Contents

	t of figures t of tables	vii viii
	t of contributors	х
	Foreword	
	Acknowledgements	
	DEL ANTALYZICAL ED AMEWODI	
PA	RT I ANALYTICAL FRAMEWORK	
1	Corporate Social Responsibility and sustainability impact: opening up the arena	3
	Regine Barth and Franziska Wolff	
2	A framework for assessing the sustainability impact of CSR Jon Birger Skjærseth and Jørgen Wettestad	26
3	A framework for explaining the sustainability impact of CSR Federica Viganò, Franziska Wolff and Daniele Nicolai	38
PA	RT II MAPPING CSR: SURVEY DATA ON SELECTED ISSUES IN FOUR SECTORS	
4	Introduction to the surveys	63
	Katharina Schmitt	
5	CSR in the European oil sector: a mapping of company perceptions	65
	Elin Lerum Boasson, Jørgen Wettestad and Maria Bohn	
6	CSR in the European fish processing industry: not just fishing	
	for compliments	80
	Katharina Schmitt and Franziska Wolff	
7	CSR in the European banking sector: evidence from a survey	95
	Federica Viganò and Daniele Nicolai	100
8	Driving on CSR: SMEs in the automotive supply chain	109
	Tamás Pálvölgyi, János Szlávik, Noémi Csigéné Nagypál,	
0	Miklós Füle and Mária Csete	124
9	CSR practices across four sectors: a synthesis of the surveys	124

vi Contents

PART III	ASSESSING AND EXPLAINING THE
	SUSTAINABILITY IMPACT OF CSR: CASE STUDY
	FINDINGS

10	Standardized CSR and climate performance: why is Shell willing, but Hydro reluctant? Elin Lerum Boasson and Jørgen Wettestad	133
11	In hunt for sustainable seafood: sustainability effects of CSR in three fish processing companies Franziska Wolff and Katharina Schmitt	157
12	CSR for gender equality: a new approach for dealing with long-standing inequalities? Insights from two banks Irmgard Schultz	190
13	Banking on integrity: CSR helps counter bribery and money laundering in two banks Peter Wilkinson	215
14	CSR effects across four issue areas: a synthesis of the case studies Franziska Wolff	239
PA	RT IV CSR AND PUBLIC POLICY	
15	CSR and public policy: mutually reinforcing for sustainable development? Franziska Wolff, Maria Bohn, Irmgard Schultz and Peter Wilkinson	249
16	Striking oil? CSR and the EU integration processes: the example of Hungary Tamás Pálvölgyi, Noémi Csigéné Nagypál, János Szlávik, Hajnalka Csáfor and Mária Csete	269
17	Rhetoric and realities in CSR: main findings and implications for public policy and research Franziska Wolff, Regine Barth, Christian Hochfeld and Katharina Schmitt	289
References Index		312 335