What do Managers and Staff Members who deal with these topics in Argentina think?

During September and October this year, and as part of the programme BUILDING NEW HORIZONS IN CSR IN ARGENTINA that is being implemented by IARSE with the support of IBM ARGENTINA, we launched a survey directed to CSR and Sustainability Managers and Staff Members in Argentina.

One of the objectives of this survey was gathering the qualified opinion of those surveyed regarding the factors that - according to them - will have a greater influence on the development of CSR and Sustainability management during the next couple of years.

Each participant will shortly be receiving personalised general results of the survey. These will also include a comparison of their own opinions. This will allow respondents to see how close their own opinions are to the general tendencies.

Among other questions, we asked our survey participants to highlight the main factors that will have a greater impact on CSR management, according to their opinion.

More than half of those surveyed pointed out climate change and the need of minimising the impact of economic activity in the environment, as one of the main factors. In second place, and very closely related to the previous factor mentioned, we see products and services innovation requirements considering...
sustainability basis. Still, it is also pointed out that attention should be paid to the existence of certain sectors of the population that are suffering poverty and exclusion, to the progress we expect in legislation, and to the issues related to governance and transparency in management.

In this way, our colleagues pointed out the aspects we will have to pay attention to when planning a management that takes pride in being sustainable to minimise risks, and to take advantage of opportunities to be able to operate in a world that is increasingly complex, as rights awareness, access to knowledge and information, and citizens incorporation to the social networks increase as well.

These changes, that imply to the management the assimilation of information from the environment, will only be possible if an investment is made on informing and training staff members and stakeholders on the issues that have a correlation with responsible management - environmental and social - and with an ethical manner to conduct business. At IARSE, we are committed to walk toward this end with our members. The information gathered in the survey will allow us to make adjustments to our proposal next year to more effectively guide those in charge of innovating in companies in terms of sustainability.

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