

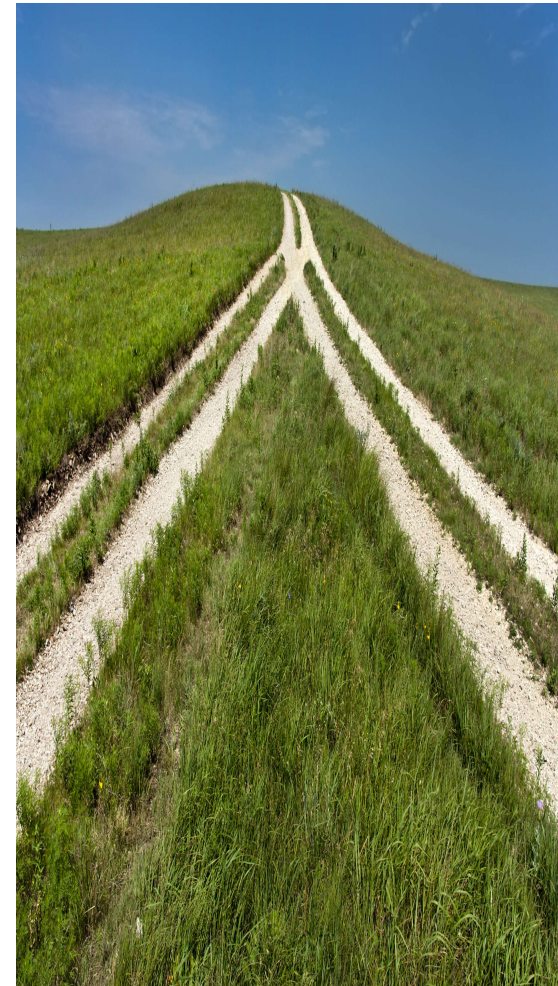
Corporate Social Responsibility and Circular Economy: two ways, same destination?

An outlook on both concepts and cases from Portugal

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Agenda

- Our main purpose, with this presentation, is to show the connections between Corporate Social Responsibility (CSR) and Circular Economy, portraying some specific examples from the Portuguese scenario.
- To do so, we will guide you through:
 - Defining CSR
 - Defining Sustainability and Sustainable Development
 - The Portuguese approach to Circular Economy
 - Good examples





Defining CSR and Sustainability

The corporate side of sustainable development

Defining CSR

- Corporate Social Responsibility (CSR) - set of management's policies and practices embedded on the company's strategy and goals, in which all stakeholders' needs are taken into account.
- CSR aims to meet the internal, market and community demands with an ethical behavior.
- A socially responsible company generates value to all its stakeholders: is an **agent of change, differentiation and innovation.**



Defining CSR

- CSR is a set of policies and practices adopted by a company, in a voluntary basis, with the objective of meeting the needs of their stakeholders, as much as fulfilling their search for profit and legal compliance (EC, 2001).



Defining Sustainability and Sustainable Development (SD)

