

January 2005

Table of Contents

Click the hyperlinks (in [blue](#)) to go directly to the articles.

[FOCUS: Unocal and the Alien Tort Claims Act \(ATCA\)](#)

- ▶ Unocal to settle human rights lawsuits
- ▶ Tentative Unocal deal could alter behavior of multinationals
- ▶ Overview: The Alien Tort Claims Act
- ▶ The Unocal case: background
- ▶ Unocal may face \$13bn bid from China oil giant

[U.S. Developments](#)

- ▶ Radisson, with United Way, find new homes for beds
- ▶ Calvert first SRI firm to issue GRI report

[Worldwide](#)

- ▶ South Africa: Unilever pays Bushmen to use plant in Slim-Fast©
- ▶ Nepal: Govt to eliminate child labor by 2014
- ▶ UAE: Shell, Govt, NGOs map out potential CSR partnerships

[Civil Society](#)

- ▶ Sri Lanka: Private aid for tsunami victims soars
- ▶ Hotelier launches tsunami relief effort
- ▶ IISD: Call for comments
- ▶ Financial Times Special Report: Responsible Business

[Upcoming Conferences, Events and Reports](#)

- ▶ CSR Scholarships Available at Nottingham University
- ▶ The International Conference on Environmental, Cultural, Economic and Social Sustainability
- ▶ Ethical Corporation: Business/NGO Engagement
- ▶ Job postings by Wal-Mart

[CSR Website of the Month: EarthRights International's Unocal Document Base](#)

Global CSR Policies Project Updates

For more complete information, go to www.csrpolicies.org

- *Happy New Year!*
- *Project staff are researching background information for a new project designed to find common ground between the system of rules governing trade and those governing human rights. We do not aim to merge the two systems but rather to find ways to ensure that policymakers can effectively work to promote human rights and encourage sustainable development through trade. We have set up an advisory board of prominent experts in human rights, trade, and international economics.*
- *Keep on the lookout for a new, improved and expanded version of the Global CSR Policies Project's website, www.csrpolicies.org. Updated information on the Project's activities, publications, speaking engagements, events, and issues will be available, all in an easy-to-navigate format. We are finalizing form and content now; suggestions are welcomed. We will send out an additional email once the site is finally up.*
- *Due to the holiday season, we did not send out an advisory for the December 2004 newsletter. It exists, however, and can be accessed through our website.*

FOCUS: Unocal and the Alien Tort Claims Act (ATCA)

News broke in mid-December that the oil company Unocal had reached an agreement to settle pending lawsuits about its construction of an oil pipeline in Southeast Asia in the 1990s. The suits were filed under the Alien Tort Claims Act of 1789, the third oldest US law. The plaintiffs alleged that the company was liable for human rights abuses related to the building of the oil pipeline, even if the acts themselves were not committed by company employees. The cases were to be heard by the Ninth U.S. Circuit Court of Appeals. The recent surge in claims filed under the ATCA has been a source of contention between the Bush Administration and human rights activists. The Administration has argued that the law is outdated and even dangerous to U.S. interests, while human rights activists hail its use as another tool in the fight to end impunity for grave abuses of human rights, no matter where they occur.

Many individuals concerned with business responsibility for human rights have followed this case, which was the only ATCA case to move forward in US courts. There are many theories why Unocal settled, including the view that Unocal was preparing its books to be a more attractive takeover target and thus getting rid of liabilities. We do not take an opinion, although project staff have been widely cited in these reports discussing the implications of the case both for ATCA and for further clarification of the human rights responsibilities of business. The following articles are some of the news about the Unocal settlement, explanations of the Alien Tort Claims Act and the debate around it, and background on the case itself. Finally, there is an article on current news that Unocal may be bought by a Chinese company.

► Unocal to settle human rights lawsuits

Associated Press, December 13, 2004

LOS ANGELES - Oil giant Unocal Corp. has reached an agreement in principle to settle human rights lawsuits involving allegations of enslaved labor during a 1990s pipeline project in Southeast Asia, a company spokesman said.

The lawsuits maintained that El Segundo-based Unocal should be held liable for the alleged enslavement of villagers by soldiers during construction of a natural gas pipeline in the 1990s in Myanmar, an isolated country also known as Burma.

