

The Corporate Social Responsibility-communication trends for large Swedish corporations

Introduction and purpose

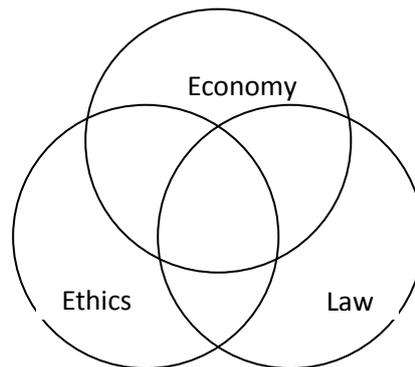
During the 1990s started Swedish Big Business report on Corporate Social Responsibility (CSR) issues, which entailed producing gleaming information packages about these enquiries. The productions of reports were for some large corporations due to their changing public image, created and spread by media. For instance was Hennes & Mauritz (H&M), a clothing company, accused of using child labourers in Sweatshop conditions, in China and the Philippines, which engaged the company in CSR-communication. Due to scandals like H&M:s, a growing consumer awareness, corporations acceptance of the stakeholder theory, the European Union and the United Nations pressure on corporations, the growing influence of Non-Governmental-Organisations have made the corporations continuously aware of the importance of CSR-issues and displaying these in their communication. A historical understanding of CSR-issues in general and communication issues in particular have until now been scarcely investigated. This paper has therefore from case studies and the theories of Carroll and Schwartz made a systematization of the CSR-rhetoric in order to understand its usage. It has been tested whether there is a connection between the corporate language and internationalisation of the companies on an industry level. The paper has therefore investigated the published Sustainability and CSR-reports available on the corporate homepages in order to build an understanding of the communication used in them. The reports are efficient means of understanding the current behaviour of corporations regarding their CSR-actions. Earlier research has used Carroll and Schwartz's, a clearly American institutional impregnated research, as unproblematic. This has been addressed here in this paper. Also a certain Swedish CSR model has been proposed.¹

¹ Berglund (2011).

Theory and method

Carroll & Schwartz defines Corporate Social Responsibility (CSR) as economic, ethical and legal responsibilities, which they propose in a Venn-diagram with intersecting parts (Figure 1.1). These areas are intersected which means that there are further four areas of the theoretical model. The areas are Economic/Ethical, Economic/Legal, Legal/Ethical and Economic/Ethical/Legal.

Figure 1.1 Schwartz and Carroll's three categories of corporate social responsibility²



The Economic Domain captures those activities which are intended to have either a direct or indirect positive economic impact on the corporation in question, i.e. the maximization of profits and/or the maximization of share value. Examples of direct economic activities include actions intended to increase sales or avoid litigation. Examples of possible indirect economic activities include activities that are designed to improve employee morale or the company's public image.

The Legal Domain of CSR is founded in the firm's responsiveness to legal expectations mandated and expected by society either in the form of federal state and local jurisdictions or through legal principles as developed in case law. In this context legality may be viewed in terms of three general categories: 1) compliance, 2) avoidance of civil litigation, and 3) anticipation of the law.

The Ethical Domain of the three-domain model refers to the ethical responsibilities of business as expected by the general population and relevant stakeholders. This domain includes responsiveness to both domestic and global ethical imperatives. Activities would fall outside of the ethical domain when they are amoral in nature, take place despite an awareness that the action conflicts with certain moral principles or are only intended to produce a net benefit for the corporation and not for the affected stakeholders.³

² Carroll and Schwartz (2003), p. 509.

³ Carroll and Schwartz (2003), pp. 508-513.

Economic/Ethical – In this category the corporate social activity is not based on legal considerations but is ethical and economic simultaneously. This category would include many corporate activities motivated by the often repeated maxim, “good ethics is good business.” To be considered ethical, virtually all activities in this category will involve passive compliance with the law because almost all illegal activities would be considered unethical. Corporations which give charity for both economic and ethical reasons would fall within this category.⁴

Economic/Legal – Very few activities which corporations engage in are both economic and legal. The reason is that activities which are based on a concern for the legal system would most likely be considered ethical as well. The exception might be those companies that opportunistically comply with the law, searching for and using legislative and administrative loopholes for economic gain.⁵

Legal/Ethical – Certain corporate activities occur not because of any economic benefit, but because they are both legally required and ethical. Activities that are both ethical and legal often provide indirect economic benefits meaning that a few corporate activities will fall into this category. The activity of installing an anti-pollution device because it is legally required and considered ethical even if there is no long term economic benefit would fall within this category.⁶

Economic/Legal/Ethical – An activity which is motivated simultaneously by the economic domain, the legal system and ethical principles would fall into this category. From a normative point of view this central segment (economic/legal/ethical) is where firms should seek to operate whenever possible.⁷

The companies which were the largest sellers abroad (2003/2004) have been chosen because it implies that the business is internationally established and therefore it has consequences for its Swedish subsidiary.⁸ Other available measures are the companies with the largest annual turnover, the largest companies in exports, the largest number of employees and the largest grossing companies.⁹ The largest sellers abroad was selected because it views the companies with the largest activities abroad which in turn would make the companies more prone to have developed a Corporate Social Responsibility policy.