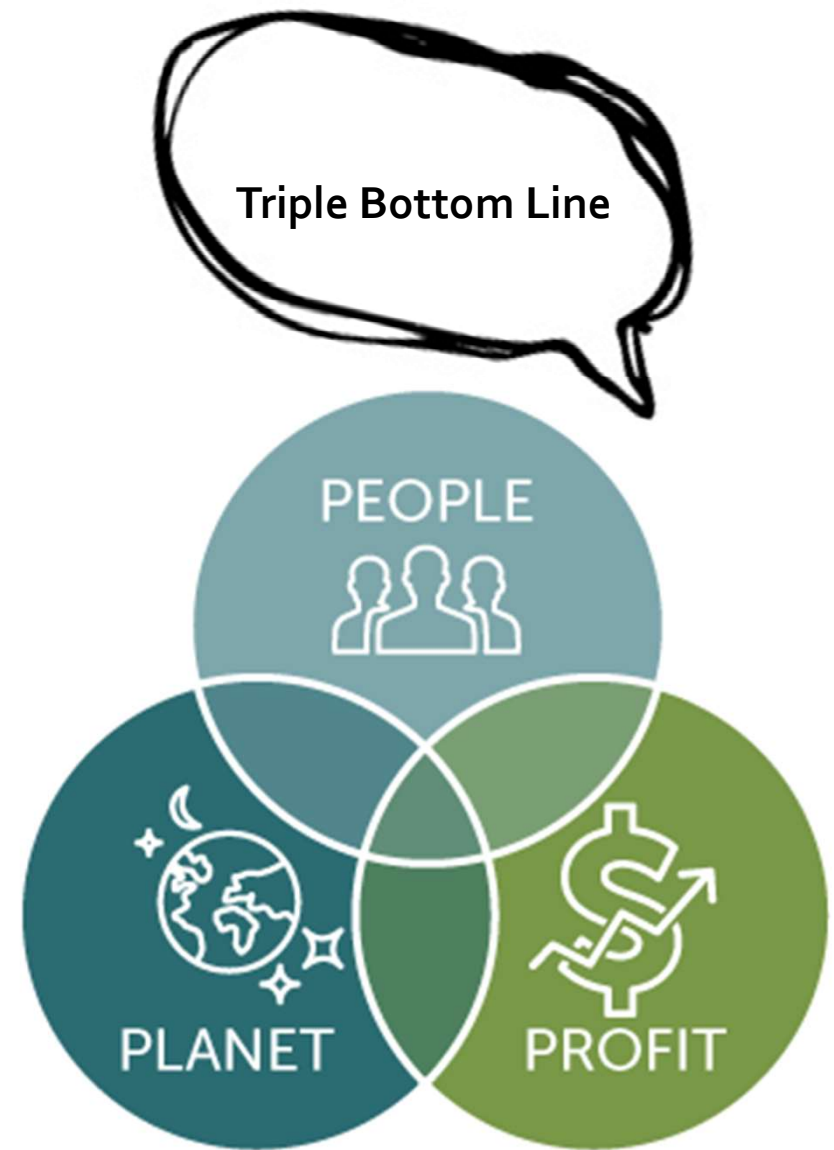


- Sustainability: "A process of change in which the exploitation of resources, the direction of investments, the orientation of technological development and institutional change are all in harmony and enhance both current and future potential to meet human needs and aspirations" (The World Commission on Environment and Development)
- Sustainable development - development that meets the needs of the present without compromising the ability of future generations to meet their own needs.
- SD calls for concerted efforts towards building an inclusive, sustainable and resilient future for people and planet.



Triple bottom line

- For SD to be achieved, it is crucial to harmonize three core elements: economic growth, social inclusion and environmental protection. These elements are interconnected and all are crucial for the well-being of individuals and societies.



SD goals
to be achieved
by 2030



Portuguese approach

to Circular Economy



Some data



Until 1997:



> 300 dump sites

Some data

- In 1996:
 - 1st Waste management Strategic Plan (PERSU)
 - Closes of dumps
 - Invest in selective disposal
 - Construction of suitable infrastructures for waste disposal



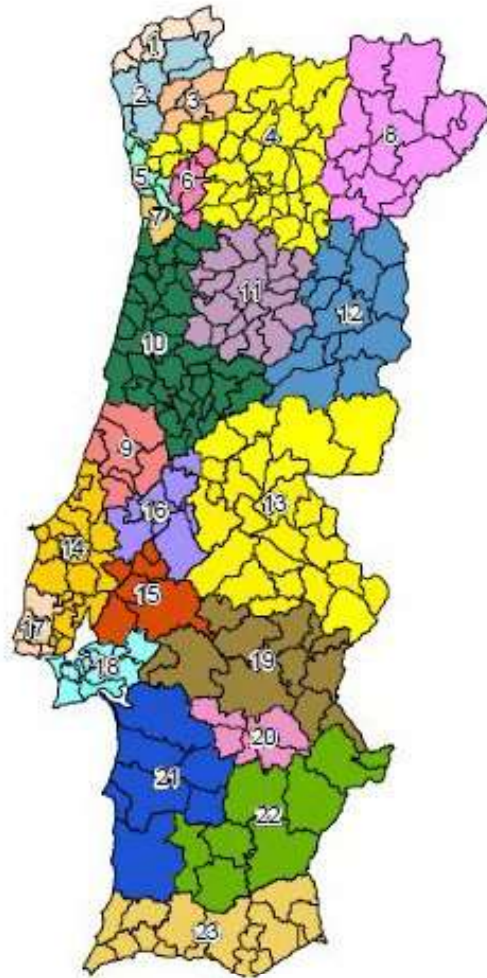
Selective disposal



Waste sorting center



Sanitary landfills



- Continental Portugal is divided into 23 Urban, 12 Multimunicipal and 11 Intermunicipal Waste Management Systems.