The full panel of the 9th U.S. Circuit Court of Appeals had been scheduled to hear arguments on the case Monday afternoon in Pasadena, but the hearing was canceled at the request of both parties, Unocal spokesman Barry Lane said Sunday night.

Human rights lawyers representing 14 anonymous villagers also alleged in the lawsuits that Myanmar soldiers murdered a baby, raped women and girls and forced people out of their homes to clear the pipeline's route. The lawyers sued the company, claiming it should have known about the alleged abuses by Myanmar soldiers.

The lawsuits against the oil and gas giant have been considered a key test for human rights activists seeking to hold multinational corporations responsible in U.S. courts for alleged atrocities committed abroad.

For the full text of the article, visit: <http://www.msnbc.msn.com/id/6705737>

[Return to top](#)

► Tentative Unocal deal could alter behavior of multinationals

Paul Chavez, Associated Press—December 19, 2004

U.S. corporations could change the way they do business overseas in reaction to the pending settlement of a human rights case that claims oil giant Unocal should be held liable for slave labor, rape and other crimes allegedly committed during the building of a pipeline in Southeast Asia, experts said.

The closely watched case has been the leading legal effort by human rights groups to hold multinationals accountable in U.S. courts for alleged abuses abroad. It relies on the 1789 Alien Tort Claims Act, a once-obscure statute that can allow foreign nationals to file suit in the United States.

Unocal in 1996 was among the first companies sued under the statute, and the case was the first involving a corporation that was granted jurisdiction in federal court. About two dozen other companies have since been hit with lawsuits for allegedly being complicit in human rights abuses abroad.

"More and more companies operate in nations where the rule of law is not enforced and basic human rights are not protected," said Susan Aaronson, director of the Kenan Institute's Washington Center for Globalization Studies, a think tank. "As a result of the Unocal case, more companies will worry not only about their own behavior, but about their partners."

To read the rest of the article, go to:

http://www.mercurynews.com/mld/mercurynews/news/local/states/california/northern_california/10454866.htm

[Return to top](#)

► Overview: The Alien Tort Claims Act

"[t]he district courts shall have original jurisdiction of any civil action by an alien for a tort only, committed in violation of the law of nations or a treaty of the United States." 28 U.S.C. § 1350

- From Harvard University Law School:

"The Alien Tort Claims Act was adopted in 1789 as part of the original Judiciary Act. In its original form, it made no assertion about legal rights...For almost two centuries, the statute lay relatively dormant, supporting jurisdiction in only a handful of cases. See, e.g., *Filartiga v. Pena-Irala*, 630 F.2d 876, 887 & n. 21 (2d Cir.1980) (identifying only two previous cases that had relied upon the ATCA for jurisdiction). As the result of increasing international concern with human rights issues, however, litigants have recently begun to seek redress more frequently under the ATCA. See, e.g., *Abebe-Jira v. Negewo*, 72 F.3d 844 (11th Cir.1996) (alleging torture of Ethiopian prisoners); *Kadic v. Karadzic*, 70 F.3d 232 (2d Cir.1995) (alleging torture, rape, and other abuses orchestrated by Serbian military leader); *In re Estate of Ferdinand Marcos*, 25 F.3d 1467 (9th Cir.1994) (alleging torture and other abuses by former President of Phillipines); *Tel-Oren v. Libyan Arab Republic*, 726 F.2d 774 (D.C.Cir.1984) (alleging claims against Libya based on armed attack upon civilian bus in Israel); *Filartiga*, 630 F.2d 876 (alleging torture by Paraguayan officials); *Xuncax v. Gramajo*, 886 F.Supp. 162 (D.Mass.1995) (alleging abuses by Guatemalan military forces).