⁴ Carroll and Schwartz (2003), p. 516.

⁵ Carroll and Schwartz (2003), p. 517.

⁶ Carroll and Schwartz (2003), p. 518.

⁷ Carroll and Schwartz (2003), pp. 518-519.

⁸ *Sveriges största företag 2003/2004* (2004), p. 10.

⁹ *Sveriges största företag 2000-2001* (2001).

I have chosen “Swedish” owned companies or companies with a Swedish culture because it is believed that national institutions, formal and informal, have influenced the companies in engaging in CSR, which implies that the companies as actors have been influenced by for instance the Swedish Model and behave accordingly. However, determining what is a typically “Swedish business” is not an easy task since the financial markets and ownership is largely international today. A company which is seen in the public as Swedish might merely have a small percentage of Swedish ownership. Other businesses have a long history of Swedish ownership and have its trademark of being Swedish companies. Therefore determining the Swedishness is a grey-area task with no absolute rules, which is problematic.¹⁰ Swedish corporations are defined as corporations which were Swedish owned to some percentage at the outset of the study. However, some of the corporations were not Swedish owned but has been considered to be “Swedish” because they originate in their culture and business ideas from a Swedish context. Examples of this selection can be illustrated by the companies SAAB and IKEA. SAAB is owned by a foreign company, at the outset of the study, and has not been considered while IKEA is owned by a foreign institution which is established by its Swedish subsidiary and therefore is considered to be Swedish. SAAB is therefore foremost driven by the rhetoric by the foreign owner while IKEA’s rhetoric is made in Sweden.¹¹

Annual reports are documents with a large spread in their content which is used by many groups for their mapping of the corporate activities. Groups with an economical interest in the operations such as stockbrokers, market analysts and partners in business as well as journalists, non-governmental-organisations and governments all use the reports to analyze the companies. Therefore are the annual and sustainability reports prioritized by many companies.¹²

A great advantage in using the annual reports is their limited size. In comparison with a website, the annual report is finite. Furthermore there is also a demarcation problem with the websites because the companies use them in for example campaigns and for products. To be consequential what is to be included or excluded in the reports is a serious problem of reliability. The limited space of the annual reports forces the companies to make an evaluation what is to be left in or out. The different areas of responsibility are therefore by necessity prioritised against each other and the areas can be seen as the most important for the company.¹³ It has been easier

¹⁰ See Fristedt and Sundqvist (2005).

¹¹ Berglund (2011).

¹² See Fredriksson (2008), p. 82.

¹³ Fredriksson (2008), p. 83

to work with documents which are perennially “fixed”, because it reduces to the unfamiliarity and ambiguities in what to include from a Webpage.¹⁴

In order to enhance the clarity of the results a case study approach has been used. After an initial systematization process, where a characterization of the company rhetoric and the internationalisation phase were carried out, two cases were selected in order to do a comparison. A typical and a deviant case were selected. A typical case is according to John Gerring: “The typical case exemplifies what is considered to be a typical set of values, given some general understanding of a phenomenon”¹⁵, while: “the deviant-case method selects the case(s) that, by reference to some general understanding of a topic demonstrates a surprising value”.¹⁶ The typical case is exemplified by the Transport equipment industry while the deviant case is exemplified by the Services to business industry. Further comments on the selection are discussed in the section “results”.

¹⁴ Berglund (2011).

¹⁵ Gerring (2007), p. 91.

¹⁶ Gerring (2007), p. 105.

Results

The 40th largest corporations were selected, chosen on their size of sales abroad. Big business usually concerns the largest 50 or 100 companies but due to the size of the Swedish economy the largest 40 corporations were selected. 35 out of 40 had published CSR and sustainability reports and it is these 35 corporations which lay the foundation of the study. The companies which had not published CSR reports were at large service companies which could have perceived themselves not to have any effects on the environment and has therefore chosen not to engage a CSR-program. The Swedish corporations started to publish CSR-reports in 1999 and in a few years had most other companies responded with their own report. The first industry which had published a report was the commercial activities industry followed by the Electrical Engineering Mechanical Engineering and Transport Equipment Industry in 2001. Among the individual companies which started their reporting scheme early can Hennes & Mauritz, a clothing apparel company, Ericsson, a telecommunication company and Atlas Copco, a supplier of productivity increasing machine solutions be found. For instance Hennes & Mauritz have had a pressure to implement a CSR-policy because they have been involved in scandals during the 1990s and they push the Commercial Activities industry to the first place to implement a CSR program.¹⁷

