

THE CORPORATE AND INDIVIDUAL SOCIAL RESPONSIBILITY - C&ISR – A PART OF THE SUSTAINABLE FUTURE OF HUMANKIND

Timi Ecimovic

and (by abc.), Aleksander Chumakow, Barbara Dobrila, Mark Esposito, Roger Haw, Anita Hrast, Zinaida Ivanova, Slavko Kulic, Renate Lavicka, Aleksander Makarenko, Matjaz Mulej, H. A. Shankaranarayana, Song-yong Song, T. N. Sreedhara, Josip Tavcar, Rajarama Tolpadi, Seminur Topal¹

SEG Institute for Climate Change, Korte, Medosi, Slovenia, and
ANSTED University, School of Environmental Sciences, Penang, Malaysia

DRUŽBENA ODGOVORNOST PODJETIJ IN LJUDI – DOP&L – DEL SONARAVNE BODOČNOSTI ČLOVEŠTVA

Povzetek: Sonaravna bodočnost se da obravnavati kot problem medgeneracijskega sodelovanja. Prispevek podaja pristop sodobne znanosti k sedanji krizi *narave, energije, pitne vode, hrane, posojil in družbe* – človeštva. Sedanja civilizacija človeštva se sooča z najobsežnejšo zapleteno družbeno krizo, ki je tudi tesno povezana z vplivom spleta podnebnih sprememb ali evolucijske 'krize' biosfere planeta Zemlje. Vpliv spleta podnebnih sprememb utegne dolgoročno spremeniti: biologijo, geografijo in življenjske razmere v naši biosferi stran od ustreznih iz zadnjih 12.000 let k okolju, v katerem ne more živeti človek kot Homo Sapiens. Dodaja k sedanji družbeni krizi energije, pitne vode, hrane in posojil; leto 2009 je leto vstopa človeštva v težke čase. Družbena odgovornost podjetij in posameznikov je del naše družbe, veliko pomembnejši kot v našem (do)sedanjem mnenju. Možnost, da preživimo, je tesno povezana z družbeno tehniko in tehnologijo, imenovano 'sonaravna bodočnost človeštva, t.j. s harmonijo naše civilizacije z naravo na planetu Zemlji. Družbena odgovornost podjetij in posameznikov bo morala postati v bodočnosti še bolj pomembna, da bi veliki dosežki naše civilizacije prebrodili krizo življenjskih razmer v biosferi planeta Zemlje in sedanjo krizo posojil, energije, pitne vode in hrane kot krizo naše svetovne družbe.

Ključne besede: družbena odgovornost podjetij in ljudi; vpliv spleta podnebnih sprememb; energija, pitna voda, hrana, posojila; sonaravna bodočnost človeštva; sedanja civilizacija človeštva; sistemsko razmišljanje; zadostna in potrebna celovitost; družbene tehnologije; narava planeta Zemlje; globalizacija; vodenja

Abstract: Sustainable future of humankind can be viewed as an inter-generational cooperation problem. The paper presents a contemporary sciences approach to the present *the Nature, energy, drinking water, food, credit and social crisis* of humankind. The present civilization or our humankind is facing the largest complex social crisis, which is also closely inter-related with the impact of the climate change system or evolving Planet Earth Biosphere »crisis«. The impact of the climate change system may in the long run change: biology, geography and living conditions within the biosphere, from suitable ones of the last 12.000 years, to environment not suitable

¹ Prof. Dr. Alexander Chumakow, Moscow, Russia,
Barbara Dobrila, teacher at secondary school and post-graduate student, Koper/Izola, Slovenia,
Prof. Dr. Timi Ecimovic, Medosi, Korte, Slovenia,
Dr. Mark Esposito, Grenoble, France,
Sir Prof. Dr. Roger B. Haw, Penang, Malaysia,
Anita Hrast, Maribor, Slovenia,
Prof. Dr. Zinaida Ivanova, Moscow, Russia,
Prof. Dr. Slavko Kulic, IOM, Zagreb, Croatia,
Dr. Renate Lavicka, Vienna, Austria,
Prof. Dr. Aleksander Makarenko, Kiev, Ukraine,
Prof. Emeritus DDr. Matjaz Mulej, Maribor, Slovenia,
Prof. Dr. H. A. Shankaranarayana, Bangalore, India,
Prof. Dr. Song-yong Song, Seoul, South Korea,
Prof. Dr. T. N. Sreedhara, Mangalore, India,
M.A. Josip Tavcar, Maribor, Slovenia,
Prof. Dr. Rajarama Tolpadi, Mangalore, India,
Prof. Dr. Seminur Topal, Istanbul, Turkey.