These suits produced several important decisions interpreting the meaning and scope of the 1789 Act. For example, in [*Filartiga v. Pena-Irala*], this court held that deliberate torture perpetrated under the color of official authority violates universally accepted norms of international human rights law, and that such a violation of international law constitutes a violation of the domestic law of the United States, giving rise to a claim under the ATCA whenever the perpetrator is properly served within the borders of the United States. More recently, we held in [*Kadic v. Karadzic*], that the ATCA reaches the conduct of private parties provided that their conduct is undertaken under the color of state authority or violates a norm of international law that is recognized as extending to the conduct of private parties." **For the rest of this reading, see:

<http://cyber.law.harvard.edu/torts3y/readings/update-a-02.html>

- Here's what groups on both sides of the issue think (compiled by NOW with Bill Moyers, PBS):

Against the Use of the Act

- "[Use of the Act] raises significant potential for serious interference with the important foreign policy interests of the United States." - [Amicus brief filed by the Department of Justice in favor of the defendants in Doe v. Unocal](#)
- The use of excessive force - or complicity in its use - by law enforcement agencies is at the root of many of the cases brought under the Act. Many countries already criticise American police for using excessive force. Consider what they might do if provided with legal authority to try US nationals. Could Janet Reno, the former US attorney-general, be hauled into court by a relative of one of the Branch Davidians who died in the 1993 stand-off in Waco, Texas? Unless Americans are prepared to accept these risks, as well as the accompanying danger that the US judicial system will become the world's civil court of first resort, the US government needs to act now to curb misuse of the Alien Tort Claims Act. - ["The Very Long Arm Of American Law," Thomas Niles, FINANCIAL TIMES, November 5, 2002 president of the United States Council for International Business](#)
- For years, U.S. business has sought to halt the proliferation of litigation-run-amok in the courts by restoring fairness, balance, efficiency and consistency to the U.S. civil justice system...Expansion of this problem into the international arena via ATCA promises nothing but trouble for U.S. economic and foreign policy interests worldwide. This is why ATCA's misuse must be checked -- and efforts to obtain its repeal must begin -- now! U.S. national interests require that we not allow the continuing misapplication of this 18th century statute to 21st century problems by the latter day pirates of the plaintiffs' bar. - ["The Alien Tort Claims Act: Is Our Litigation-Run-Amok Going Global?," John E. Howard, vice president of international policy and programs at the U.S. Chamber of Commerce.](#)

For the Use of the Act

- "The human rights abuses alleged by these suits, whether in Burma or Indonesia or Nigeria, usually already have been documented and condemned by the State Department. If the courts find for the plaintiffs in any of these cases, they will be saying nothing about the conduct of the foreign government in question that has not already been said by the U.S. government. All they will be adding to the record is that a private company was legally complicit in that conduct." - [Human Rights Watch](#)
- "The Alien Tort Claims Act has been interpreted to apply only to genocide, war crimes, piracy, slavery, torture, unlawful detention and summary execution. The Torture Victims Protection Act is limited to torture and summary execution. There is no room for moral relativism. American credibility in the war on terrorism depends on a strong stand against all terrorist acts, whether committed by foe or friend. Our credibility in the war on terrorism is only advanced when our government enforces laws that protect innocent victims. We then send the right message to the world: the United States is serious about human rights." - "The Court of Last Resort," Arlen Specter, *NEW YORK TIMES*, August 7, 2003. Arlen Specter, R-PA, is a member of the US Senate Judiciary Committee.
- There is no factual evidence to suggest that ATCA will cause a flood of new litigation in U.S. courts. Indeed, lawyers began using ATCA as a human rights tool twenty-four years ago. About eighty cases have been filed in those twenty-four years, and about one-third of them have been dismissed in preliminary motions. This number is hardly enough to warrant fears of a judicial system too burdened to function efficiently...Only 20 have involved corporate defendants, and roughly half of those have been dismissed, an indication that the judicial system remains effective at ensuring that only credible allegations make it to court." - [The Center for Constitutional Rights](#)

For more information and the full extent of PBS' reporting on the ATCA, please visit:
<http://www.pbs.org/now/politics/alientort.html>

[Return to top](#)

► **The Unocal case: background**

From the case proceedings of *John Doe I v. Unocal Corp.*, United States Court of Appeals for the 9th Circuit.