Table 1.1 When different industries first were engaged in the CSR discourse

Year	Industry
1999	Commercial Activities
2000	
2001	Electrical Engineering, Transport Equipment, Mechanical Engineering
2002	Building and Construction, Paper and Pulp, Oil, Rubber and Other Non-Metallic Mineral, Utilities: Electricity, Gas and Water Supply, Food, Drink and Tobacco Products
2003	
2004	Chemical Industry
2005	Services to Business, Ore and Metal

¹⁷ Berglund (2011), p. 33ff

2006	Conglomerate, Furniture
2007	Post and Telecom
2008	Iron and Steel, Pharmaceutical

Source: Annual and Sustainability reports for the 35 big businesses in the Swedish Economy.

If we look at the CSR-rhetoric in these different industries we can see the following: For all the industries the Swedish large companies did in general communicate more economy (46%) than ethics (40%) and very little law (14%). This result could be argued comprise of a specific Swedish CSR model, since it differs from the Carroll and Schwartzian Anglo-Saxon model. In the representations of Carroll and Schwartz there is an emphasis on the legal area in three out of four models¹⁸ while the legal areas in a Swedish context are negligent. Thus Swedish corporations need not to worry as much for legal sanctions as their American counterparts (Carroll and Schwartz study is emanated from an American context) for instance as McDonalds were sued for product liability – not informing their customers that their coffee was hot. It is interesting that ethics instead of law is prominent in the Swedish CSR-model because it shows as discussed above that Swedish companies in contrast to American dittos are facing another reality in their daily business environment. Are Swedish corporations thus more “ethical” in the sense that they care more for the environment and human rights? Is it a sign of solidarity with the Swedish and other societies in which businesses perform their business?

At large the development of CSR rhetoric in my sample has been constant in the sense that all the different spheres, economy, ethic and law, have had the same relationship over time, There are however small tendencies that law and ethics are becoming more important over time. (Figure 1.1) 2000 is however an exception where ethics is dominating the rhetoric which is probably due to the launching of Global compact which was aimed at enhancing the ethical work among companies:

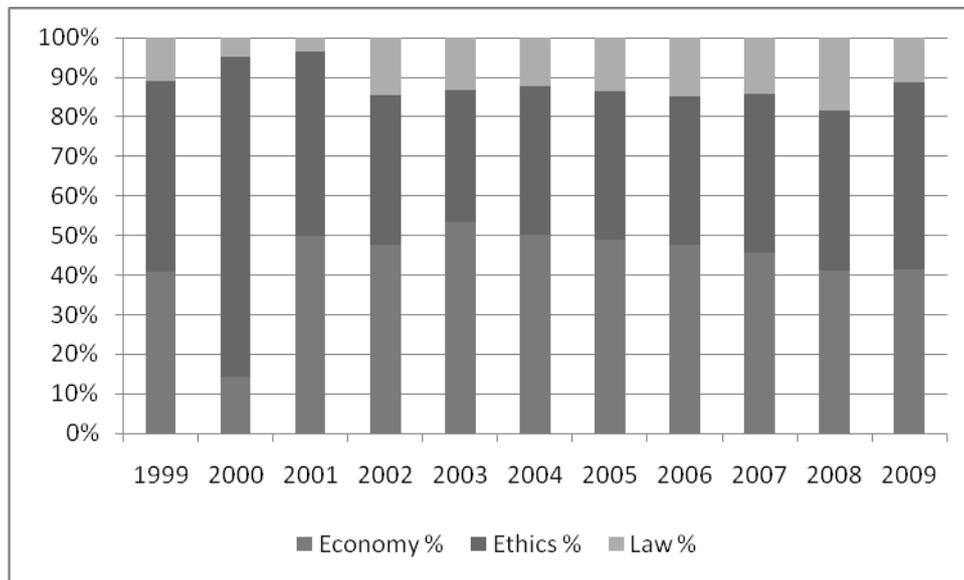
“In the year 1999 did Kofi Annan, the former secretary general of United Nations present the Global compact initiative on the Economic Forum in Davos. The purpose was to make corporations more aware and more participative in the development of a more just world”¹⁹

¹⁸ See Carroll & Schwartz (2003), p. 523-524.

¹⁹ Grafström (2008), p. 96 and 73.

Hence that referring to a “just world” entails reporting on human rights which is coded as ethics. The Global Compact Initiative involves principles for adhering to human rights and environment issues and reporting on these matters.

