SCIENTIFIC SOCIAL RESPONSIBILITY (SSR)
&
CORPORATE SOCIAL RESPONSIBILITY (CSR)

-A MATCH MADE IN HEAVEN?

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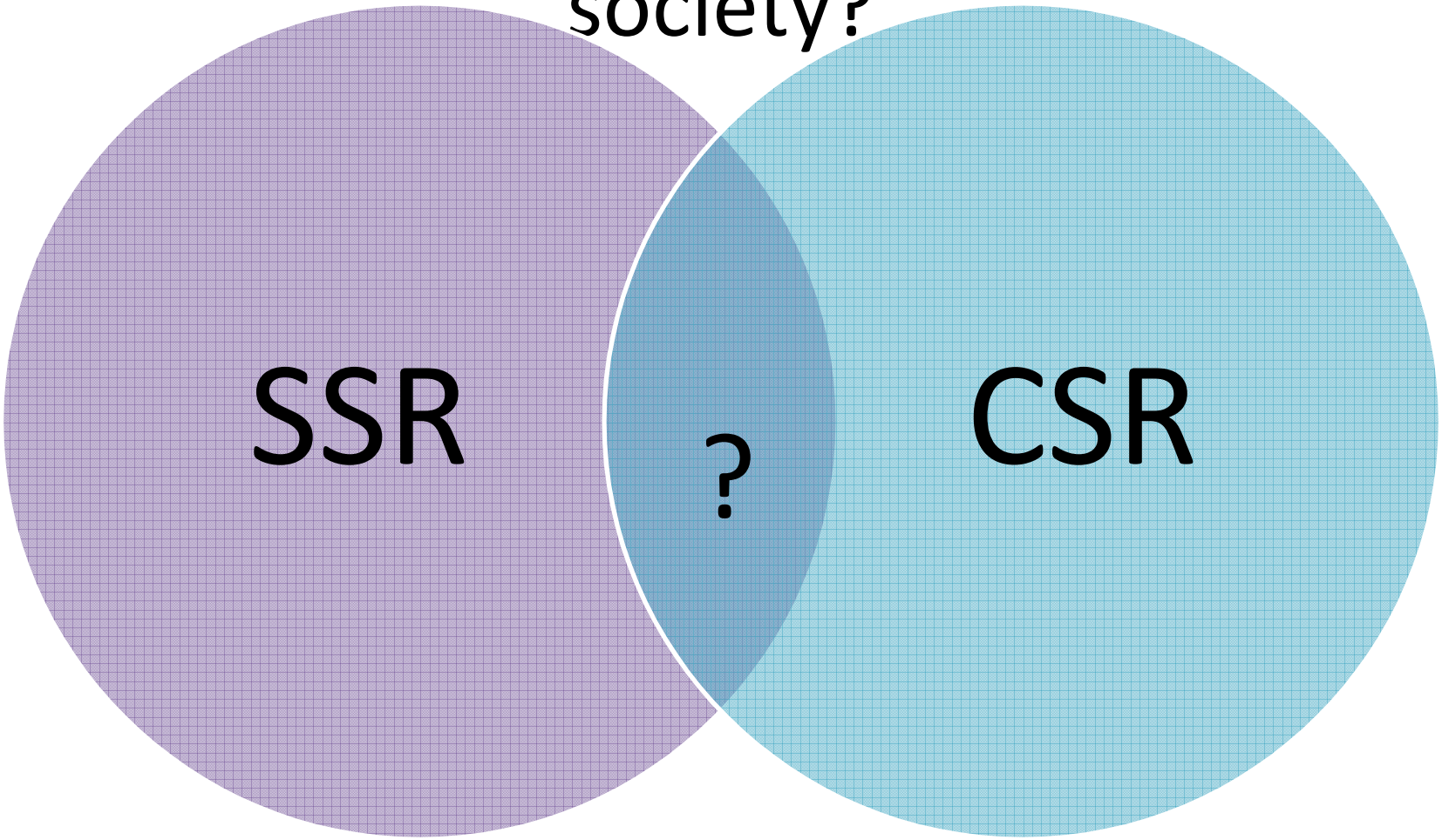
New ‘scientific’ management or a prism for understanding science in society?



Defining ‘Scientific Social Responsibility’ (SSR)

- To improve the knowledge of natural things..not meddling with divinity..morals, politics..(Royal Society 1660)
- Activities that aim at keeping science in regard to values that are generally acknowleged in society (Horst 2010)
- Scientists are responsible for the advancement of knowledge..socio-ethical consequences of research and ..critically reflect on..their work (Schuurbiers 2010)
  - Bias in conceiving science as natural and applied, but basic and social is included

Defining ‘Corporate Social Responsibility’ (CSR)

- CSR is a concept whereby companies integrate social and environmental concerns in their business operations and in their interactions with their stakeholders on a *voluntary* basis (EU Commission) → beyond the law
- Mandatory reporting in Denmark (2008)
- From philantrophy towards ‘strategic CSR’ (Porter 2000)
- Business-society: happy win-win?
- ISO 26000 is about ‘social responsibility’ for both public and private organizations - <u>sustainability</u>

SSR/CSR overlaps?

