

ENVIRONMENTAL SUSTAINABILITY AND CORPORATE SOCIAL RESPONSIBILITY AN INTERNATIONAL PERSPECTIVE

Dr. Sanjay Jadhav
Associate Professor
Department of Law
University of Mumbai

Ms. Sabiha Ishaq Badra
MCOM, LL.M
M.phil Research Scholar
University of Mumbai

Abstract

Environmental sustainability and corporate social responsibility (CSR) have emerged as vital concepts in the global business landscape, driven by mounting concerns about climate change, resource depletion, and social inequality. As businesses operate across international borders, their impact on the environment and society becomes increasingly interconnected and far-reaching. The article begins by exploring the significance of environmental sustainability and CSR, acknowledging their multifaceted dimensions and profound implications for businesses, communities, and the planet as a whole. Drawing on recent research and case studies, it delves into the various approaches adopted by corporations worldwide to integrate sustainability and CSR into their core business strategies and practices. This article highlights the dynamic relationship between environmental sustainability and CSR in diverse geographical contexts.



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Introduction

This article examines the worldwide viewpoint on environmental sustainability and corporate social responsibility. In today's globalized society, environmental sustainability and corporate social responsibility (CSR) are becoming more crucial. This international perspective explores the intersection of business practices, environmental concerns, and social impacts, highlighting the need for companies to adopt responsible strategies that address environmental challenges while considering the diverse needs and perspectives of different regions and cultures.¹ Companies operating on an international scale face unique challenges and opportunities concerning

¹Martinez, P. M. C., & Isabel, G. A. (2019). An international approach of the relationship between board attributes and the disclosure of corporate social responsibility issues. *Corporate Social Responsibility and Environmental Management*, 26(3), 612–627.
<https://repositori.uji.es/xmlui/bitstream/handle/10234/182191/63029.pdf?sequence=1&isAllowed=y>

environmental sustainability and CSR. They must navigate varying regulations, cultural norms, and stakeholder expectations across borders. Embracing sustainable practices not only helps preserve the planet but also enhances reputation, fosters innovation, and ensures long-term viability in a socially conscious global marketplace.²

Environmental sustainability

Globally, environmental sustainability is being included in order to achieve sustainable performance and to get an advantage over competitors. Following the completion of a research, India took the lead in addressing environmental problems and enhancing environmental quality (Chopra, 2016). The paper examines a number of organisational issues, including fraud and murky rules and legislation that do not adequately address environmental challenges. According to Jaiswal (2010), government authorities, particularly the "State Pollution Control Board," may attain the OECD (2006) promise of environmental protection provided they treat the problem seriously and make sure the regulations are adhered to. Furthermore, according to data from the literature offered by Biswas and Roy (2015), India is leading the way in emerging nations when it comes to environmental consciousness, sustainable protection, and consumer knowledge³.

Sustainable development

Sustainable in order to start making development sustainable, development (SD) should incorporate sustainability in society, the environment, and the economy. But as soon as the phrase "development" is used, the conversation shifts dramatically and becomes much murkier. Sustainable development, here defined as growth that is politically, economically, and ecologically sustainable, is not the primary subject of this essay. without throughput growth that is both environmentally sustainable and socially acceptable. The definition of ecologically sound development given by the World Wildlife Fund (107) is similar and reads as follows: "Improvement in the standards of living things within the maximum capacity to sustain systems." Although the social implications of these concepts need to be addressed, they are less confusing than the Brundtland (105) definition:

²Hu, Q., Zhu, T., Lin, C. L., Chen, T., & Chin, T. (2021). Corporate social responsibility and firm performance in china's manufacturing: A global perspective of business models. *Sustainability (Switzerland)*, 13(4), 1–17. <https://doi.org/10.3390/su13042388>

³Joshi, M., Tiwari, S. P., & Joshi, V. (2011). Corporate Social Responsibility: Global Perspective, Competitiveness, Social Entrepreneurship & Innovation. *SSRN Electronic Journal*, 1–13. <https://doi.org/10.2139/ssrn.999348>

"advancement that satisfies requirements to address the requirements of the moment without jeopardising the potential of the next generation to do the same."?⁴

Sustainable Development Goals in India

According to India, a single set of aims for the Sustainable Development Goals must include both development and environmental goals. The imbalance between growth and the environment is the problem, as it always is at international summits. The SDGs and the post-2015 agenda might also be seen as a chance to examine and improve the framework of the Millennium Development Goals and sustainably refocus on developmental goals. issues.”

India need to develop sustainably.