for Homo sapiens to live. It adds to the present social crisis of: energy, drinking water, food and credit; in 2009 we are entering difficult times for humankind. The corporate and individual social responsibility is a part of our society with much more importance as we are thinking at present. The possibility for survival is closely connected with social technology/technique of the »Sustainable Future of Humankind« or harmony of our civilization with the Nature of the Planet Earth². The corporate and individual social responsibility will have to play a more important part in future, for new great achievement of our civilization to overcome the crisis of living conditions within the biosphere of the Planet Earth and present credit, energy, drinking water, and food crisis of our global society.

Key words: Corporate and Individual Social Responsibility – C&ISR; The climate change system impact, energy, drinking water, food, credit and social crisis; Sustainable Future of Humankind; Present Humankind Civilization; system thinking, requisite holism, social and societal technologies,. The Nature of the Planet Earth; Globalization; Leadership.

1. Introduction

Ending of the year 2008 opened new horizons for people to see the heavy crisis situations of present humankind civilization. Because of poor leadership of USA in 2000 – 2008 not only USA society but also the whole global society is facing serious social crisis.³ Multiple resources and social crisis is entering an age of the climate change system and its impact as a crisis, which is adding to the complexity of the situation in 2009.

The scenario of USA and the global humankind society entering globalization age or the energy, drinking water, food, credit and societal crisis has been excellently elaborated and presented at *Global Future Analysis 2008* by Planck Foundation, www.planck.org and by the second presentation *Global Resources Analysis draft version 2008* by Induscorp.nl at volumel@induscorp.nl. Both analyses were managed by excellent researchers' teams. The brilliant social scientists have been dealing with humankind and its humankind-centric thinking. The teams' complex system thinking and their co-operation with nature scientists enabled a more complex but more truthful analysis.

Actually, what is the missing part is the climate change system's impact and changes in the biosphere, which are going to have broad impact on the present living conditions for all creatures living on the Planet Earth.

2. The issue of the sustainable future of humankind

The question which we are putting forward is the sustainable future of humankind.⁴ The integrated complex system thinking style is needed for analysing it. Globalization age has its complex issues as they are, regardless humankind does see them or not. Or otherwise very complex issue of the humankind problems of 2008/2009 should be put into the frame of living space/environment of humans – the biosphere, taking into account the simultaneous problems evolving within the biosphere, plus their synergies.

What we are presenting is a broader analysis of more complicated/complex Nature of the Planet Earth and global humankind society situation at 2009. As system thinkers we are analysing statuses of the different origin of both humankind as a system/entity of its own and a part of the Planet Earth system – THE BIOSPHERE.

The biosphere, which is the frame within which global humankind civilization has its living space, has evolved the situation of the climate change system impact, during the rise of the Globalization Age.

The Climate Change System⁵ provides, makes, holds and guards living conditions within the biosphere of the Earth; it has a more important role as humans were thinking in the past. To these conditions all living creatures must adjust to survive. A number of the extinctions of species, smaller and larger alike have resulted from changed environmental qualities, caused by changes within the climate change system.

Systemic thinking enables us, better than single specialists alone, to see that the Earth's biosphere is made as a synergy resulting from *interdependences, interactions and co-operation* of matter, energy, and information

² Please see: Ecimovic et al: The Sustainable (Development) Future of Mankind, 2007, displayed at www.institut-climatechange.si; and Bozicnik, Ecimovic, Mulej et al: Sustainable Future, Requisite Holism, and Social Responsibility, 2008, available at IRDO.

³ Please see: Planck Foundation (www.planck.org): Global Future Analysis, 2008, ISBN 978-94-6012-001-5, and Global Resources Analysis by Induscorp, NL; e-mail: volumel@induscorp.nl

⁴ Please see footnote 2.

⁵ Please see "System Thinking and Climate Change System – (Against a big "Tragedy of Commons" of all of us)", p. 149, by Ecimovic, Mulej, Mayur, 2002, ISBN 961-236-380-3, and "The Climate Change System – Introduction", pp 35, by Ecimovic, Mulej, 2008, ISBN 978-961-91826-5-9, both displayed at: www.institut-climatechange.si

within the time frame, and has three bases – Water, Land and Air environments. To be ready for changes, and mitigations due to the climate change system impacts, all of us single representatives of human race must learn more about the basics of the biosphere.