This case involves human rights violations that allegedly occurred in Myanmar, formerly known as Burma. Villagers from the Tenasserim region in Myanmar [*3] allege that the Defendants directly or indirectly subjected the villagers to forced labor, murder, rape, and torture when the Defendants constructed a gas pipeline through the Tenasserim region. The villagers base their claims on the Alien Tort Claims Act, 28 U.S.C. § 1350, and the Racketeer Influenced and Corrupt Organizations Act, 18 U.S.C. § 1961 *et seq.*, as well as state law.

...

For the extensive background covered in the legal opinion, go to the case online: http://web.lexis-nexis.com.proxygw.wrlc.org/universe/document?_m=564008fd388f6e4d3005a49eca4fd9e7&_docnum=2&wchp=dGLbVzb-zSkVA&_md5=477e35806ecbd3f2ebce27e05a126422

See what others have to say about Unocal and the ATCA case history:

Unocal's version of the case and trial arguments: <http://www.unocal.com/myanmar/suit-fed.htm>

Human Rights Watch's account of the pipeline project: <http://www.hrw.org/campaigns/atca/cases.htm#2>

EarthRights International: <http://www.earthrights.org/unocal/index.shtml>

Professor Anthony Sebok of Brooklyn Law School: <http://writ.news.findlaw.com/sebok/20050110.html>

Tom Niles, President of the US Council for International Business (USCIB):
<http://www.uscib.org/index.asp?documentID=3187>

[Return to top](#)

► **Unocal may face \$13bn bid from China Oil giant**

Yahoo News Asia, January 7, 2005

CNOOC Ltd., China's third-biggest oil and gas group, is considering a bid of more than \$13 billion for its U.S. rival Unocal Corp. in a deal that would mark the largest and most significant overseas acquisition by a Chinese company, the Financial Times reported Friday.

Quoting people close to the situation, the British paper said the state-controlled group is interested in Unocal's Asian assets and has asked bankers to study a takeover of the whole company followed by a subsequent sale of the U.S. assets.

Unocal's main attraction for CNOOC is its extensive operations in several Asian countries, including Indonesia, Thailand and Bangladesh, according to the paper.

The negotiations are at an early stage and detailed talks have yet to take place, it said.

CNOOC's plans are the latest sign of Beijing's determination to push its flagship commodity companies to acquire natural resources to fuel the country's rapid industrialization and economic growth, the paper said.

The Hong Kong-incorporated public company engages primarily in the exploration, development and production of crude oil and natural gas offshore China.

To view the Yahoo article, go to: <http://asia.news.yahoo.com/050107/kyodo/d87euf500.html>

For more information, please visit the Financial Times article, <http://news.ft.com/cms/s/83543868-6051-11d9-bd2f-00000e2511c8.html> (subscription only)

[Return to top](#)

U.S. Developments

► **Radisson, with United Way, find new homes for beds**

FYI eMonitors, December 22, 2004

A new partnership between United Way, Radisson Hotels & Resorts and Hope for the City has created a public-private coalition to find charitable homes for the thousands of beds the hotel chain will be replacing over the next two years, Carlson Hospitality Worldwide announced December 14.

Radisson will be replacing its existing king, queen and double-sized beds at 249 Radisson hotels and resorts in the United States, Canada and the Caribbean, with the majority of Radisson's 90,000 beds to be upgraded in 2005 and 2006.

Bjorn Gullaksen, executive vice president of Carlson Hotels Worldwide Full Service Hotels and Brand Leader for Radisson Hotels & Resorts said that the company "wanted to provide an option for our hotels to put their existing beds to further good use and help those in need, rather than just liquidating the beds or having them end up in a landfill."

Those beds donated will be made available - in bulk - to nonprofit agencies. The Radisson Plaza Hotel Minneapolis, Radisson's flagship property, is the first hotel to begin to donate beds to the coalition. Organizations must commit to taking at least 200 beds to qualify for the program. Greater Twin Cities United Way is now working with other United Way organizations across the nation to spread the word about how agencies can receive donated beds. Hope for the City is another driving force behind the partnership, distributing the beds with the help of its connections across the nation and in Canada and of Single Source Solutions (SSS), a Denver-based company that will coordinate the removal of the beds.

