

European Conference

“Towards a Greater Understanding of the  
Changing Role of Business in Society”

5th Session :

The role of business in society - future research  
agenda

Speaker:

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DG Research - European Commission

Input:

«CSR in Socio-economic Sciences and Humanities  
Programme 2010-2013»



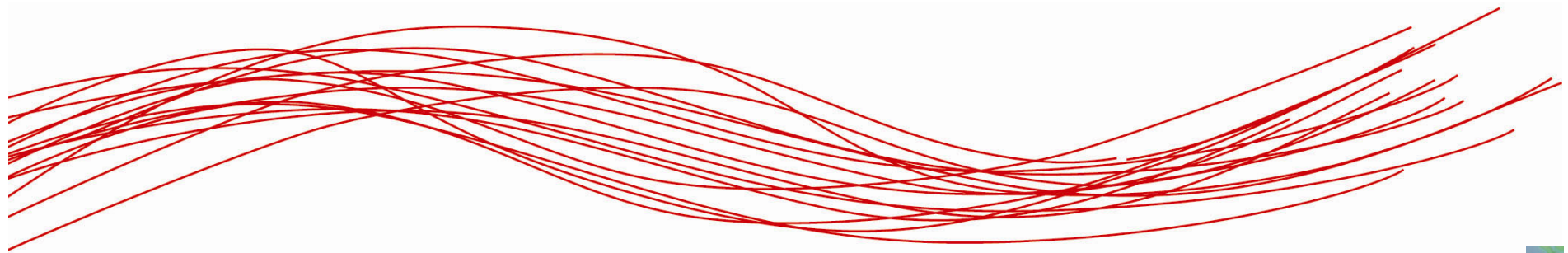
EUROPEAN COMMISSION  
European Research Area



