

Measuring the impact of Corporate Social Responsibility: Does CSR matter?

Press Release

Today, Öko-Institut and EABIS together with a consortium of fourteen leading European research institutions launches the project website for a unique research project that measures the impacts of Corporate Social Responsibility (CSR): www.csr-impact.eu.

Until March 2013, the “Impact Measurement and Performance Analysis of CSR” (IMPACT) project will ask, and attempt to reply to questions such as: What benefits does CSR actually bring to the economy and society at large? How can managers, policy-makers and stakeholders better measure and analyse its outcomes? What does this mean for smart mixes of public policies and corporate strategy?

Indeed, the European Commission has defined CSR as the voluntary contribution of business to pursue competitiveness, social cohesion, and environmental stewardship. Yet, the actual value of CSR in tackling these challenges is still contested. No accepted, objective methods exist to actually measure and monitor CSR impacts. Research on CSR so far has mostly concentrated on assessing the benefits from CSR on company-level as opposed to its impacts for the environment and society at large.

IMPACT sets out to address these gaps in knowledge and empirical evidence. It will generate hard evidence and new insights if and how CSR impacts on sustainability and competitiveness in the EU 27. It will develop a conceptual framework and test existing and new tools for impact measurement. A large-scale transdisciplinary empirical investigation into CSR impacts will be carried out, combining qualitative and quantitative methods. Sectors to be analysed in great depth will be: Retail; ICT; Automotive; Construction & Real Estate; and Textiles. With its final recommendations, IMPACT will address policy makers, business leaders, civil society and the research and education community on how to support and increase the impacts from CSR.

Duration & Funding

March 2010 – March 2013

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Research Partners

Öko-Institut e.V.	EABIS	Copenhagen Business School	Foundation CentERdata
Katholieke Universiteit Leuven / Center for Economics and Ethics	Central European University Business School	Aalto School of Economics	Nottingham University Business School / International Centre for Corporate Social Responsibility (ICCSR)
IESE Business School – University of Navarra	INSEAD –The Business School for the World	Institute for Social-Ecological Research	Akademia Leona Koźmińskiego
MIP Politecnico di Milano	Tilburg University (TiasNimbas Business School, and Tilburg University)	Vienna University of Economics and Business	ZEW – Centre for European Economic Research

More information / Contact

Project website: www.csr-impact.eu

Regine Barth (project coordinator) – Öko-Institut e.V.: r.barth@oeko.de

Claudia Kipka (dissemination) – EABIS: claudia.kipka@eabis.org