[Return to top](#)

► **Calvert first SRI firm to issue GRI report**

FYI eMonitors, January 5, 2005

The Calvert Group on December 29 became the first US-based socially responsible investment (SRI) mutual fund firm to issue a report based on the principles found in the Global Reporting Initiative. The Sustainability Reporting Guidelines outline social and environmental standards for companies.

Since Calvert is not a manufacturer, the reporting structure was largely symbolic. This fall, Calvert signed a joint statement with sixteen other SRI firms urging companies to issue GRI-based sustainability reports, and last proxy season Calvert filed shareowner resolutions at fourteen companies asking them to issue GRI-based sustainability reports.

"For years, Calvert has advocated greater disclosure and transparency on the part of the companies we invest in," said Barbara Krumsiek, president and CEO of Calvert. "As so much of our business involves assessing the social and environmental performance of others, it was a natural progression for Calvert to turn the mirror on ourselves."

Calvert is not the first US-based SRI firm to issue a sustainability report. Trillium Asset Management has issued three reports all based on the CERES Principles.

[Return to top](#)

Worldwide

► **South Africa: Unilever pays Bushmen to use plant in Slim-Fast®**

FYI eMonitors, December 22, 2004

The Independent reports December 16 that a cactus used for centuries by bushmen of the Kalahari desert to fend off hunger could soon be earning tribesmen thousands of dollars in royalties, after Unilever, the global giant behind the Slim-Fast brand, licenses the plant for use in diet foods.

Unilever announced it has signed a £21m licensing deal with Phytopharm, the UK biotech company that had previously tried to turn the cactus, the hoodia, into an anti-obesity drug. The plant could be used as an ingredient for new Slim-Fast products.

Under the deal, Phytopharm will receive royalties on any products developed from the hoodia, and in turn pay a royalty to the South African government's research agency, which proved the cactus's appetite-suppressant properties. The South African government agreed last year to share part of the income with the San people of the Kalahari, with the money to be spent on community facilities, education and the protection of their heritage. Despite being one of Africa's oldest peoples, about only 110,000 San remain, living in extreme poverty.

[Return to top](#)

► **Nepal: Govt to eliminate child labor by 2014**

FYI eMonitors, December 22, 2004

Xinhuanet reports December 21 that the Nepali government has a 10-year master plan to eliminate all forms of child labor by the year 2014.

The government has also planned to emancipate 127,000 children involved in the worst form of child labor by 2008, Narayan Prasad Silwal, secretary at the Ministry of Labor and Transport Management, told reporters.

According to a survey conducted by the ministry, there are 2.6 million child laborers in Nepal. The largest number of them (some 55,600) are engaged as domestic labors, while 4,200 are in carpet industries, 4,000 in the streets, 46,000 are child porters, 12,000 have been trafficked and 17,000 are bonded laborers. The survey shows that 14,000 children are involved in unpaid jobs and 278,000 get paid less than they are legally entitled to receive. Only 6.4 percent of the total child labors have got opportunity for education.

[Return to top](#)

► **UAE: Shell, Govt, NGOs map out potential CSR partnerships**

FYI eMonitors, January 5, 2004

An initial discussion to create tripartite partnerships in the United Arab Emirates brought together senior staff of the United Nations Development Programme (UNDP), the World Wide Fund for Nature (WWF), Emirates Diving Association, and Dubai Police as well as representatives of the Dubai Municipality, Sharjah Environment and Protected Areas Authority and Shell Oil, reports AME Info January 2.

The meeting reviewed the sustainable development and social responsibility activities undertaken by Shell in Dubai and the northern Emirates over the past twelve months and the company's outline plan for 2005. The Shell plan formed the basis for discussion of issues ranging from environmental conservation and road safety to diversity and the development of young entrepreneurs.

Hussain Al-Mahmoudi, External Affairs Manager at Shell Markets Middle East, who chaired the discussion said: "We believe it is essential to look at the effectiveness of our corporate social responsibility programs in concert with organizations most closely involved with community activities."

Hala Mouneimne, Programme Analyst with UNDP in Abu Dhabi, commented: "UNDP is keen to encourage dialogue and facilitate partnership opportunities around corporate social responsibility that will contribute to the UAE's sustainable development."

