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Responsibility, sustainability and solidarity. What is CSR about?

MIQUEL BASTONS
Universitat Internacional de Catalunya
ÚRSULA IMBERNÓN
Universitat Internacional de Catalunya

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ABSTRACT

If corporate social responsibility (CSR) policies of companies are observed, the concepts of social responsibility, sustainability and solidarity usually appear. And it can also be observed that, often, these three ideas appear somewhat confused. There are initiatives that are mentioned as acts of responsibility which, in fact, they are acts of solidarity; or initiatives that are included under acts of solidarity which are rather acts of responsibility or sustainability. However, social responsibility, sustainability or solidarity are not the same; they are different ways of exercising responsibility, which are distinguished because they refer to ways of considering and evaluating the consequences of our actions. In fact, there may be actions of responsibility that are not very sustainable, of solidarity that are not very responsible or of sustainability which are not very solidary. This article aims to clarify the concepts of responsibility, sustainability and solidarity so that companies can design and implement their social responsibility policies more coherently.

JEL Classification: M14, M21, M40

KEYWORDS

Corporate social responsibility, sustainability, responsibility, solidarity.

RESUM

Si s'observen les polítiques de responsabilitat social corporativa (RSC) de les empreses, solen aparèixer els conceptes de responsabilitat social, sostenibilitat i la solidaritat. I també es pot observar que, sovint, aquestes tres idees apareixen una mica confuses. S'esmenten com a accions de responsabilitat iniciatives que, en realitat, són de solidaritat; o s'inclouen dins de les iniciatives de solidaritat accions que són més aviat de responsabilitat o de sostenibilitat. No obstant això, la responsabilitat social, la sostenibilitat o la solidaritat no són el mateix; són formes diferents d'exercir la responsabilitat, que es distingeixen perquè fan referència a maneres de considerar i valorar les conseqüències de les nostres actuacions. De fet, pot haver-hi, accions de responsabilitat poc sostenibles, de solidaritat poc responsables o de sostenibilitat poc solidàries. En aquest article, es pretén aclarir els conceptes de responsabilitat, de sostenibilitat i el de solidaritat perquè les empreses puguin dissenyar amb més coherència el disseny i la posada en pràctica de les seves polítiques de responsabilitat social.

Classificació JEL: M14, M21, M40

PARAULES CLAU

Responsabilitat social corporativa, sostenibilitat, responsabilitat, solidaritat.

Introduction

When making decisions, we always value the consequences, but we encounter different types of consequences of the decisions made, in the face of which different attitudes and strategies can be adopted. In order to proper-

ACCID
Associació Catalana de Comptabilitat i Direcció
info@accid.org
www.accid.org
@AssociacioACCID