Figure 1.2 The development of CSR rhetoric in Swedish Big Business, share of percentage



Source: Annual and Sustainability reports for the 35 largest Swedish companies

If the results from the investigation of the industry level and the level of industrialization are abstracted and summarized in Table 1.2 we can see the following trend: companies in industries which main activities were in developed countries mainly reports on economy. For companies which have their activities in the developing world reports mainly ethics, while none of the companies are dominated by law. The historical development in each industry is more or less balanced which have been inferred to mean that there is overlapping information spread between the companies and their stakeholders.

Table 1.2 Analytical conclusion

Industry	Economy, Ethics and Law	Developed/Developing	History of prioritized areas
Transport equipment	Economy	Developed	Law to Ethics
Electrical	Ethics	Developed/Developing	Balanced

Engineering			
Building and Construction	Economy	Developed	Economy to Balanced
Paper and Pulp	Economy	Developed	Economy to Balanced
Services to Business	Ethics	Developed	Ethics to Economy
Commercial activities	Ethics	Developed/Developing	Ethics to Balanced
Mechanical Engineering	Economy	Developed	Economy to Balanced
Oil and Rubber	Economy	Developed	Economy to Balanced

Note: “Developed/Developing” accounts for when companies either were established in developing countries or developed dittos. “History” accounts for the main trend over the investigated period.

This has been inferred to be a sign that there is a learning behavior in these organizations. The general trend is that companies which mainly are reporting on economy are also established in the developed countries and they have a history of reporting from economy to a more balanced reporting scheme. The services to business industry is an outlier since it mainly is reporting ethics, is established in the developed world and have a trend from ethics to economy. It was also found that the Swedish heavy industry is mainly reporting on ethics which had to do with the markets they were involved in. They are globally oriented, report on ethics and were the first to establish CSR-programs. It was found in chapter two that the subsidiaries of MNCs are more responsible than local counterparts which seems to go hand in hand with reporting on

ethics/human rights. CSR-communication has been around since 1999 for the Swedish large corporations and economy and ethics are mainly reported on. CSR is also a matter of which industry companies are engaged in, as in the case of Securitas which is a company focusing on legal issues and is also communicating mainly law.²⁰

Analyzing different industries from this sample above allows for us to dig deeper into the relationship between the typical and the deviant case. As discussed under method was the transport industry characterized as the typical case. This because a industry which is well entrenched in developed economies do mainly report economy (Table 1.4) and because the companies face issues which are more profit and economy oriented since developed welfare schemes crowd out human rights issues codified under ethics. The service to business industry is on the other hand a deviant case. This is due to that the reports on an industry level are displaying an ethical approach even though their business is established in the developed economies. In order to analyze these cases further a discussion on an industry and a company level will be carried through.

The Transport Equipment Industry

The big companies which this industry comprises of are AB Volvo, Scania AB and BT-industries AB. Only BT-industries has not published a CSR-report during the investigated period.

The Volvo group provides products such as trucks, buses, construction equipment, drive systems for marine and industrial applications, as well as aircraft engine components. The group had 100 000 employees in 2008, production facilities in 19 countries and sale activities in some 180 countries. The Volvo group delivers mostly to developed countries: Europe is the dominating market (52%) followed by Asia (18%) and North America (16%).²¹

Scania is a company which has a range of products in trucks, buses, coaches and engines. Scania also offers services and financial services:

“These services encompass everything from parts, maintenance agreements and round the clock workshop services on various continents to driver training and IT-support for vehicle performance data and transport planning”.²²

Scania’s biggest markets for trucks are in developed countries: Europe (70%) while the markets for buses were dominated by the developing countries in Latin America and Asia with 51

²⁰ Berglund (2011) pp. 62ff

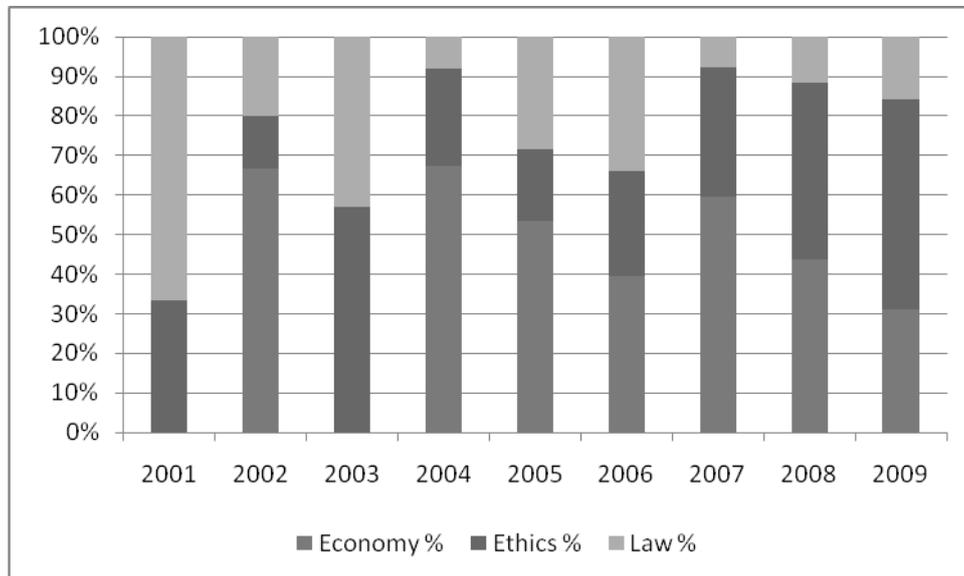
²¹ Volvo Annual report 2008.