[Return to top](#)

Civil Society

► **Sri Lanka: Private aid for tsunami victims soars**

As the death toll of the disastrous tsunami continues to mount, technology companies, apparel companies, food and beverage producers, and the pharmaceutical industry have all rallied to raise millions for the relief efforts.

During the past week a flurry of companies and corporate foundations have announced their gifts and contributions to the victims and survivors in the eleven affected countries.

The Michael & Susan Dell Foundation announced a \$3 million donation December 31.

On the same day, Microsoft announced a donation of \$3.5 million including a \$2 million corporate gift to relief agencies as well as the promise to match employee gifts totaling \$1.5 million. "Our hearts go out to everyone who has been affected by this terrible tragedy," Microsoft CEO Steve Ballmer said in a statement. "Microsoft is committed to helping governments and relief organizations in the recovery effort through financial donations, technical resources and volunteer support."

The Web is also pitching in for the relief effort. Amazon.com is letting its users donate to the American Red Cross using its one-click payment system. The site reported that it had raised more than \$12 million as of January 1.

To date, one of the biggest corporate donations is a \$35 million pledge from Pfizer. The world's biggest drug maker is contributing both cash and medications to the relief effort. Other pharmaceutical companies also are big contributors of cash and medicine to the stricken nations. Johnson & Johnson and Abbott Labs each contributed \$2 million in supplies and cash.

Several big banks are also stepping up to the plate. Citigroup is contributing \$3 million to the relief effort. The world's biggest financial services firm will also match employee donations to organizations providing disaster relief.

Other companies making significant monetary donations include Nike, General Electric, American Express, the Walt Disney Company, First Data, and General Motors. PepsiCo, The Coca-Cola Company, Kimberly-Clark, and others are donating goods including water, diapers, surgical gloves, and other much-needed supplies.

[Return to top](#)

► **Hotelier launches tsunami relief effort**

Christopher Torchia, Associated Press—January 9, 2005

GALLE, Sri Lanka (AP) - Geoffrey Dobbs, a Briton who owns several hotels in southern Sri Lanka, did not wait for governments or charities to aid stricken victims of the devastating Dec. 26 tsunami. Within days of the disaster, he had embarked on a private relief effort.

The challenge was vast for Dobbs and a loose network of other expatriate and Sri Lankan businesspeople who wanted to help: the waves killed more than 30,000 people in the country and leveled buildings along its coastline. Food and fuel were hard to find early in the crisis, and camps of people who lost their homes sprang up...

Dobbs, 50, and a group of businesspeople along the coast are spending about \$5,000 of their own money daily on projects that include providing thousands of lunch packets, pumping out contaminated wells and repainting schools.

"It's all out of private pocket at the moment. Obviously, we're hoping for funds," said Dobbs, who believes he can recover a lot of the spent money through pledges.

One customer of an export company that he owns in Hong Kong has promised a \$100,000 donation, he said.

"The reason why we are quite effective is because there's not a lot of red tape," Dobbs said. "We can make instant decisions. It's our own money, so we don't have to account for it."

Still, the band of businesspeople - which includes a Sri Lankan antiques dealer, a German organic farmer and a Belgian owner of a tire manufacturing company - lack the transport and professional expertise available to the government or established aid groups.

To read the full article, visit: http://news.findlaw.com/ap_stories/i/1104/1-9-2005/20050109134501_02.html

[Return to top](#)

► IISD: Call for comments

International Institute for Sustainable Development

IISD'S DRAFT MODEL INTERNATIONAL INVESTMENT AGREEMENT FOR SUSTAINABLE DEVELOPMENT

Deadline: February 7, 2005

In what marks the first fundamental effort to review the nature and purpose of international investment agreements since the current model was developed almost 50 years ago, IISD is preparing a Model International Investment Agreement for Sustainable Development.

This draft text is now open for public comments. Your feedback on the draft is encouraged by February 7, 2005.

Please visit http://www.iisd.org/investment/model_agreement.asp for background information and to download the draft. Feedback can be sent to modelagreement@iisd.ca.