3. Systems theory – a tool for humans to understand the climate change

System theory, thinking, synthesis and analysis as researcher tools are allowing researchers to reach beyond the classical science approaches. As thinking process it could define the climate change system in an understandable presentation.

The term system has many contents. Here it will mean to us neither the mental picture about the event or process dealt with nor a usual method of work or a socio-economic or other order nor a network/complex of plants or stones or humans fitting together somehow. The term system will here rather mean to us a feature/event/process that is so complex in its components, relations and influences between them and their synergies and consequences that it is difficult to comprehend and even more difficult to control.

This is why we call the climate change a system. Understanding and/or controlling it per parts is not very helpful, because as a whole a system has attributes that differ essentially from attributes of each one of its parts alone.

Clear cases: the edible salt is a synergy/system of two poisons; water is a synergy/system of two gases; an organization is a synergy/system of many – different from each other, unavoidably, and hence complementary – professionals; a house is a synergy/system of bricks/concrete/wood, doors, windows, electric, water and other works, etc.

Synergies emerging from their attributes provide to the new whole/system new attributes.

Therefore, the truth will be easier to discover, and difficulties and happenings easier to control, if the feature/event/process is considered as holistically as possible rather than per single parts. This is called systemic or systems thinking.

A total holism of human behaviour, i.e. monitoring, perception, thinking, emotional and spiritual life, decision making and action, and a total wholeness of insights and outcomes, is usually impossible to attain. But a single specialization – a single viewpoint inside a single profession – limits humans to fictitious holism providing for fictitious wholeness. This fact makes us apply the Mulej/Kajzer (1998) law of requisite holism as the suitable one.

In the case of the climate change system this would mean the understanding that synergies of insights from physics, chemistry, biology, history, technology, economy and several more disciplines and practices are needed. One would choose and collect professions and viewpoints that one would consider essential and interdependent for mutual completing up by their differences.

Following the ancient Greek philosophy one would link them on the basis of their interdependence or – in the Greek wording – dialectics. A dialectical system would show up (Mulej, 1974, see Mulej et al, in press). In this case a system is not meant to be a complex feature, but a mental picture about it, which we introduce in order to attain the requisite holism of human behaviour and requisite wholeness of its outcomes.

4. A dialectical systemic approach to the climate change

A dialectical systemic approach to the climate change must consider the age of Globalization, the present status of our civilization, unnatural life of humans in poly/mega and similar urban centres, management of technologies without sustainability, lack of individual and corporate social responsibility⁶, uncontrollable human-population explosion, short- and often medium- and even long-term ('side-')effects of the: synthetic chemicals; modern technologies; GMO; GMP; weapons; combustion engines; transport system; nuclear technologies; industrial and agricultural production; energy production system pollution; national and international political distribution of power and administration, and their influences on the scientific global, national and local communities; they are causing a gap between needs and results of the cohabitation of Homo-sapiens-civilization with the nature on the Planet Earth. This gap threatens this civilization to disappear.

⁶Social responsibility is an attribute of humans and their organizations. It prevents or diminishes, at least, the danger of humans' abuse of their influence leading to damage experienced by their co-workers, other business or personal partners, broader society or nature on which the human existence or quality of life, at least, depend'. This is a short summary of definitions in international official documents. Other references see in social responsibility an upgrading of the innovation effort/support called improvement or total quality management or business excellence. Further references see it closely linked with systemic behaviour; yet further ones link it with efforts aimed at peace in the world (Hrast et al., ed., 2006, 2007, 2008, etc.). The current dangerous state of climate change system results to an essential extent from a lack of responsible behaviour of humans over centuries of industrialization and all times until today.

This gap surfaces as the climate change system and global human community impacts: strong winds, large droughts and floods, tsunamis, earthquakes, large air pollutions by industrial, city life's, and transport system's (including the Internet!) emissions, changes in local climatic patterns, global warming, depletion of the ozone layer, pollution of all three basic parts of the biosphere: soil, seas/oceans and air. They are due to huge misunderstanding about the climate change system by the population in local communities around the Globe. Unfortunately, the economic theory declared all three to be free commodities, thus causing the economic practice to neglect them; this mistake leads to then current climate change problems essentially, although not exclusively.

Simple language for simple people and understandable explanations are needed for sustainable future of humankind.

Whether we shall understand the climate change system or not has a crucial importance for the local/global community life, and gives questionable chances to the long-term survival of humankind – it requires sustainable future. *Sustainability of local communities leads to the sustainable future of global human civilization*⁷.