LINEAR ECONOMY



Circular economy

- Circular economics, like the economy in general, is less a matter of management and calculation than of **social relations, attitudes, and desires**.
- The transition to the circular economy will not be made without fundamental **changes in behavior and ways of thinking**.
- Being a user instead of a consumer, sharing rather than accumulating - these new (and old) ways of being in the world are at the basis of building a circular economy, and engaging society is central.



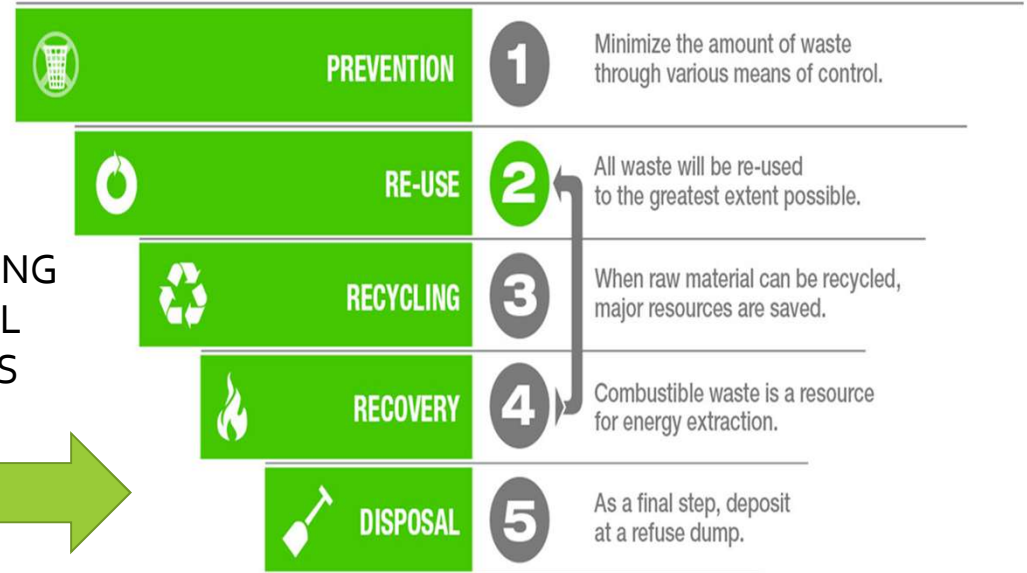
PERSU 2020 goals



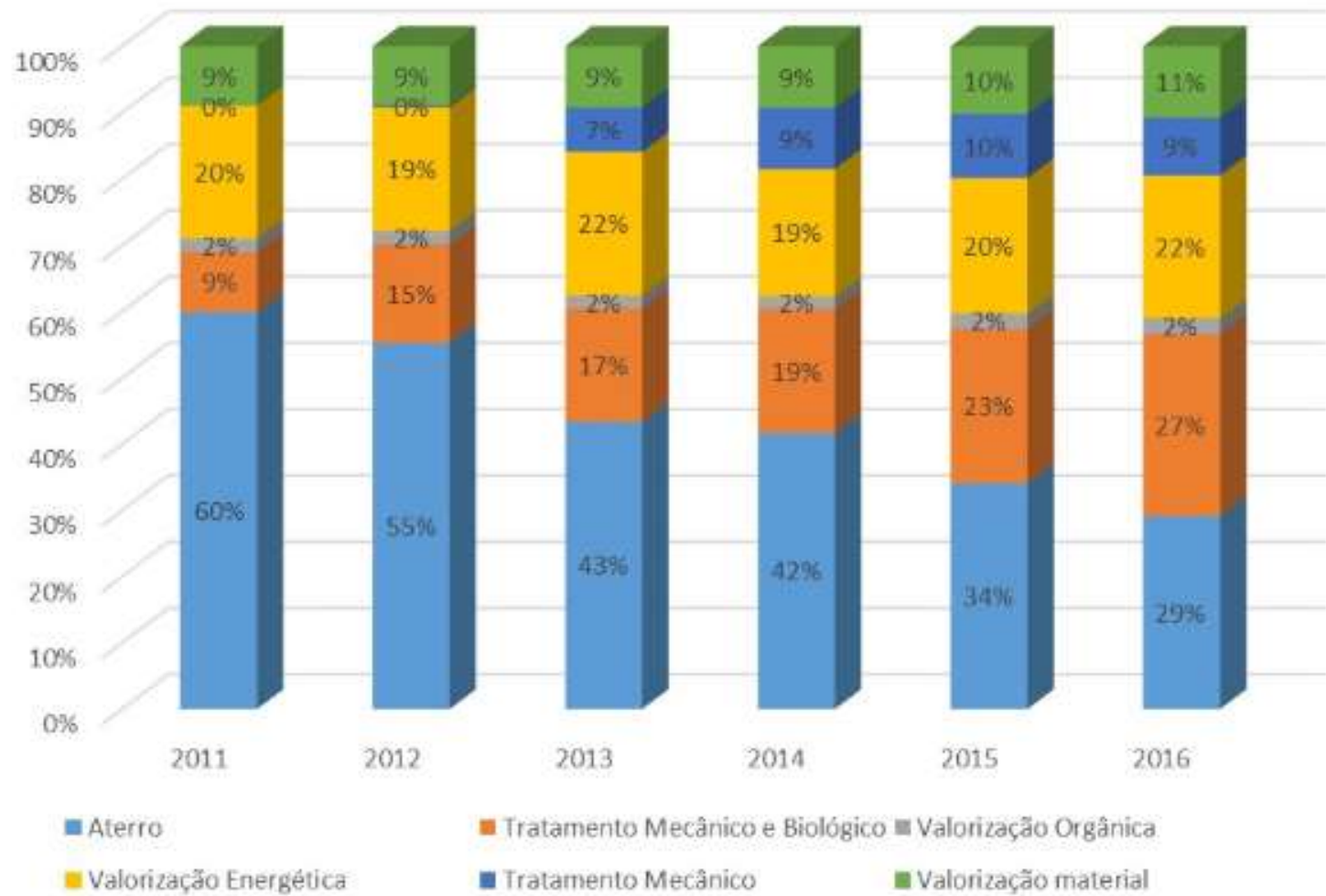
PREVENTION
REDUCTION AND RECYCLING
REDUCTION OF MUNICIPAL
WASTE INTO LANDFILLS



EU'S WASTE HIERARCHY



Portugal scenario



APA: RARU 2017

Action plan

- Circular Economy is at the top of the European Commission's list of priorities. Portugal is well positioned for this transition through the

 **Action Plan for the Circular Economy**

published by the Ministry of the Environment at the end of 2017!

- Portugal as a country engaged in the Circular Economy and demonstrating the strategic importance of this theme for sustainable economic growth.



Good examples

Portuguese companies

Panana

- The new cake or sweet bread is made of fruit that nobody wants anymore, but that's great for consumption. (april)
- The goal is to have new product outlets, all to reduce food waste.
- Already in the summer of 2017 Continate launched a set of sweets, jams and chutneys made from the surplus of tomato, pumpkin, pepper and onion. In addition to products, the brand delivers food to solidarity institutions every day - by 2017, donations equal two million meals.