The State Plan of Action on Climate Change (SAPCC) aims to implement sectoral initiatives related to climate change and to build institutional capacity. Water, tourism, forestry, agriculture, shipping, surroundings, and energy are just a few of the many sectors that may benefit from these measures that prioritise adaptation while also reducing their carbon footprint. Currently, the MoEF&CC has received SAPCCs from 28 states and 5 UTs. The Ministry of Environmental and Climate Change's National Permanent Commission on Global Environmental Changes (NSCCC) has accepted the SAPCCs of 32 states and UTs.⁵

Definition and Principles & pillars of Environmental Sustainability

Definition

Sustainable development for the environment, according to the Environmental Protection Agency of the United Nations, refers to making choices in life that ensure the future generations can enjoy a comparable or greater level of living.

The goal of environmental sustainability is to increase human well-being while decreasing the burden impact the ecosystems that support life on the planet. Consumerist human civilization and biodiversity are favored environment coexist in harmony.⁶

⁴Millon, D. (2015). Corporate social responsibility and environmental sustainability. *Company Law and Sustainability: Legal Barriers and Opportunities*, September 2009, 35–78. <https://doi.org/10.1007/CBO9781107337978.004>

⁵Aerts, W., Cormier, D., & Magnan, M. (2006). Intra-industry imitation in corporate environmental reporting: An international perspective. *Journal of Accounting and Public Policy*, 25(3), 299–331. <https://doi.org/10.1016/j.jaccpubpol.2006.03.004>

⁶Idowu, S. O., & Schmidpeter, R. (2015). Corporate Social Responsibility in Europe: An Introduction. *CSR, Sustainability, Ethics and Governance*, XVII(1), 1–14. https://doi.org/10.1007/978-3-319-13566-3_1

Principles and pillars of Environmental Sustainability

Interdependence:

Recognizing the interconnectedness of environmental, social, and economic systems is crucial for sustainability. This principle highlights the dependence of human well-being and economic prosperity on a healthy environment and emphasizes the need to consider environmental impacts in decision-making processes.⁷

Sustainable Resource Use:

This pillar emphasizes using natural resources in a responsible and sustainable manner. It involves minimizing waste, promoting resource efficiency, and adopting practices that reduce the depletion of natural resources, such as water, energy, and raw materials.⁸

Social Equity and Justice:

Environmental sustainability goes beyond ecological considerations and encompasses social equity and justice. This principle emphasizes the fair distribution of environmental benefits and burdens across society, preventing the loss of resources or pollution from having a disproportionately negative impact on disadvantaged people.⁹

Long-term Perspective:

Environmental sustainability requires considering the long-term impacts and consequences of decisions and actions. It involves taking a holistic view that prioritizes the well-being of future generations, rather than focusing solely on short-term gains.¹⁰

⁷S, R., Rike, E. D. C. M., (2003). The Five Faces of Edward V Did Richard III Really Kill the Princes in Spotlight: Eileen Prinsen. XXVIII(4). https://r3.org/wp-content/uploads/2021/12/2003_12.pdf.

⁸Kolk, A., & Van Tulder, R. (2010). International Business, Corporate Social Responsibility and Sustainable Development. *International Business Review*, 19(1), 2010. https://s3.amazonaws.com/academia.edu.documents/42831050/International_business_corporate_social_20160219-26880-ov4xao.pdf?response-content-disposition=inline%3Bfilename%3DInternational_business_corporate_social.pdf&X-Amz-Algorithm=AWS4-HMAC-SHA256&X-Amz

⁹Meseguer-Sánchez, V., Gálvez-Sánchez, F. J., López-Martínez, G., & Molina-Moreno, V. (2021). Corporate social responsibility and sustainability. A bibliometric analysis of their interrelations. *Sustainability (Switzerland)*, 13(4), 1–18. <https://doi.org/10.3390/su13041636>

¹⁰Suto, M., & Takehara, H. (2018). Corporate Social Responsibility and Corporate Finance in Japan. *Springer Nature Singapore Pte Ltd.*, 240. https://www.jsri.or.jp/publish/research/pdf/105/105_06.pdf

Factors influencing environmental sustainability

Several elements that may significantly affect the equilibrium of the environment and the planet's capacity to support life are impacted by the sustainability of nature.

Some of the main ones include:

- Pollution of the air, water, and soil;
- Climate change, which is brought on by excessive greenhouse gas emissions into our atmosphere as a result of human activity;
- Decreased biodiversity;
- Excessive use of natural resources;
- Economic theories that promote excessive spending.¹¹

Benefit of Environmental Sustainability

Environmental sustainability offers a range of benefits that extend to multiple dimensions, including the environment, society, and the economy. Here are some key benefits of environmental sustainability:

- **Conservation of Natural Resources:** Sustainable practices help conserve finite natural resources such as water, forests, minerals, and energy sources. By using resources efficiently and responsibly, we can ensure their availability for future generations.
- **Climate Change Mitigation:** Environmental sustainability plays a crucial role in addressing global warming. By boosting We can reduce greenhouse gas emissions, employ renewable energy people, and deploy energy-efficient technology to lessen the effects of climate change and move towards an environmentally friendly future.¹²
- **Cost Savings:** Implementing energy-efficient technologies and sustainable practices can result in reduced operational costs, energy savings, and waste reduction, leading to improved financial performance.¹³
- **Social Well-being and Equity:** Environmental sustainability promotes social well-being by ensuring a clean and healthy environment for communities. It helps address social inequities

¹¹Cramer, J. (2005). *Jacqueline Cramer** 8. 000, 1–13.