[Return to top](#)

► Financial Times Special Report: Responsible Business

November 29, 2004

The Monday, November 29 issue of Financial Times (FT) featured an 8-page special report on Responsible Business, with articles by several FT reporters and commentators. Although FT is available by subscription only and we cannot provide links directly to the articles, we are reproducing the titles below for your information. If you can access FT online (<http://news.ft.com/reports/resbus2004>) or through a library, please take a look at this report. We find it to be an encouraging sign that a major business newspaper such as the Financial Times would devote a special report to issues of corporate responsibility and responsible business. The articles inside are:

- “Business bows to growing pressures”, by Alison Maitland: As more is expected of them, companies have to be concerned about what people think...
- “The range of issues: Tax avoidance is rising up the ethical agenda.” A network of campaigners is arguing that companies should pay what they owe, where they owe it, writes Roger Crowe.
- “Developing Countries: Social issues gain more importance.” Companies operating abroad have much to contend with, writes Sarah Murray.
- “Opportunities: Social innovation could pay useful dividends.” Some big-name companies see commercial benefits in developing products aimed at poor and disadvantaged customers, reports Alison Maitland.
- “Partnerships: More than a proud table conference.” Cultural problems can hinder the progress of an alliance. Sarah Murray reports.
- “Case Study: Grouponueva.” A new frontier for responsibility.
- “Questionnaire fatigue: Time to cut down on information overload.” The recent launch of two online services - one in the UK, the other in the US - are aimed at reducing companies’ time-consuming burden of form-filling, Alison Maitland reports.
- “Marketing: Brands can find the going tough.” Companies are often caught out by attacks from campaigners, writes Alison Maitland.

- “Reporting: Transparency issue can be easily clouded.” Countries are introducing requirements for listed companies to cover a variety of issues in their reports, writes Roger Cowe.
- “Sarbanes-Oxley: Corporate US begins to reflect.” The reform process has entered its final stage, says Dan Roberts.
- “Sustainability indices: Raising the bar of performance.” Companies exposed to supply chain risks will have to show policies on labor standards, says Oliver Balch.
- “Human Rights: Problem that is gaining higher political profile.” Business and activities are beginning to find common ground, writes Alison Maitland.
- “Case Study: Anglo American.” SEAT Process to the rescue.

Again, the link to the FT Special Report on Responsible Business (November 29, 2004) is <http://news.ft.com/reports/resbus2004>

[Return to top](#)

Upcoming Conferences, Events and Reports



► CSR Scholarships Available at Nottingham University

The International Centre for Corporate Social Responsibility at Nottingham University Business School has SIX SCHOLARSHIPS available for MBA and MA IN CORPORATE SOCIAL RESPONSIBILITY 2005-06.

The ICCSR is offering up to six scholarships for students from the United Kingdom and other European Union countries, and also from developing countries, and invites applications from prospective students who want to study for:

- A full-time MBA in Corporate Social Responsibility (the first MBA of its kind in Britain) or
- A full-time MA in Corporate Social Responsibility.

For further details visit the Nottingham University Business School Website (<http://www.nottingham.ac.uk/business>) or e-mail <mailto:CSRScholarships@Nottingham.ac.uk>

Please state whether you are interested in MA or MBA scholarships.

To be considered for a scholarship, you must first have applied, and been accepted for, a place on our MBA or MA programme, and paid the £500 fully refundable deposit. These applications can take up to 10 days to process. Scholarship applications should be submitted no later than 3 May 2005, therefore the associated programme applications should be submitted no later than 15 April 2005.

We hope that you will still want to study at Nottingham if your scholarship application is unsuccessful, but we will refund the deposit if you do withdraw.

More information about the International Centre for Corporate Social Responsibility is at <http://www.nottingham.ac.uk/business/ICCSR>

► **The International Conference on Environmental, Cultural, Economic and Social Sustainability**

East-West Center, Hawai'i, 25-27 February 2005

This conference aims to develop an holistic view of sustainability, in which environmental, cultural and economic issues are inseparably interlinked. It will work in a multidisciplinary way, across the diverse fields and taking varied perspectives in order to address the fundamentals of sustainability.