We think that the above discussion is opening path for discussion on sustainable future of humankind.

5. The sustainable future and harmony of the global society

The sustainable future and harmony of the global society and its coexistence with other creatures in nature and with the Earth's biosphere is the solution to the best of our knowledge, which should be adopted as the vision for its survival. We need a society-wide global approach and not the dilution of scarce financial means, for **it is impossible to buy the survival of humankind with a financial approach of what-ever quantity of money**.

The awakening of humankind in sixties of the 20th century, on needed quality of environment, as a basis for life of humankind and all creatures on the Planet Earth, triggered also the commencement of sustainable development concept/strategy/vision or social technique.

First compliments are reserved for pioneers and among them The Club of Rome⁸, with its first report and publication "*The Limits to Growth*". Reports followed and awakening of global society commenced.

Stockholm -72 – the UN Conference on the Environment in Stockholm/Sweden, 1972, achieved the establishment of UNEP – United Nations Environmental Program in Nairobi/Kenya. More research and reports followed and it took humanity 20 years to prepare the global conference on sustainable development – Rio 1992.

In 1987 the term sustainable development was introduced by report "Our Common Future" or "G. H. Bruntland Report" from The World Commission on Environment and Development to the General Assembly of the United Nations. "Our Common Future" report had a strong impact on the global society.

At time of awakening it was excellent, but did not change in line with challenges of the present and past short-term and narrow values of humans preferring profit to long-term survival, in line with the so called neo-liberal economics reigning over the world from the Chicago school of economics by Milton Friedman et al; they even won many Nobel prizes for what is now found mostly a source of danger for humankind. The problems of sustainability of humankind and Earth are much more complex as it was understood during the 20th century and its failure to consider the social responsibility like Adam Smith used to claim. The neo-liberal economics is a very dangerous deviation from Smith's liberal economics allowing for no big companies, no share-holding or limited liability companies with poor transparency of working (Toth, 2008).

The first part of the wording sustainable development – sustainability is much more important and has a crucial value for future of humankind. Its second part "development" is a misused term from industrial revolution and economics, and has nothing to do with Nature of Earth. Development could tackle product, construction, man-made systems, repairs, machines, armaments, etc., and it is a part of human society of post-industrial era. The nature

⁷ For details see publications: »Our Common Enemy (The Climate Change System Threat)« by Ecimovic at al, 2006, and recent books: »The Sustainable (Development) Future of Mankind« by Ecimovic at al, 2007, and »Sustainable Future, Requisite Holism, and Social Responsibility« by Božičnik, Ećimović and Mulej, 2008; all are displayed at: www.institut-climatechange.si

⁸ The Club of Rome is a nongovernmental and informal organization that earned a world-wide reputation thanks to its research projects - reports of the Club of Rome with expertise on global studies. It has been established in 1968 by Aurelio Peccei, founder and first president. They established Standing Committee of thirty European scientists and the membership was limited to 100 members. With co-operation on the National Associations basis from 1987 onwards (at present there is about 30 of them), they assist The Club of Rome to fulfil its basic goal - Global Studies – issues, to work out solutions for global problems, and to draw attention of the world public to them.

has no development what so ever, but evolution; and the nature system is working on contents and *interdependences, interactions and co-operation relations*.⁹

What is needed is a New Approach¹⁰ as introduction of global society system relations, values, ethics, contents and mechanisms, which should assist transcendence to sustainable future of Earth as a global society.

What we find necessary for survival of humankind, is to introduce sustainable future of humankind as harmony of local and global human society with the other contents of nature on the Earth that is yet not fully known to us humans.

It would be easy to write many pages on sustainable development concept, but the purpose of this presentation is not to do it, but to indicate possibility for transcending from sustainable development to sustainable future as social technique needed for survival of humankind.

The transition from sustainable development to sustainable future should be devised with all possible co-operation of humankind, and with mitigations of the climate change system impact on biosphere of the Earth.¹¹ The sustainable future is the most complex issue, which could be undertaken with consent of all humankind and dedication for fulfillment of its content. Let us see what the sustainable future concept contains.

An indicative description is possible only by a short definition: **sustainable future of humankind is harmony of the humankind system/civilization with system of nature/biosphere of the Planet Earth.**

It is a short description of a very complicated and complex content of present global human society and its basis – the biosphere of the Planet Earth.

We think up till now good work of many humans towards sustainable development should be transcended toward a more complex sustainable future concept, social technique.

