitment by business to behave ethically and contribute to economic development while improving the quality of life of the workforce and their families as of the local community and society at large”**
 - ▣ Transparent business practices
 - ▣ Ethical values
 - ▣ Compliance with legal requirements
 - ▣ Respect for people, communities, environment
 - ▣ Beyond making profits
 - ▣ Responsibility for totality of their impact on people and planet

What is Corporate Citizenship?

- **“a recognition that a business, corporation, or business like organization has social, cultural, and environmental responsibilities to the community in which it operates as well as economic and financial ones to its shareholders and stakeholders”**
 - Exhibiting constant life-long life-wide learning; inclusivity; transparency; social and ethical accountability
 - Providing community leadership e.g. visioning
 - Portraying a leadership role model within host community and its stakeholders
 - Having stated sustainable guiding principles, values, and purpose
 - Requiring absolute commitment, and willingness to change

Social Entrepreneurship

Social Entrepreneurship encourages taking a new approach to broad social problems, directing the drive, imagination, discipline and accountability inherent in entrepreneurship at society's most pressing issues and thereby creating a mechanism for creating lasting social value.

It holds the breathtaking prospect of **creating nothing less than the next generation of social problem-solvers and leaders**. When one thinks of the seemingly intractable difficulties that will confront our children and our children's children in the decades to follow --- global warming, nuclear proliferation, international competition for energy and natural resources, large and growing inequities in income in the United States, spreading prosperity to the developing world, the creation of a new definition of national and international security --- **it is clear that a very new set of tools will be needed**.

The emerging field of Social Entrepreneurship offers the prospect of creating those tools: **crossing disciplines and sectors to frame solutions, finding new incentive structures, applying new ideas and techniques** to solving society's most pressing problems, and offering **new exciting opportunities for public service**.

A generation from now, the laurels for solving some enormous problems may well go to some "Social Entrepreneur."

Social Enterprise Supply and Demand

Supply is Up



- Freedom
- Time
- Wealth
- Health
- Exposure
- Social Mobility
- Confidence
- Capabilities

Demand is Up



- Poverty
- Health catastrophes
- Human rights issues
- Failing education systems
- Escalating violence
- Natural disasters
- Environmental destruction
- Child trafficking

Why Social Business?

- Delinks from traditional business frameworks that does not accommodate new objectives within existing frameworks
- Exists to solve social problems while using business technologies and models
- Offers options to investors by operating in a open economy with free choice
- Enhances competition and freedom of choice by giving more people more choices of goods and services
- Offers promising alternatives to failed government programs
- Is less exposed to downside risk during economic downturns
- Represents a new way to express entrepreneurship
- Provides an outlet for creativity
- Affords opportunity for individual renewal
- Is a great learning process
- Helps the public and private sectors share the burden of responsibilities for social change
- Can help solve neighborhood problems and concerns

Social Entrepreneurship Paradigm Shifts

1. Eliminating the Gift Mentality

Charity Gift

- Nothing expected
- Small, not a major value
- Social and cultural emphasis
- Better to give than to receive
- Hope that receiver will appreciate gift



Investment Gift

- Something expected in return
- Large, of major value
- Business emphasis
- A penny earned is a penny saved
- Expectation that gift will perform

2. Emphasis on results and “bottom line” impact

3. Shift away from “emotional” approach

Strathcona County's Four Guiding Principles for Social Sustainability

Four guiding principles for social sustainability





- Top 10 States
 - Middle 30 States
 - Bottom 10 States
- ↑ Performance improving
 - ↔ Performance staying about the same
 - ↓ Performance declining

Economic Strength				
	Prior	Current	Rank	Progress
Unemployment	12.4%	11.7%	●	↑
Gross Domestic Product (GDP)	(2.7)%	(5.2)%	●	↓
Real personal income per capita	\$28,250	\$27,558	●	↓
Number of structurally deficient bridges	2,732	2,726	●	↑
Children living in poverty	19%	23%	●	↓

Health and Education				
	Prior	Current	Rank	Progress
Infant mortality (Per 1,000 births)	7.6	7.7	●	↓
Obesity in the population	29.5%	30.3%	●	↓
3rd graders reading at grade level	87%	90%		↑
College ready (Average ACT score)	19.6	19.7	●	↑
Population with bachelor's degree or higher (25+ years old)	24.7 %	24.6%	●	↓

Value for Government				
	Prior	Current	Rank	Progress
Bond rating (Standard & Poor's)	AA-	AA-		↔
Debt burden per capita	\$766	\$748	●	↑
Access to state government – number of online services	325	357		↑
State government operating cost as a percent of GDP	11.9%	12.5%		↓
State and local government operating cost as a percent of GDP	21.9%	22.9%		↓

Quality of Life				
	Prior	Current	Rank	Progress
State park popularity – annual visits per citizen	2.1	2.1		↔
Clean and safe water resources – water quality index	83	88		↑
Population growth (Ages 25 – 34)	(1.9) %	(1.6)%	●	↑

Public Safety				
	Prior	Current	Rank	Progress
Violent crimes per 100,000	501	497	●	↑
Property crimes per 100,000	2,935	2,838	●	↑
Individuals fatally or seriously injured in traffic accidents	7,705	7,382		↑

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