

# Corporate Social Responsibility and Urban Development

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# Corporate Social Responsibility and Urban Development

**Lessons from the South**

Edmundo Werna

*International Labour Organization, Switzerland*

Ramin Keivani

*Oxford Brookes University, UK*

David Murphy

*The Company of Partners, UK*

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# Preface

The idea for this book originated from an action research project on corporate social responsibility (CSR) in developing countries carried out by United Nations Volunteers and the New Academy of Business from 2001 to 2004. Edmundo Werna was the research manager for United Nations Volunteers (UNV) with David Murphy assuming this role for the New Academy. The research was not urban-specific, as it analysed CSR in general and business-community relations more specifically. However, this research, combined with parallel work of the authors of the present book on urban development, showed that there is a gap in the CSR literature within the specific urban context. This was defined as an important gap, and led to the idea of producing this book. Writing the book entailed revisiting the original research with a fresh perspective to identify appropriate urban based case studies, developing important points of debate and relevant theoretical and policy discourses that would allow fresh adaptation of the material to make a contribution to the specific role of CSR in urban areas in developing countries. Ramin Keivani came on board at the onset of the idea of the book, and worked throughout the whole process together with Edmundo Werna and David Murphy. Austine Ng'ombe worked on Chapters 1 and 6 of the book and is co-author of these two chapters.

The specific presentation of the case studies in this book draws heavily on the work of a number of the researchers from the UNV-New Academy research project. Therefore, their contribution is fully acknowledged here. The research team included: Roberto Felicio (case studies from Brazil), Joseph Boateng (Ghana), Lubna Forzley (Lebanon), Leonard Okafor (Nigeria), Charmaine Nuguid-Anden (Philippines), and Jean Niyonzima (South Africa). The specific section analysing CSR practices in Chapter 7 is informed by the work of Rupesh A. Shah on the UNV-New Academy project and his contribution is also fully acknowledged with warm thanks.

The authors of the book also thank both UNV and the New Academy for the research which, as noted, became the catalyst for the book.

The authors would like to pay homage to Sharon Capeling-Alakija (*in memoriam*), the Executive-Coordinator of United Nations Volunteers during 1998–2003, for all her support and inspiration related to the project with the New Academy of Business, and beyond. Homage is also

paid to Anita Roddick (*in memoriam*), the founder and chair of the New Academy of Business as well as founder of The Body Shop, for all her relentless work in promoting CSR.

Edmundo Werna dedicates his work on the book to his late father-in-law George Ishihata, at the very least for the privilege of enjoying his contagious joy of living. Also, Ishihata, who worked for most of his life for the government of the state of Sao Paulo in Brazil and many times in close relationship with private companies, contributed to promote corporate social responsibility long before such a term even existed in the literature.

Ramin Keivani would like to dedicate his work on the book to his late father Manzar Moatazed-Keivani for his unwavering support all through out his life, his thirst for knowledge, his belief in goodness of human beings and resolute determination in the face of adversity.

David Murphy would like to dedicate his contribution to the book to his father Frank who worked for many years as a business manager and who introduced David to the private sector with his first full-time summer job with Pepsi-Cola in the mid-1970s.