Sustainable future concept includes:

- Redirection of scientific work towards researching systems of the nature of the Planet Earth, Solar System, Milky Way, stars and galaxies of the Cosmos/Universe and/or the basic environment Cosmos/Universe as presented after introduction of the Information Theory of Nature.¹²
- Redirection of the climate change research towards researching of the climate change system as a part of the Planet Earth biosphere, and interdependences, interactions and co-operations within this system itself and other systems of the nature of the Planet Earth.
- Transcending of the present education system towards education for understanding and use of human abilities, creative and other thinking processes as major tools for better work. Ethics, human values, tolerance, past and present achievements, knowing the humankind's heritage, and many more impacts should become a part of education system. One could add life long education, long distance learning and new methods of knowledge transfer allowed by new communication means, too. Public media matter too.
- Transcending from "Homo urbanus" to "Homo of sustainable future" with new approach to life based on the long-term values and requisitely holistic behavior using systemic thinking for the requisite wholeness of outcomes of the human activities from the daily work to leisure aimed at sustainable health.
- Establishment of the global human society with direct democracy, World parliament, Constitution of the Federation of the Earth, and World government, but the one disabling any abuse and misuse of power-holders' impact over humans and their natural preconditions of sustainable life.
- Transcending of United Nations towards their integration with global society' needs for problem solving in co-operation with global governing institutions.
- Decommission of biased and one-sided national governments and bureaucracies towards meeting needs of new global human system/civilization/society for all nations/humans to survive and to have decent lives.
- Rethinking of military and security needs and establishment of responsible attitude (Individual social responsibility) of humans within the global human society.
- Rethinking of present living style practice, techniques, and technologies in use towards sustainable ones. Wars, transport, use of nuclear power and technologies, GMO, GMP, construction, land use, water use, air use, communications, energy, conservation practices, long term impacts of present over future possibilities, and many more should be looked at and proposed solution reviewed.
- Rethinking of the present research¹³ and industrial production practices of producing without knowing the medium and long-term impacts over the biosphere of the Planet Earth.

⁹ "System Thinking and Climate Change System – (Against a big »Tragedy of Commons« of all of us)", 2002, by Ecimovic. Mayur, Mulej, and "The Information Theory of Nature, and", 2006", by Ecimovic, are opening discussions for understanding the present by our civilization, and this presentation.

¹⁰ New Approach as needs for restructuring of global society has been introduced by Prof. Dr. Slavko Kulic, IOM, from Zagreb, Croatia, but it is still within science and is waiting for better time to be understood and used.

¹¹ Please see complementary book »Our common Enemy« at www.institut-climatechange.si.

¹² "The Information Theory of Nature and", 2006, by Ecimovic, please see at www.institut-climatechange.si

¹³ Any scientific research activities should be reviewed for medium and long term effect over the sustainable future of humankind.

- Mitigation of the climate change system impact and its consequences within the biosphere and prevention of damages of present practices of humans on the Earth, and present short- and long-term living practice changes.
- Building up the new Homo sapiens for the third millennium with the education and knowledge needed for common performances under challenges of the present and possible future evolvments.
- Stopping wars and riots, stopping practices, which are harming human society and its chances for survival; building up tolerance and peace philosophy; transcending the present financial and money system, which have become our civilization's *Monster*; to introduce a new more equitable and motivating socio-economic system based on creativity, social responsibility, ethics of interdependence and cooperation rather than the current abuse of power causing terrorism; transcending the present media and free time practices and their influences on the global human society; and researching the medium and long term impact of those on humans.
- And many more changes, which should be worked out in co-operation of humans with abilities for it.

Of course, it is an optimistic scenario, which we are supporting and initiating its enhancement and long term realization. This is huge debt of the current generation to our children and others of the next generations.

6. A possible path to a sustainable future

The path is the work with local communities and with sustainable future of local communities to enhance the global society's sustainable future or harmony with nature. Its basis lies in *Our Common Future, Rio Summit as Agenda for Change and Agenda 21 processes etc., New Approach, Our Common Enemy – The Climate Change System Threat* and many more achievements of present and past; humans should anchor the new approach for the global sustainable human society to be created or evolve. A major goal/tool is education for the new profile of humankind's individuals, knowledgeable and thinking persons devoted to requisite holism and wholeness. Humankind needs such a transcending from present to future for survival. Hopefully, the current generation does not hate its own children and grandchildren as much as to prevent rather than elaborate and support this concept.