²² Scania annual report 2008, p. 1.

%). The markets for engines were in 2008 dominated by Europe (46%) and Latin America and Asia (45%).²³

The different areas of CSR, Economy, Ethics and Law, have a large variation in the schematic figure 3.3. At large are the economical questions becoming more prominent than the law questions which are declining over the period. Law is in 2001, 2003 and 2006 greatly represented while the rhetoric is becoming more pronounced for ethics during the latter part of the period. Ethics is strongly represented in 2003. Economy has an inverted trend in comparison with ethics and law and is generally decreasing while the others are increasing and vice versa. For most of the period the reports are mostly reporting economy rhetoric. (Diagram 3.2)

Figure 1.3 The CSR-communication in the Transport Industry 2001-2009, in percentage.



Source: Scania Sustainability Report 2009, Scania Hållbarhetsredovisning 2008, Scania i Samhället 2001-2007, Volvo Sustainable development 2009, Volvo Sustainability report 2007-2008 and Volvo Sustainable development 2005-2006.

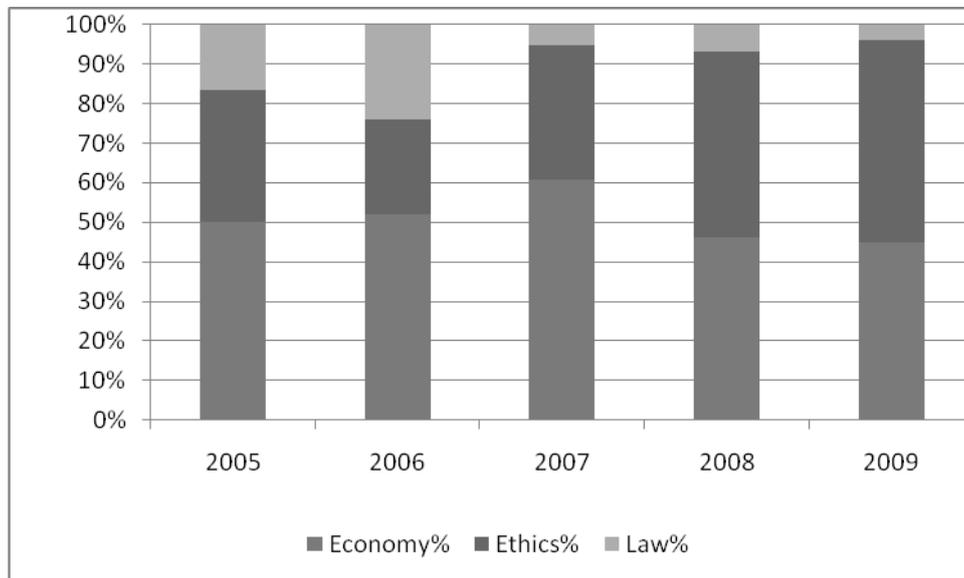
Both Volvo and Scania produce transport vehicles, especially trucks and their environmental responsibility is important for them. They are especially reporting on how to produce environmental friendly products which are probably why economic and ethical factors are important for them. The interpretation of the results is that production is coded as economy while making products environmentally friendly is considered as ethical.²⁴

²³ Scania annual report 2008.

²⁴ See Scania annual report 2008; Volvo group 2008.

The economic CSR-factors are more important for Volvo in comparison with the ethical and law rhetoric. However there is a slight increase of ethical language in the investigated reports (Figure 1.4).

Figure 1.4 CSR-communication for AB Volvo 2005-2009



Source: Volvo Sustainable development 2009, Volvo Sustainability report 2007-2008 and Volvo Sustainable development 2005-2006.

In order to investigate the CSR-communication further I have constructed a table containing the areas of which have been most prominent in the reports. From these tables it is possible to see how the analytical categories relate to the topics displayed in the reports. These areas were in some cases given in the text but in other cases were they constructed by me through reading carefully about the content and labeling the content. (See for example Table 1.2.)

Volvo's CSR-communication is divided into production and products, environmental sustainability and social responsibility. Environmental sustainability entails reducing the damage on the environment of the production and usage of the products. The social responsibility entails creating a favourable working environment, promote health and sick leaves and create a diversified work force.²⁵

²⁵ Volvo Annual report 2008.

