

Business unusual



championing corporate social responsibility

Editor

R K Pachauri

Foreword by
Björn Stigson



THE World Summit on Sustainable Development held in Johannesburg in 2002 was a landmark event because it articulated and laid down targets for the provision of some basic services to billions of people around the world, who are deprived of basic amenities and services such as clean drinking water and sanitation facilities. But it was as much a significant event because of the large number of CEOs (chief executive officers) of major business organizations that participated in the main summit and its various side events. In fact, the number of CEOs present on the occasion exceeded the number of heads of government in attendance.

Even more important is the fact that a new form of action was identified at Johannesburg to meet the dual challenge of removing poverty globally and creating conditions for sustainable development. This was identified as Type 2 initiatives involving the private sector, government, civil society, and academic and research institutions. Clearly, the message from Johannesburg highlighted the importance of the corporate sector in solving some of the most daunting and intractable problems facing human society.

DSDS (Delhi Sustainable Development Summit) 2004 echoed the Johannesburg message of a primary role for the corporate sector by organizing a unique CEO Forum, which acquired importance through its partnership with the WBCSD (World Business Council for Sustainable Development). This book – *Business Unusual* – emerges from the wide-ranging deliberations at the CEO Forum 2004, addressing the need and opportunities for corporate engagement in sectors such as water, health, and rural connectivity. These can be

facilitated through partnerships with relevant stakeholders and through sustained corporate social responsibility initiatives.

The WBCSD has done more to highlight the objectives of corporate social responsibility and the role of business and industry in providing humanity with a path of sustainable growth and development than any other body anywhere in the world. The WBCSD has some of the leading corporations of the world in its membership, and has therefore been uniquely influential in creating a resolve in business circles worldwide towards stronger social orientation of business policies. However, it has also shown governments and development organizations how results can be achieved through creating a business case for sustainable development.

The success of the CEO Forum 2004 inspires TERI and the WBCSD to plan another major event involving the corporate sector, in conjunction with DSIDS 2005. The DSIDS series has now acquired a global profile and prominence that attracts leaders of businesses, governments, multilateral organizations, and academic institutions from all over the world. The CEO Forum would be the highlight of DSIDS 2005.

R K Pachauri
Director-General
TERI

“Business and industry, given their roles that one sees emerging in the future, would necessarily need to take much stronger, much bolder positions on the issues of policies, because these would affect not only society at large but also the success of business and industry, as such.”