Funded under Socio-economic Sciences & Humanities

# Towards a Greater Understanding of the Changing Role of Business in Society

22 April 2010, Brussels



## New Priorities in the 2010 – 2013 Socio-economic Sciences and Humanities Programme

Pierre Valette  
Research DG - European Commission

05/07/2010





## 7<sup>th</sup> Framework Programme Structure

**'Cooperation' Programme**

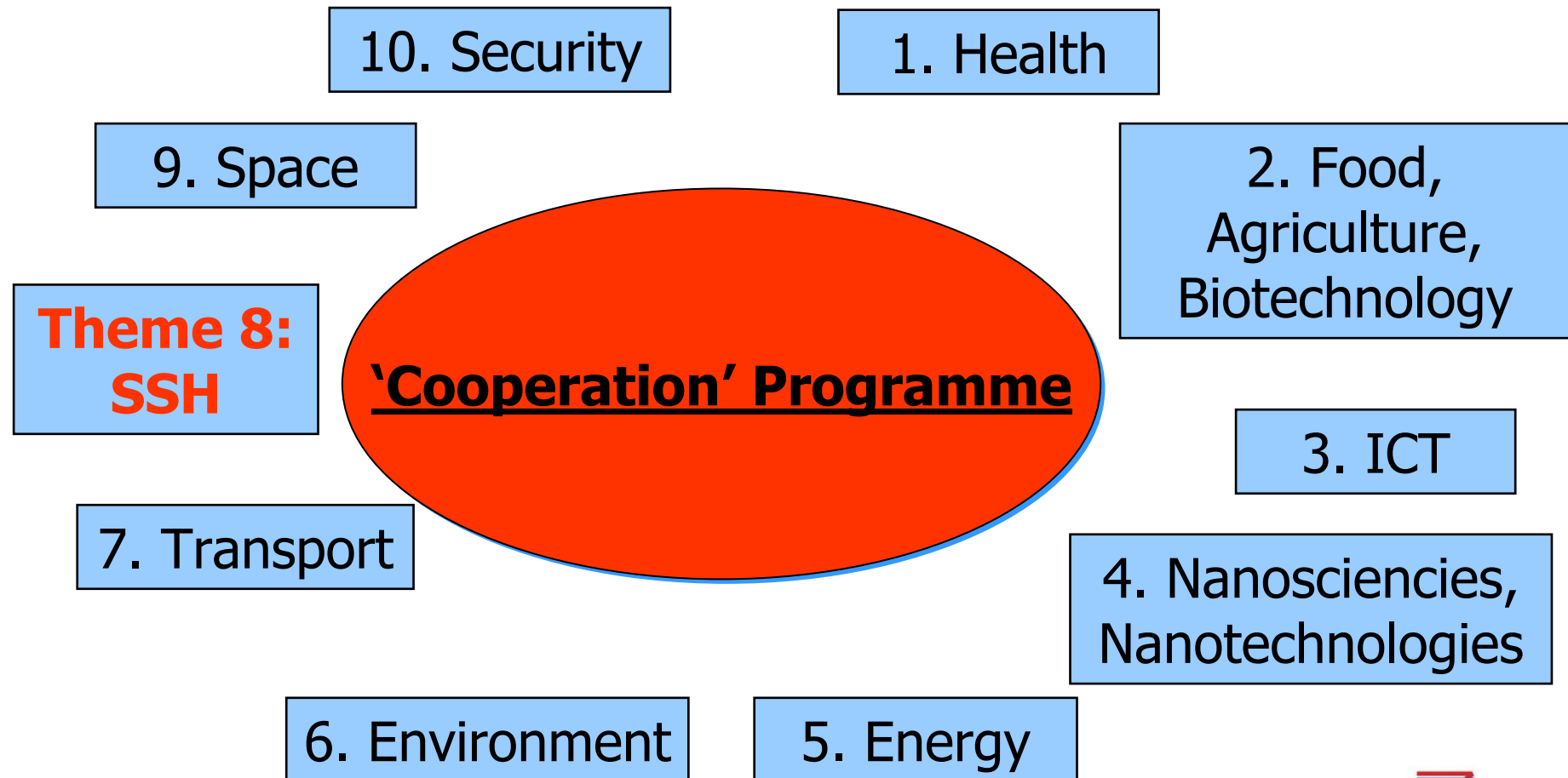
**'Ideas' Programme - ERC**

**'People' Programme**

**'Capacities' Programme**



## Cooperation Programme Structure





## Theme 8: Socio-Economic Sciences and the Humanities

Growth, employment and competitiveness in a knowledge society

Combining economic, social and environmental objectives in a European perspective

Major trends in society and their implications

Europe in the world

The citizen in the European Union

Socio-economic and scientific indicators

Foresight activities





## Socio-Economic Sciences and Humanities in FP 7

- The research is “problem oriented” and “policy relevant” at the same time.
- A fair balance between economic, social, cultural and policy issues.
- A major new focus on: innovation (economic, business, social ), global dimension, humanities, methods of analysis and impact assessment, forward looking.
- Budget 2007 to 2013: total 623 million €



# Policy context for CSR

- « Europe 2020 », the new strategy for the Union, as a key driving force for CSR and entrepreneurship: its pillars « smart growth », « sustainable growth », « inclusive growth » and associated « flagships » are offering a basis for CSR;
- « Research and Innovation Plan » is a major initiative for the implementation of Europe 2020 and the European Research Area (expected adoption by the Commission in September 2010);
- SSH Research of the 7thFP is emphasising Innovation, CSR and Social Innovation.
- « Social Innovation » activity in the Commission (BEPA, DGs Enterprise, Employment, Regions, Health, Research, Information Society) is also referring to CSR.



## New approach for the SSH programme for 2010 – 2013

- A « New Approach » focusing on a mix of societal challenges and Topics has been implemented in the SSH programme
- A « Road Map 2010-2013 » with indicative Societal Challenges and Topics for the future Work Programmes
- Identification of important “Societal Challenges” for the EU where each of the Challenges is addressed by a specific large scale set of research actions (minimum EC contribution: 6.5 million euros)
- Still a continued presence of “Conventional Topics” corresponding to specific aspects of Social Sciences and Humanities (maximum EC contribution: 2.7 million euros)





## « Societal Challenges »

- **Address a Societal Challenge**
- **Take stock of past related research in this field**
- **Multi-annual research actions addressing the different dimensions of this challenge, forward looking dimension and dissemination**
- **Contribute to support EU policies, European Research Area in SSH and its international dimension**



*« The financial and economic crisis makes creativity and innovation in general and social innovation in particular even more important to foster sustainable growth, secure jobs and boost competitiveness » J. Barroso, 20 January 2009.*

- **BEPA Report (2010) and Young Foundation: “social innovations are innovations that are social both in their ends and their means”.**
- **Social issues can be seen in 3 different perspectives: social demands, societal challenges, reshaping society in the direction of more participative arena. These 3 perspectives have to be addressed together, at different levels of decision making.**
- **Social innovation is part of societal challenges and topics in SSH Programme. It is also addressed in Social Platforms.**



## CSR in FP7

- **A substantial place in the FP7 research agenda of socio-economic sciences and humanities**
- **More ambitious goals set relating CSR directly to economic growth, innovation and sustainability within the broad “societal challenges”**
- **2009 – the impact of CSR**
- **2010 – important part of addressing the challenge on changing the role of the financial system to better serve broader societal objectives**



## *SSH Research Roadmap 2011-2013:*

- **2011:**
  - **Europe beyond 2010: strategies for recovery, growth and social wellbeing**
  - **New indicators for the world trade (beyond the market price)**
- **2012-2013 :**
  - **Adapting evolving educational systems to societal transformation**
  - **The evolving role of business in society**
  - **The future of the banking system**
  - **Old and new multinational companies facing a multi-polar world (incl. Development of responsible business in emerging and developing countries)**



## To conclude

- **Opportunities of research are offered to CSR; the new policy context is supportive, including the « beyond GDP » concept;**
- **The links with « social innovation » should be examined in depth; CSR could support Social Innovation (and vice-versa);**
- **The today conference has clearly identified various aspects of research to be developed; support for governance and trust: measurement and impact assesment (internal and external), social dimension, values, the role of finance, international aspects (incl. South countries) and trade issues, « policy creation »... These issues have to be better addressed by research and the results transfered to governance and management;**
- **The concept of platforms of exchange of best (and bad) practices has been pointed out; involvement of SMEs is necessary;**



**THANK YOU FOR YOUR ATTENTION!**