¹²Frankental, P. (2001). Corporate social responsibility — a PR invention? *Corporate Communications: An International Journal*, 6(1), 18–23. <https://doi.org/10.1108/13563280110381170>

¹³Aras, G. (2020). Corporate Governance and Corporate Social Responsibility in Context. *Global Perspectives on Corporate Governance and CSR*, 23–64. <https://doi.org/10.4324/9781315584959-7>

by considering the needs and rights of marginalized populations, promoting access to clean water, clean air, and a safe living environment for all.¹⁴

- **Long-term Viability:** Environmental sustainability ensures the long-term viability of ecosystems, industries, and economies. By taking a proactive approach to environmental stewardship, businesses and societies can reduce hazards related to environmental restrictions, dwindling resources, especially changing client tastes.¹⁵

Economic benefits of sustainable practices

Although social equality and sustainable development have increased in popularity recently, sustainability has its origins in resource economics. The phrase "corporate social responsibility," sometimes known as "CSR," is used to express a company's commitment to social and environmental sustainability as well as its duty to exercise good stewardship over the natural and social contexts in which it does business.

Environmentalism and CSR are approached differently across sectors, and various businesses define as well as embrace these ideas in numerous manners. Some businesses and economists disagree with the idea of CSR, despite the fact that it implies a responsibility to humanity and the future generation that goes beyond what is already included in the legally required duties of business.¹⁶

In terms of moral obligation, these materials primarily emphasise sustainability and CSR. They provide light on moral principles relating to social justice, environmental protection, and economic stability¹⁷

¹⁴Jenkins, H., & Yakovleva, N. (2006). Corporate social responsibility in the mining industry: Exploring trends in social and environmental disclosure. *Journal of Cleaner Production*, 14(3–4), 271–284.
<https://doi.org/10.1016/j.jclepro.2004.10.004>

¹⁵Tyer-Viola, L., Nicholas, P. K., Corless, I. B., Barry, D. M., Hoyt, P., Fitzpatrick, J. J., & Davis, S. M. (2009). Social responsibility of nursing: A global perspective. *Policy, Politics, and Nursing Practice*, 10(2), 110–118.
<https://doi.org/10.1177/1527154409339528>

¹⁶Murray, A., Haynes, K., & Hudson, L. J. (2010). Collaborating to achieve corporate social responsibility and sustainability?: Possibilities and problems. *Sustainability Accounting, Management and Policy Journal*, 1(2), 161–177. <https://doi.org/10.1108/20408021011089220>

¹⁷Abad-Segura, E., Cortés-García, F. J., & Belmonte-Ureña, L. J. (2019). The sustainable approach to corporate social responsibility: A global analysis and future trends. *Sustainability (Switzerland)*, 11(19).
<https://doi.org/10.3390/su11195382>

Social and community benefits

Enel X thinks that promoting innovation is essential to creating a sustainable future. This entails establishing the circular economy model as the foundation for our development and using ultra-broadband connections, digital payments, smart homes, smart cities, and e-mobility to enhance people's quality of life. Our services help accomplish the 17 Sustainable Development Goals (SDGs), particularly those that deal with providing access to cheap and clean energy for everyone (SDG 7), infrastructure development, industry, and infrastructure development (SDG 9), healthy communities and cities (SDG 11), and climate action (SDG 13).¹⁸

Sustainable and inclusive growth

In order to fully enjoy the advantages of sustainable development, everyone must be included, both now and in the future. One of the guiding concepts of sustainable development is that it must be inclusive in order to be effective. The advantages of economic expansion must be widely distributed. Everyone should have access to the institutions, assets, and possibilities required to lead a life that is valued by society. This is known as social inclusion. The goal of inclusive growth is to lessen economic and opportunity disparities and to support equal opportunity and empowerment. Enel X's sustainable growth plan is built on the values of non-discrimination, equal opportunity, and equal dignity for all kinds of variety.¹⁹

The three pillars of Sustainability

Meeting present-day demands without sacrificing the potential of generations that follow to do the same is what sustainability is all about. Many companies attempt to attain sustainability, which is built on three fundamental pillars:²⁰

Social sustainability

Important workspace and workforce issues including health and safety, inclusivity, empowerment, professional growth potential, and time management are included in sustainability objectives for firms.