Table 1.3 CSR-areas for Volvo

	Environmental Sustainability	Social Responsibility	Production and products
Economy		x	x
Ethics	x	x	
Law	x		

Source: Volvo Sustainable development 2009, Volvo Sustainability report 2007-2008 and Volvo Sustainable development 2005-2006.

Table 3.2 and the following similar tables represent the focus areas of each company. These areas have been created by looking historically at the representation of areas in the annual and sustainability reports. The tables display the rhetoric used in each area, whether it is economy, ethics or law.

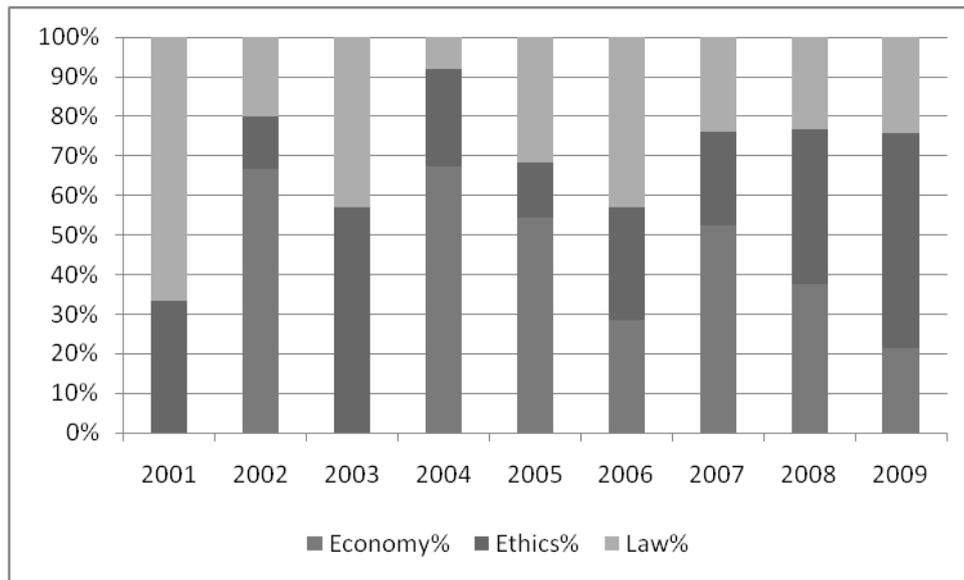
If we compare the report in 2006 with 2007 we can see that law was getting less prominent in favour for ethics, mostly because the company had started to use larger environmental sections in the report.²⁶

If we compare the rhetoric of Scania in 2003 with a more balanced report in 2008 we can see that in 2003 the ethical and law rhetoric was more pronounced. The reasons for this difference are many. In 2008 responsibility was a more holistic concept which includes both managing the staff, environment and traffic security while in 2003 the rhetoric is more general and descriptive. An important question in 2003 was the traffic security which was interpreted to be about ethical arguments.²⁷

²⁶ Volvo Annual report 2006; 2007.

²⁷ Scania Annual Report 2003; 2008.

Figure 1.5 CSR-communication in Scania for 2001 to 2009



Source: Scania Sustainability Report 2009, Scania Hållbarhetsredovisning 2008, Scania i Samhället 2001-2007.

For Scania the law rhetoric is the most used, followed by economy and ethics. There were swift changes in the content of the CSR-rhetoric in the beginning of the period while the development is more positive for ethics and economy in the last years of the reports. The Scania’s sustainability report contains four areas: Life cycle perspective, the environment, road safety and employees (Table 1.3).

Table 1.4 CSR-areas for Scania

	The Environment	Road Safety	Employees	Life cycle perspective
Economy		x	x	x
Ethics	x	x		x
Law		x		

Source: Scania Sustainability Report 2009, Scania Hållbarhetsredovisning 2008, Scania i Samhället 2001-2007.

Scania is ISO-14001 certified which means that they adhere to certain environmental standards. Scania’s environmental standard also talks about how the production consumes certain

resources and the company tries to use renewable resources. Scania also have an active drivers' education in order to increase road safety.²⁸

Volvo and Scania are both international companies. Volvo has had a more diversified range of products but Scania has also a range of products. They are both interested in caring for its employees and having an "environment friendly" production. However for some years the communication was different in comparison for the two companies, Volvo is more economic oriented than Scania which is legal/ethical oriented. Scania was also more established in the developing countries which probably make it more important for them to have a concern for ethical issues, human rights concern is reported under ethical considerations. Both companies are joint-stock companies on the stock exchange which would entail that both companies would publish more transparent reports and hence that the CSR communication would be established "early". However, Volvo is rather late in launching its sustainability engagement which could lead us to conclude that ownership was not the most important factor concerning when CSR-programmes were launched.