Many excellent achievements from the past and present make a heritage of humanity that should be rethought and put into new frame of needs showing up in third millennium and present challenges coming from the difference between the global human society and nature:

- The humankind's construction practice is not meant for the present disastrous conditions.
- Wind could reach a speed of 500 kilometers and more. The power of wind could increase much more, with lifting soil or other particles due to our practice in agriculture etc.
- Floods and droughts will reduce food production possibilities; new techniques should be invented for covering the demands for food and other fundamental needs to be secured.
- Earthquakes, volcano eruptions, tsunamis and larger floods will increase damages over human achievements.
- The oceans/seas level rise could reach 75 meters (James Hanson, Dec. 2008) during the first hundred years of the 3rd millennium; with impacts on the present living space of humankind its damages could significantly harm the global civilization.
- People may learn from other planets in our Solar system on environment or living conditions needed for life of human and other living creature's societies. Learning from research of the nature could be short cut to new solutions for sustainable future of humankind.

Let us now connect the present time of the 2009 global human community's situation with the climate change system, sustainable future of humankind and corporate, individual social responsibility.

7. Some challenges of the current globalization age requiring social responsibility and cooperation for sustainable future of humankind

On entering to "Globalisation Ages" the challenges for humanity are more complex and possibilities for survival of our civilisation are on the edge of ability and responsibility of humankind. The climate change system impact, very dangerous activities of national states entering wars, use of nuclear technologies, use of large number of synthetic chemical products and contemporary technologies from nuclear, particles acceleration, nano, digital, GMO, GMP, communications, transport to armaments, without knowing their medium- and long-term effect within the biosphere of the Planet Earth, producing enormous quantities of all sorts of waste, having "Money Monster" leadership, losing working effects of very large share of human population with urbanization and national states', international, and global administrations and services activities, being hardly able to feed the global human population, losing ability to ensure safe water for humans, losing possibility to have enough space for living including the ocean/sea level rise impact, and losing possibility to ensure quality air for breathing - are some of challenges we are facing at present, and likely we shall face them and the unknown and possibly more severe ones in future.

The Corporate Social Responsibility (CSR) was invented to support work on the new challenges faced by organizations and their effect on the human society, which failed to support possibility for its own survival; it rather opened a large gate for the "Money Monster"'s leadership which does not recognize the individual, social

and global human society's needs of now and in the possible sustainable future. Authors believe the CSR and individual social responsibility are forgotten values of the humanity neglected by "The Money Master" that needs the money reproduction and is managed by humans without humane qualities/ethics.

The genesis and evolvement of CSR (Esposito, 2008) could be presented from ancient history to modern times, as the American case study: "Even if the notion of Corporate Social Responsibility is quite recent, the concern regarding the consequences of economic activities - that lies behind these words - has existed since a long time in human history."

The formulation of "CSR" is expressed as a fruit of religion and ethics in the United States. From 1916 on the American economist John Maurice Clark stated what could be one of the earliest signs on the track of CSR: **"If men are responsible for the known results of their actions, business responsibilities must include the known results of business dealings, whether these have been recognized by law or not."**

In early 1930s, Professor Theodore Kreps used the term "Social Audit" while introducing the subject of Business and Social Welfare to his Stanford students, developing a concept of companies reporting on their SR.

But it was in 1953 that a protestant pastor; Howard Bowen was the first to introduce and to define the term "CSR" as: **"The obligations of businessmen to pursue those policies, to make those decisions, or to follow those lines of action which are desirable in terms of the objectives and values of our society."**

CSR has many more definitions but basics are in social responsibility.

Let us stress it again: Social responsibility is an attribute of humans and their organizations; it prevents or diminishes, at least, the danger of humans' abuse of their influence leading to damage experienced by their co-workers, other business or personal partners, broader society or nature on which the human existence or quality of life, at least, depend.

This is a short summary of definitions in international official documents. Other references see in social responsibility an upgrading of the innovation effort/support called improvement or total quality management or business excellence. Further references see it closely linked with systemic behaviour; yet further ones link it with efforts aimed at peace in the world (Hrast et al., ed., 2006, 2007, 2008, etc.). The current dangerous state of climate change system results to an essential extent from a lack of responsible behaviour of humans over centuries of industrialization and all times until today.

8. Abuse of money – a threat to social responsibility and sustainable future

Corporate, individual and social responsibility is very much connected with money system, an invention of humans from ancient time, and its abuse.