Repair Café

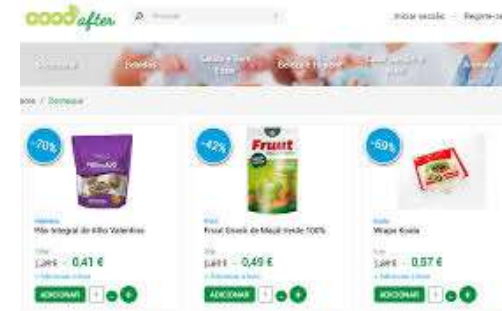
- Damaged or aged objects are repaired or renewed, thus giving them a “2nd life”.
- Each person is helped to repair their own object with the help of experienced volunteers as well as tools and materials are available for the repair to be made.
- "The objective is to promote the exchange and sharing of knowledge, and to teach people to value their objects."

REPAIR CAFÉ

Lisboa



Goodafter



- Goodafter is an online supermarket specializing in the sale of products near the expiration date, out of date of preferential consumption or with changes to the packaging, ie products of discontinued or obsolete lines are the products that can be found in this supermarket. In this context, the buyer can find branded products with a minimum discount of about 30% which can go up to 70%.
- In addition to transferring to consumers the possibility of purchasing quality products and high savings, GoodAfter.com is a clearly "green" solution in that it reduces food waste and elimination.

In conclusion

- **CSR** is the corporate management philosophy and set of practices that better **frames Sustainability**
- **Circular Economy** draws from the **purest values of CSR** and puts them to **practice**



Both help **achieve the SD goals**, and **sustainable behavior** at large, for both citizens, institutions and corporations



Thank you!

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