The Services to Business Industry

The Services to business industry comprises of Securitas AB, Cellmark Holding AB, Cardo AB and Scribona. Cellmark Holding was the only company that did not published a CSR-report, during the analyzed period.

Cardo is a supplier of industrial doors and logistics systems, waste-water treatment systems, process equipment for the pulp and paper industry and garage doors. Net sales by different regions indicate that the biggest market for Cardo is Western Europe (75%), Eastern Europe (7%) and North America (6%).²⁹

Scribona was a corporation specialised in IT and communication services but changed its business in 2008 to a financial corporation. Scribona had until 2008 affiliations in Sweden, Norway and Finland.³⁰ Scribona did not render a report necessary after becoming a financial corporation. It is probably the same motivation for the companies which did not have a report from the first place – service industries are perhaps more reluctant to engage in a CSR-programme because they do not for instance have a clear production which pollutes. However even if this is rational from their perspective it is not from an CSR-point of view rational at all, because even as a financial corporation you are bound do have employees to take care of.

²⁸ Scania Annual Report 2008.

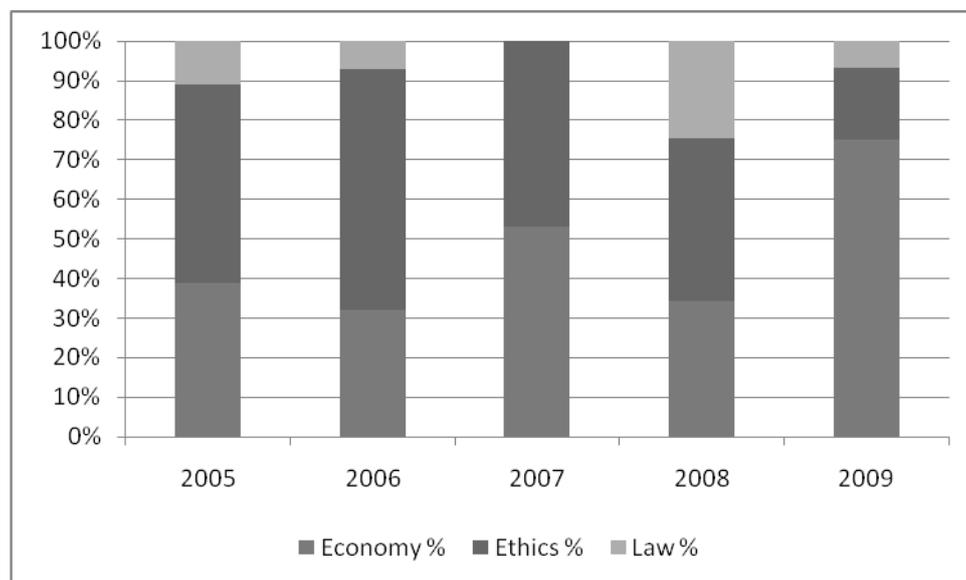
²⁹ Cardo Annual Report 2008.

³⁰ Scribona Annual Report 2008.

Securitas is a safety product company which offers guarding services, mobile services, monitoring and consultation and investigation services. Securitas is established in 37 countries and their customers vary from local shops to multibillion companies.³¹ The main markets are Europe (50%), North America (38%) and they also operate in Latin America, Asia, the Middle East and Africa.³² Securitas CSR-rhetoric is predominantly law-rhetoric which goes to show that the industry activities are crucial for determining the CSR-rhetoric, since they are connected. (Figure 1.6).

This industry's CSR was dominated by the ethical rhetoric while the economic rhetoric was the second most important. For instance was Cardo dominated by its sustainability rhetoric³³. This result was in contrast to earlier findings since this was a industry which is predominantly active in Europe but still governed by ethical rhetoric. (There is more information about this industry in the appendix.)

Figure 1.6 CSR-communication in the Services to Business industry from 2005 to 2009



Source: Cardo A natural part of the sustainable society 2009, Cardo's Sustainability Strategy 2008, Scribona årsredovisning 2004-2007 and Securitas Our Business is Your Safety 2008-2009.

³¹ Securitas Annual Report 2008.

³² Securitas Annual Report 2009.

³³ Cardo Annual report 2008.

Conclusions

If we compare the two cases with each other it seems that they are facing reverse trends. The Transport industry experienced a decrease for economic CSR-rhetoric and an increase for ethical rhetoric while the Services to business industry experienced a decrease in ethics and an increase in economy. Thus these cases are each other's opposites, one typical and one deviant case. These differences can be traced on the company level: the Transport industry has in comparison with the Services to business industry more international companies, since Scania is established in developing countries. However, Securitas is an exception since it communicates mainly law and is both an international company. Thus Securitas is a deviant company in a deviant industry. Internationalisation has an effect on companies to report more economical-CSR if companies are functioning in established economies and ethics if they are functioning in developing ditto. Further is there a trend that more companies are reporting ethics while in the deviant case the opposite is true.