As well as impressive line up of international main speakers, the conference will also include numerous paper, workshop and colloquium presentations by practitioners, teachers and researchers. We would particularly like to invite you to respond to the conference call for papers. Papers submitted for the conference proceedings will be fully peer-refereed and published in print and electronic formats in the new International Journal of Environmental, Cultural, Economic and Social Sustainability. If you are unable to attend the conference in person, virtual registrations are also available which allow you to submit a paper for refereeing and possible publication in this fully refereed academic journal, as well as access to the electronic version of the conference proceedings. The deadline for the first round call for papers is 15 November 2004. Proposals are usually reviewed within four weeks of submission.

Full details of the conference, including an online call for papers form, are to be found at the conference website, <http://www.SustainabilityConference.com>

► **Ethical Corporation: Business/NGO Engagement Conference**

London, 22-23 February 2005

Ethical Corporation magazine will hold a 2-day conference on 22-23 February 2005 in London which will focus on the crucial issues in Business/NGO engagement: partnerships and accountability. Over two days, presentations from over 50 companies and civil society organizations from all over Europe will focus on how the public and private sectors are increasingly working together for the benefit of both business and society at large.

More details on the topics, speakers and agenda for the conference are online at: www.ethicalcorp.com/engagement.

[Return to top](#)

► **Job Postings by Wal-Mart**

ETHICAL STANDARDS REGIONAL MANAGER, WAL-MART

Wal-Mart seeks an Ethical Standards Regional Manager. The Ethical Standards Regional Manager is responsible for effectively executing the Wal-Mart ethical standards monitoring program in the region in which they operate, manage regional ethical standards monitoring, and monitor suppliers and factories commitment to uphold Wal-Mart's ethical standards monitoring program. For more information see www.wal-mart.com, job posting #BSRKL386.

MANAGER OF STAKEHOLDER ENGAGEMENT, WAL-MART

Wal-Mart seeks a Stakeholder Engagement Manager who is responsible for developing strategy and execution of stakeholder engagement with regard to ethical standards. This position will be a significant contributor to the broader corporate CSR initiative. The position will develop strategy and execute the stakeholder engagement needs of the business. The role is to educate, monitor, and remediate social ethical standards issues and ensures Wal-Mart acts as a responsible corporate citizen. For more information see www.wal-mart.com, job posting #BSRKL387.

[Return to top](#)

CSR Website of the Month

EarthRights International's *John Doe I v. Unocal Corp.* Case Document Base

<http://www.earthrights.org/unocal/index.shtml>

Often the best knowledge comes directly from the source. As with any high-profile, very politicized issue, spin and commentary may obstruct our understanding of the issues really at stake. This is especially easy to do in a legal matter, in which language is specialized and often difficult to interpret for those without legal training. However, if you are familiar with court cases and wish to learn the legal history of the Unocal case for yourself, this is the place to do it. EarthRights International has compiled a database with links to all the legal documents generated in the various stages of court proceedings, including briefs, arguments, and judicial findings. This includes some analysis of the effects of *Sosa v. Alvarez-Machain*, the US Supreme Court ruling that justified the application of the Alien Tort Claims Act in such cases. For those without quite the patience or legal background to go through the numerous and lengthy court documents, EarthRights also provides a summary of their own.

Our mission is to educate, illuminate, and promote debate about corporate social responsibility issues in the news.

This newsletter is a publication of the Global Corporate Social Responsibility Policies Project. The Project is housed at the Kenan Institute of Private Enterprise in Washington, a part of the Kenan-Flagler Business School of the University of North Carolina Chapel Hill. The Kenan Institute in Washington works at the intersection of international business and international development, partnering with corporations to build the development rationale for trade, improve community involvement programming, and promote market-led growth in developing countries.

The Global CSR Public Policies Project is headed by Dr. Susan Aaronson, Ph.D., Senior Fellow and Director of Globalization Studies for the Institute. She can be contacted at saaronson@kenan.org. She is assisted by Jamie Zimmerman, Associate Director of the Project. Jamie can be reached at jzimmerman@kenan.org.



Compiled by Carla Winston, CSR Public Policy Assistant.
We welcome your comments and suggestions. Feel free to contact cwinston@kenan.org.