

Csr 2 0 The Evolution And Revolution Of Corporate Social

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This chapter describes the historical development of CSR and provides a glimpse of how it is likely to develop in future. The chapter further argues that CSR in its present form has only gone so...

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Summary. This chapter describes the historical development of CSR and provides a glimpse of how it is likely to develop in future. The chapter further argues that CSR in its present form has only gone so far and outlines how the next step – CSR 2.0 – will become less Western?orientated and risk?averse, and evolve from niche 'nice?to?have' CSR into mass?market 'must?have' CSR, which will be incorporated into 'companies' DNA'.

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The chapter further argues that CSR in its present form has only go... CSR 2.0: The Evolution and Revolution of Corporate Social Responsibility - Responsible Business - Wiley Online Library Skip to Article Content

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CSR 2.0: Evolution and Revolution. Chapter by Wayne Visser. Extract from Responsible Business The Rise and Fall of CSR. Corporate social responsibility (CSR) has been debated and practiced in one form or another for more than 4,000 years.

[CSR 2.0: Evolution and Revolution – Wayne Visser](#)

CSR 2.0: the evolution and revolution of corporate social responsibility

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The book examines the evolution and current state of corporate social responsibility (CSR), using a five-stage maturity model: defensive, charitable, promotional, strategic and transformative CSR. The first four stages are dubbed CSR 1.0 and characterise most current CSR practice, while the fifth stage is named CSR 2.0 (also transformative or systemic CSR) and describes emergent and future CSR practices.

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This hack is based on the premise that modern corporate social responsibility (CSR) as a business, governance, and ethics system has failed, and that it needs to be replaced by a new approach—CSR 2.0. Moving from CSR 1.0 to CSR 2.0 requires adopting five new principles—creativity, scalability, responsiveness, gloicality, and circularity—and embedding these deeply into an organization's management DNA.

[CSR 2.0: Reinventing Corporate Social Responsibility for ...](#)

Describes the failure of corporate social responsibility (CSR 1.0) due to the Triple Curse, and introduces Wayne Visser's model of CSR 2.0, including its 5 Pri... Slideshare uses cookies to improve functionality and performance, and to provide you with relevant advertising.

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While CSV and CSR 2.0/3.0 are supposed to be the new forms of CSR, they actually represent business pre-CSR. Restating efficiency and creative thinking as supposedly a new CSR evolution. These new forms of CSR are less tangible. The substance of CSR has been removed, while the acronyms and pretenses remain.

[CSR Evolution: 1.0 to CSR 3.0 - Corporate Responsibility](#)

Wayne Visser | Writer, Speaker, Academic and Poet ...

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CSR 2.0: Evolution and Revolution. Chapter by Wayne Visser. Extract from Responsible Business. The Rise and Fall of CSR. Corporate social responsibility (CSR) has been debated and practiced in one form or another for more than 4,000 years. Csr 2 0 The Evolution

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Corporate social responsibility (CSR) has been heralded as the manner in which corporations position themselves in society. In recent times the scope of CSR has evolved beyond management school and business rhetoric to become a term recognised by most in society. Whereas the term CSR may be part of general parlance, the nuances of the concept evade many people.

[The Evolution of the CSR Concept: From Sharing to Caring ...](#)

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The new Principles of CSR 2.0 that Visser puts at the heart of this book provide the business community and the CSR world a new path for incorporating the complexity of the social and environmental issues that confront today's corporation, a CSR that can serve as a more transformative force for economic and social sustainability.