¹⁸Keith, N. (2010). Corporate social responsibility: An international perspective. *ASSE Professional Development Conference and Exposition 2010*, 664. <https://aeasseincludes.assp.org/proceedings/2011/docs/664.pdf>

¹⁹Abad-Segura, E., Cortés-García, F. J., & Belmonte-Ureña, L. J. (2019). The sustainable approach to corporate social responsibility: A global analysis and future trends. *Sustainability (Switzerland)*, 11(19). <https://doi.org/10.3390/su11195382>

²⁰Frankental, P. (2001). Corporate social responsibility — a PR invention? *Corporate Communications: An International Journal*, 6(1), 18–23. <https://doi.org/10.1108/13563280110381170>

Economic sustainability

Economic sustainability is not simply about money, despite the fact that it may seem that this pillar is concentrated on an organization's capacity to stay profitable throughout the course of its existence. A company that can generate income while continuing long-term commercial development without having a detrimental effect on the community, the surroundings, or the health and welfare of its people is said to be financially feasible.²¹

Environmental sustainability

This pillar's principal objective is to protect the environment for future generations. Businesses that practise environmental responsibility boost output, reduce resource consumption and waste, and monitor and measure carbon emissions along their entire supply chain. With the use of innovative technologies, such as cloud and IoT environmentally conscious options, many companies are now ramping up their environmental activities in order to analyse and reduce their environmental impact.²²

Importance of Environmental sustainability

The environment has to be maintained sustainably for the benefit of both current and future generations. Climate change presents a broad variety of complex problems for the environment, society, and economy for all countries in the globe. Recent decades have seen a clearer manifestation of the impacts of global warming, from rising temperatures and severe droughts to strengthening tropical storms, fatal wildfires, and devastating floods.²³

Environmental sustainability improves both organisations' operations and the environment. Businesses from various industries may improve employee satisfaction, consumer faith in their

²¹Suto, M., & Takehara, H. (2018). Corporate Social Responsibility and Corporate Finance in Japan. *Springer Nature Singapore Pte Ltd.*, 240. https://www.jsri.or.jp/publish/research/pdf/105/105_06.pdf

²²Meseguer-Sánchez, V., Gálvez-Sánchez, F. J., López-Martínez, G., & Molina-Moreno, V. (2021). Corporate social responsibility and sustainability. A bibliometric analysis of their interrelations. *Sustainability (Switzerland)*, 13(4), 1–18. <https://doi.org/10.3390/su13041636>

²³Kolk, A., & Van Tulder, R. (2010). International Business, Corporate Social Responsibility and Sustainable Development. *International Business Review*, 19(1), 2010. https://s3.amazonaws.com/academia.edu.documents/42831050/International_business_corporate_social_20160219-26880-ov4xao.pdf?response-content-disposition=inline%3Bfilename%3DInternational_business_corporate_social.pdf&X-Amz-Algorithm=AWS4-HMAC-SHA256&X-Amz

brand, and customer loyalty by encouraging sustainability and putting environmental programmes into place. Sustainability on a global scale is becoming a concern for companies in terms of CSR.²⁴

CONCLUSION AND SUGGESTION

Environmental sustainability and corporate social responsibility (CSR) are critical aspects of responsible and ethical business practices from an international perspective. Globally, there is a rising focus on sustainable business practises as people become more conscious of environmental challenges, climate change, and the influence of human activities on ecosystems. Companies, regardless of size or location, play an important role in protecting the environment and contributing to societal well-being. Businesses may lower their ecological footprint, resource consumption, and waste output by implementing ecologically friendly practises. Companies that include CSR into their business may actively connect with local communities, promote social projects, and solve societal issues such as poverty, education, and health. Furthermore, CSR programmes may help to build trust and goodwill among stakeholders including as consumers, investors, workers, and governments. To promote environmental sustainability and corporate social responsibility at an international level, several suggestions can be considered. To begin, governments throughout the world should develop and implement tough environmental legislation, pushing businesses to adopt green practises and holding them responsible for any environmental damage. International organisations may also play an important role in defining globally applicable frameworks and standards for CSR and sustainable business practises. Businesses should integrate sustainability into their decision-making processes, supply networks, and product lifecycles as a vital component of their company strategy. Collaboration between corporations, civil society organisations, and governments is critical for collaboratively addressing complex environmental concerns. Furthermore, businesses should invest in R&D to create sustainable technology and eco-friendly alternatives to traditional practises. Openness and accountability may assist stakeholders evaluate a company's commitment to environmental sustainability and CSR by encouraging openness and accountability via sustainability reporting and disclosure. Investors should recognise and reward enterprises that use responsible business practises, so driving a transition towards a more sustainable economy.

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