- Risk and safety: climate change, environment, GMOs, nano and –biotechnology, human health and welfare (e.g. ISO26000 SR guidance)
- Drivers:
  - Dented reputation in big science and big business
  - Pressure from stakeholders - democratization
  - Network society – www and global media exposure
- ‘Sphere of influence’ expands due to increasing significance of science and business in a globalizing world where states are not in control (supply chains, forum shopping)

SSR/CSR differences

- Logic of truth in science / Logic of profit in business
- Science should be neutral and unpolitical (Mode 1 – CUDOS norms) / Business is seeking to maximize interest
- Individual scientist is responsible in science (ethos)/ organization in business (corporate citizen)
- Different sorts of trust: credibility vs. Image

  Scientists, (or at least the institution of science is), are generally much more trusted than business professionals

  Do ordinary people understand and trust mode 2 science??

Example: The GMO actor-network-alliances

SSR and GMOs – confirmation of science and technology studies (STS) assumptions

- STS, mode 2 socially embedded science + values in dispute, stakes are high and decisions urgent (Funtowicz and Ravetz 1990)
- GMOs are co-produced by science and politics and have ruled by national policy (Jasanoff, 2003)
- Triple-helix of science, industry and state (Etzkowitz 2004) = post-academic science
- How to make ethical (technology) assessments under complex and value-critical conditions?

1. Expanded traditional ethical analysis (pre-scriptive)
2. STS analysis of stakeholders (sociological 'after the fact') – re-negotiating the contract (Gibbons 1999)

1. Expanded ethical analysis of GMOs

- GMOs and global justice (Toft 2010)
  1. The optimist cosmopolitan (Borlaug) – pure utility of technology (mode 1)
  2. The balanced pluralist (institutional framework)
  3. The sceptical anti-cosmopolitan (exploitative patent law, tampering with nature)
- Risk/safety (negative rights, 'do not harm'!)

  ↓
- Utility/Global justice (postive rights, social and economic concerns, precaution vs. sound science)
- Normative, but no singular conclusion about whether to adopt and promote GMOs globally!

2. Stakeholder Engagement

- Definition: ”A stakeholder is an individual or group who affects/or could be affected by an organization’s activities, products, services and associated performances” (AA1000SES)
- Why: learn, innovate, manage risks and obtain a ‘license to operate’ (Monsanto: ”We forgot to listen!”) – create trust
- Principles: inclusivity, materiality, responsiveness

Stakeholder engagement matrix

Generational learning	**Issues maturity**	**Level of engagement**	**CSR**	**SSR**
3. civil and ethical	institutionali-zation	empower, collaborate	partnerships, corporate citizen	**?**
2. strategic, compliant	mature, emerging	Involvement, dialogue	'stakeholder engagement', risk management	Mode 2, PUS, Science communication
1. defensive, short term	latent	Inform, monitor	code of conduct, ad hoc	Mode 1, Code of conduct, Value neutrality (CUDOS), knowledge deficit model

How, if at all, should scientists and universities be socially responsible?

Take a 5 minutes discussion with the person next to you!

SSR roles for scientists

- **Sceptical**: 'The social responsibility of business is business' (Friedman 1971) – the social responsibility of science is doing science.... (value-neutrality) – experts are specialists
- **Moderate**: scientists should engage the public but leave most of the job to the university communication department (stories of hope and hype)
- **Comprehensive**: scientists should develop a capacity for analyzing and communicating their research in terms of Mode 1 ideals + Mode 2 context sensitive ideals (virtue ethical conception). → conflicting ideals?

Experts advice to political decision-making and effect on public opinion entails responsibility, e.g. ***Liberal state neutrality***: Darwinism/intelligent design

‘comprehensive SSR’ challenges

Dilemma: either you stick to objectivity and knowledge-deficit explanations of public scepticism or you adopt a democratic conception of science and admit that facts are relative and constructed defusing credibility

Solution:

1. accept that scientific projects represent a selection among other possible projects (sociological claim) and keep a conception of objectivity towards findings within the project (normative claim)
2. Communicate and engage on this basis

How about conflicting results within the same science – e.g. climate science?

Take home messages.....

- Know-how about stakeholder engagement can be transfered from CSR to SSR
- The individual scientist should be trained in analysing and communicating better on SSR issues
- The scientific ethos (e.g. CUDOS norms) is valueable and worth defending but in conjunction with an expanded scope of scientific responsibility towards society

THANK YOU FOR LISTENING