Money (Ecimovic et al, 2003) as a Homo sapiens' invention/innovation has its origin in ancient history. People needed system of money for payment of goods and services, and to replace barter exchange. The eastern cultures were more advanced as the western. Chinese developed coins and coins-like money during the second millennium before Christ, and India followed. The first paper money was invented in China during the first millennium after Christ. Marco Polo, 1254 – 1324, reported about the use of paper money after visiting China. The first coins known in the Western world were produced in Lydia, a kingdom in the western Turkey; thus its king guaranteed uniform value. Paper money was invented in the Western world much later; we know today, it was developed in the 19th century. At the beginning of 20th century, the money system was a nice and very helpful assistant of civilisation.

From a nice assistant to the master – the money system needed only half a century. By the end of the Second World War in 1945, and within the following five years assisted by USA administration, Marshal Plan and development of society – the money evolved from servant/assistant to the master of our civilisation.

From master to monster – at the beginning of the third millennium our civilisation adopted a secondary role in society after "the master money", which transformed itself from master to monster. Today "monster money" is deciding on right or wrong, dependence or independence, war or peace, values of services and commodities, people, nature, environment, and, sadly, even the scientific achievements. In the last hundred years an intensive knowledge gain of our civilisation was driven by development of better and more effective armaments for Homo sapiens' destruction/killing/protection – FROM WHOM. The present wars always result in financial gain of nation, which wins the war.

At the beginning of the third millennium our civilisation is in very bad shape; some nations such as G – 7 countries look like success stories (in short-term criteria), but the majority is stranded: 85% of humans lived with less than six US dollars a day (Nixon, 2004).

The recent impact of the climate change system clarifies the role of C&ISR and long-term values. All value of monster money system is not sufficient to protect or mitigate impact of the climate change system, and humans have to find ways for better life or sustainable future, but of course not with monster money system's leadership, but in sustainability and harmony with the Earth biosphere.

The C&ISR should be re-checked from a new angle making the money system a tool again, and making impact of money system on biosphere less destructive – production of: synthetic chemical products; nuclear

technologies; GMO, GMP, human organs sale; production of waste; etc.; and make it assist eco-remediation of forest, river basins, coastal waters, deserts, large town areas, transport communications, and polluted land/water/air.

9. Some cultural aspects of the corporate social responsibility and sustainable future

And now let us explore the case study of cultural aspects of CSR (Sir Prof. Dr. Roger How): “I quote: ‘We have the scientific knowledge to solve our major world challenges. We have the technological know-how to solve our problems. We have biological, psychological, and sociological knowledge to educate and transform human beings. We have organizational knowledge to design institutions that could support the transformation towards a sustainable world. But what we need is to have new hearts and a new VISION as well as cultivating Social Responsibility practices both at local and international levels. Who says that one person or an organisation can’t have an effect in this world? We all have an effect, and if your effect is an inspired one, then it will inspire countless others around the world.’ This is what I have advised the United Nations through the Academic Council on the United Nations System. It gives a new direction and perspective for the entire United Nations NGOs systems to practice and seriously look into social responsibility wide perspectives for the benefit of world citizen in this new millennium” (Haw, 2009).

The CSR and individual SR should be a part of new ethics. As Ecimovic stated in talks with students at Mangalore State University, India, 2007: “The CSR should not be responsibility of corporations, but individual SR of each and every citizen of the World; and when individual SR will be a part of all of us, we shall have CSR as result of new ethics, new approach or knowledge of each and every citizen of the World.”

Social responsibility has been a part of ancient people (Ecimovic statement for the purpose of this presentation) during and before the Stone Age. It is a part of heritage from the Nature to humans as social creatures, which was most essential for survival. In those ancient times humans would have no chance to survive without social responsibility integrated in their ethics and behaviour. Unfortunately, the present Homo urbanus has developed egocentric behaviour and ethics with no connections to ancient heritage, and no connections to life in the Nature. By 2030 we may expect up to 80 % of global human community to live in urban environments; this is why we have to develop learning methods and education, which will integrate system thinking, social responsibility, and many more topics and attributes needed for transition to sustainable future.

Individual social responsibility should be a part of each and every representative of human global community and integrated into the ethics of humans of 21st century and on. The global human community with integrated individual social responsibility would not need separate CSR, which will – due to acting of people for the benefit of all including the biosphere – become a tool of humans’ individual social responsibility.

10. Conclusions and recommendations

Our intention was to present situation, reasons and solutions but not all of them, because it is task for the team of many more researchers, as we are. We hope that our task of putting together a clear picture of the present situation of global humankind society and the biosphere of the Planet Earth was reasonable, and even more if it will lead to better research in future we shall have the great pleasure to be a part of commencement.