Sources and Literature

Cardo A natural part of the sustainable society 2009

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Sveriges största företag 2000/2001 (2001), Bromma.

Sveriges största företag 2003/2004 (2004), Bromma.

Appendix

(from the services to business industry)

The CSR-communication for Cardo AB is dominated by the ethical rhetoric even though there is an increase of law rhetoric as well as economic rhetoric over the period.

Table 3.32 CSR-areas for Cardo

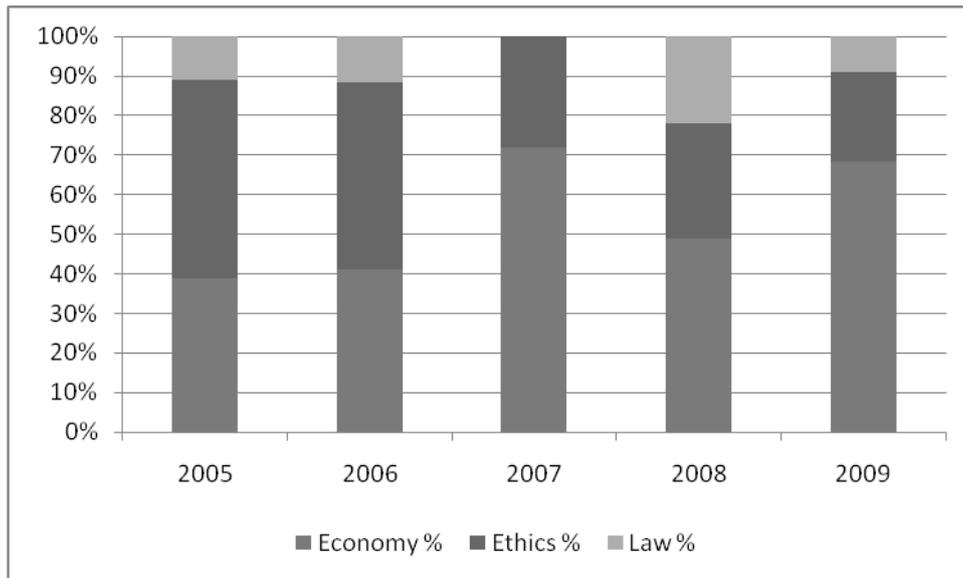
	Financial Responsibility	Social Responsibility	Enviromental responsibility
Economy	x	x	
Ethics		x	x
Law			x

Source: Annual and sustainability reports for Cardo 2005 to 2009

Cardo is concerned with social responsibility and environmental responsibility. Social responsibility entails the security and satisfaction of work, ethnically diversity and gender equality. Environmental responsibility concerns for instance the efficient usage of resources.³⁴

Figure 3.26 CSR-communication in Cardo AB for 2005 to 2009

³⁴ Cardo Annual Report 2008.



Source: Annual and sustainability reports for Cardo 2005 to 2009

It is difficult to speak about trends for Scribona and Securitas because they have only two or three years reported on the CSR. Therefore have the diagrams been canceled.

The CSR-communication for Scribona is to 80-90 % ethics while economy stands for 10%.

Table 3.34 CSR-areas for Scribona

	Transportation of goods	Hazardous substances	Recycling	Business ethics
Economy	x			
Ethics	x	x	x	
Law		x		x

Source: Annual and sustainability reports for Scribona 2007

Scribona did not publish any responsibility report for 2008 and 2009 which has to do with its change of business. However, Scribona’s CSR-communication for 2007 involves caring for an environmental friendly transportation of goods, reducing environmental hazardous substances

according to the Roth directive, recycling according to the Waste Electrical and Electrical Equipment directive and business ethics.³⁵

The CSR-communication for Securitas is close to 50 % dominated by law, remaining communication equally divides between economy and ethics. The company is predominantly governed by Law rhetoric, which is probably due to their security business orientation.

Table 3.34 CSR-areas of Securitas

	Social	Economic	Environmental
Economy	x	x	x
Ethics	x		x
Law	x		

Source: Annual and sustainability reports for Securitas 2008 to 2009

Securitas CSR-communication is concerned with environmental, social and economical responsibilities, which entails such as offering training programs to officers, being an efficient company which also pay taxes and to minimize emissions while doing transport.³⁶

In conclusion we can see that CSR-communication for companies in this industry has not been economically driven. For instance, for Cardo it might be the case that its diverse supply chain makes it impossible to be economically driven and for Securitas their presence in a variety of countries might compel them to focus legal issues instead of economic issues since their business is in a legal domain.

³⁵ Scribona Annual Report 2007.

³⁶ Securitas Annual Report 2008.