



PRESS RELEASE:
WORLD DECLARATION ON CORPORATE SOCIAL RESPONSIBILITY

Ljubljana, May 9th 2008

Uniapac is the International Christian Union of Business Executives. It gathers more than 30.000 members in 25 countries and has just released a 120-page document delivering its position on Corporate Social Responsibility (CSR). Titled “**The Profit of Values, a Christian Vision on CSR: a form of management for long-lasting enterprises**”, it is available in English, Spanish, French, Italian and Portuguese, and will soon be in German, Polish, Hungarian, Slovenian and Slovak. Gathered in Ljubljana, the capital of the European Union, its International Board aims at passing the value of this document to any business leader of good-will.

Over the last decade, the awareness of enterprises concerning their responsibility towards society, embodied into what is now called Corporate Social Responsibility (CSR), is perceived by UNIAPAC as an opportunity to promote an economy that is more respectful of mankind, provided that man does indeed remain the main focus in CSR implementation..

Everyone today is sensitive to the “three dimensions” (economic, societal and environmental) that should be considered in any business. However we have come to the conclusion that these three structural dimensions can only make sense when oriented around the “person” oriented towards the common good. This is the distinctive characteristic of the vision of UNIAPAC on CSR : to place the persons with all their dimensions at the centre of the economy. “Responsibility” can only be applied to persons, therefore CSR can only be understood as the responsibility of all the persons involved in the enterprises (i.e.: all the stakeholders). Executives like ourselves, are responsible for fostering the necessary culture (throughout the social arena, and especially in areas where the social environment is seriously dysfunctional), that brings to the workplace a greater sense of fairness, humanity and fraternity. All this led us to the following definition of CSR :

- *Is a form of management emerging from a personal, moral, conscious and coherent commitment of the businessmen and all the stakeholders based on Christian social ethics,*
- *With the aim of full accomplishment of internal and external objectives, taking into account the expectations of all the stakeholders involved, in economic, social, human and environmental terms,*
- *For the profitable sustainable development of enterprises and society, demonstrating respect for the dignity of human beings, communities and the environment, thereby contributing to building the common good with social justice.*

We experienced that passing from the care of groups' interests to the service of the common good of the persons allows for a new business culture which gives CSR all its relevance and efficiency. We have developed tools to make it happen. These tools are derived from an innovative approach to analyze an enterprise : how are the stakeholder (divided in 8 categories) fundamental personal needs (spiritual, human and material) addressed in my company ? Answering each of the 3x8 cells resulting of the generated matrix guide us in a never-ending process for the implementation a true people-centered culture

This document THE PROFIT OF VALUES, expressing CSR as a form of management for sustainable enterprises, is a starting point for numerous initiatives to promote worldwide a CSR that fully respects the dignity of persons and their development.

Contact: Laurent Mortreuil, General Secretary of UNIAPAC.

Laurent.Mortreuil@uniapac.org & Fax: +33 1 47 27 43 32 .

Mobile phone: +33 666 786 049.

UNIAPAC – International Christian Union of Business Executives.

24, rue Amiral Hamelin – F – 75 116 Paris – FRANCE.

Tél : +33 1 55 73 07 54 – Fax : +33 1 47 27 43 32

info@uniapac.org & www.uniapac.org