

# 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

✓ uow

# Contents

---

<i>List of figures</i>	vii
<i>List of tables</i>	viii
<i>List of contributors</i>	x
<i>Foreword</i>	xiii
<i>Acknowledgements</i>	xv

## PART I ANALYTICAL FRAMEWORK

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

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

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

**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? 133  
*Elin Lerum Boasson and Jørgen Wettestad*
- 11 In hunt for sustainable seafood: sustainability effects of CSR in three fish processing companies 157  
*Franziska Wolff and Katharina Schmitt*
- 12 CSR for gender equality: a new approach for dealing with long-standing inequalities? Insights from two banks 190  
*Irmgard Schultz*
- 13 Banking on integrity: CSR helps counter bribery and money laundering in two banks 215  
*Peter Wilkinson*
- 14 CSR effects across four issue areas: a synthesis of the case studies 239  
*Franziska Wolff*

**PART IV CSR AND PUBLIC POLICY**

- 15 CSR and public policy: mutually reinforcing for sustainable development? 249  
*Franziska Wolff, Maria Bohn, Irmgard Schultz and Peter Wilkinson*
- 16 Striking oil? CSR and the EU integration processes: the example of Hungary 269  
*Tamás Pálvölgyi, Noémi Csigéné Nagypál, János Szlávik, Hajnalka Csáfor and Mária Csete*
- 17 Rhetoric and realities in CSR: main findings and implications for public policy and research 289  
*Franziska Wolff, Regine Barth, Christian Hochfeld and Katharina Schmitt*

- References* 312
- Index* 335