

Uniapac

CABE is part of an international federation of Christian business leaders associations, Uniapac (www.uniapac.org), whose latest publication is: **'The Profit of Values. A Christian Vision of Corporate Social Responsibility. A form of management for long lasting enterprises.'**

Uniapac describes itself as an organisation inspired by Christian social thought, whose goal is "to promote amongst business leaders the vision and implementation of an economy that serves people and the common good of humanity at large" – or "to create a context for human flourishing" as Mark Greene expressed it at CABE's recent collaboration conference with LICC and WorkTalk at Cass Business School.

The foundation of the study is Christ and our relationship with Him, which in turn inspires our relationship with nature, work and others. Corporate Social Responsibility (CSR) is presented in three dimensions – environmental, economic and social, creating a virtuous circle. *"Companies that demonstrate social responsibility are competitive and more humane entities; create more jobs and better salaries; promote a stronger internal market; reduce poverty; stimulate sustainable economic growth, more fiscal revenue, better government investments in infrastructure that generate national competitiveness, the quality in education, research and development, and the government spending that helps reduce inequality. It is based on sustaining amongst citizens a culture of participation, transparency and accountability."* (p 21)

As business executives, we are called to apply the principles of truth, freedom and justice and live out Christian values as we exercise authority. Chapter 6 (pp 42-46) outlines the personal responsibility of the leader, and the 'strategic lines of action' (p48) that enterprises should take in their relationships with stakeholders:

- Ethics, truth and confidence (spiritual needs)
- Quality of life (human needs)
- Generation and distribution of wealth (material needs)

Section C proposes practical ways to implement a CSR culture by means of an eight-step process (pp 63-65).

The booklet concludes by reminding us that for a Christian business man or woman, vitality and energy do not stem solely from respect for a set of moral commandments, but rather from an ongoing experience of the living and spiritual presence of Christ. It is the addition of the spiritual perspective to the economic, social and environmental dimensions already mentioned that helps us "construct the Kingdom of Heaven and the Body of Christ" in our enterprises (p 76).