Our recommendations are:

1. Rebirth of individual social responsibility for each and every human of the global human community;
2. Distribution of the knowledge needed for survival of “Homo of sustainable future” or 21st century as: System theory, thinking, synthesis and analysis, The Nature and the climate change system;
3. Rethinking of the role of money monster master system within humankind;
4. Rethinking of present governing national and international systems;
5. Rethinking of present urban life stile of humans, constructions, consummation, pollutions and attitudes towards basic values of both humankind and The Nature.

We wish to all human’s sustainable future, long life, prosperity, peace and decent life!

References:

Božičnik, S., Ećimović, T., Mulej, M., *Sustainable Future, Requisite Holism and Social Responsibility (Against the Current Abuse of Free Market Society)* September 2008: www.institut-climatechange.si.

Ecimovic, Esposito, Mulej, Haw, “The Individual and Corporate Social Responsibility” In: Hrast et al, editors: IRDO International Conference Maribor, Slovenia, June 2008,

Ecimovic, T., Haw, R., Mulej, M., O Suilleabhain, M., Stuhler, E., Vezjak, M., Kulic, S., Tavcar, J., Ajanovic and Dobranskyte, 2003: Against a big »tragedy of Commons of all of us, In: *CSR Conference 3 - 5* September 2003, London

- Esposito, M. 2008: *Put Your Corporate Social Responsibility; Act Together!!! and you'll benefit great economic success, Today's challenges for tomorrow's companies*, book in print,
- Ecimovic, T., Mulej, M., Mayur, R. 2002: *System thinking and Climate Change System (Against a big »Tragedy of Commons of all of us«)*, at www.institut-climatechange.si
- Ecimovic, Amerasinghe, Breki, Shankaranarayana, Chumakov, Haw, Wilderer and Martin, 2006. *Our Common Enemy (The Climate Change Threat)*, also reprinted in the book by Ećimović et al. 2007: *The Sustainable (Development) Future of Humankind*, at www.institut-climatechange.si
- Ećimović, T., Mulej, M., Mayur, R., "System Thinking and Climate Change System", 2002; at www.institut-climatechange.si
- Ećimović, T., "The Information Theory of Nature, and", 2006, at www.institut-climatechange.si
- Ećimović, Bunzl, Esposito, Flint, Haw, Mulej, Shankaranarayana, Wilderer, Williams, Udyavar, "The Sustainable (Development) Future of Mankind" 30 September 2007, at www.institut-climatechange.si
- Hrast, A., Mulej, M., Knez-Riedl, J., editors (2006): *Družbena odgovornost in izzivi časa 2006. Zbornik prispevkov*. Maribor: IRDO. On CD
- Hrast, A., Mulej, M., Knez-Riedl, J., editors (2007): *Družbena odgovornost 2007. Zbornik prispevkov 2. IRDO konference o družbeni odgovornosti*. IRDO Inštitut za razvoj družbene odgovornosti. Maribor. On CD
- Hrast, A., Mulej, M., urednika (2008): *Družbena odgovornost 2008. Zbornik prispevkov 3. IRDO konference o družbeni odgovornosti*. IRDO Inštitut za razvoj družbene odgovornosti. Maribor. On CD
- Kulic, S. *New Approach*, IOM, Zagreb, Croatia research and reports, publications and proceedings of conferences
- Mulej, M. (1974): Dialektična teorija sistemov in ljudski reki. *Naše gospodarstvo*, 21, 3-4, 207-212
- Mulej, M., Božičnik, S., Čančer, V., Hrast, A., Jurše, K., Kajzer, Š., Knez-Riedl, J., Mlakar, T., Mulej, N., Potočan, V., Rosi, B., Uršič, D., Ženk, Z., *Dialectical systems thinking and the law of requisite holism* (in press)
- Mulej, M., Kajzer, S. (1998a): Ethic of interdependence and the law of requisite holism. In: Rebernik, M., Mulej, M., eds. (1998): *STIQE '98*. ISRUM et al., Maribor, 56-67
- Nixon, B. (2004): *Speaking Plainly – A New Agenda for the 21st Century*. In: Crowther et al, editors, referenced here
- Global Resources Analysis/Draft Version 2008, Induscorp.nl and volumel@induscorp.nl
- Planck Foundation, (www.planck.org) "Global Future Analysis 2008"
- Toth, G. (2008): *Resnično odgovorno podjetje*. GV Založba, Ljubljana, in Društvo komunikatorjev Slovenije, Ljubljana