Corporate social responsibility and co-development: the answer to international migrations

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Abstract

Corporate Social Responsibility is a buzz concept that is changing the functions and actions of individuals, governments and corporations. Nowadays there is a huge movement towards the implementation of real policies that encourage new and better strategies to render it mainstream. CSR has a vast number of issues involved, nonetheless this article focuses on Corporate Social Policies and its relation to co-development, as a new partnership to solve some problems that have resulted due to international migrations. Many corporations have defined CSR as how to grow profit with honour, and increasingly governments have realized, it is a way of supporting public policies (co-development).

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The aim of this paper is to articulate some conceptual elements offered by political history, sociology and political science in relation to the exercise and use of violence. Using theories proposed by Tilly, Elias and Weber I survey the scope of the most relevant theoretical elements that take the use of violence as a means of the consolidation of the Modern State. The transition from the Middle Ages to Modernity consolidates a new institution that has become the Contemporary State and inside this political concept we highlight the principles of war and the military men's actions as the fundamental actors in the construction of the above mentioned State. After considering some of the plausible theoretical elements we show how these tools allow us to do first, an academic analysis of the role of the military men in Latin America during the 20th century and to preserve the stability of the State.

Keywords: Law, modernity, postmodernity, rationality, State, legal turns, Other Law, community law, revolutionary right, cosmology, sources alternative, alternative sources.

Resumen

Responsabilidad Social Corporativa es un concepto vibrante que está cambiando las funciones y acciones de los individuos, gobiernos y corporaciones. Hoy en día hay un gran movimiento hacia la implementación de políticas públicas que estimulen nuevas y mejores estrategias para incorporar el tema en la actividad gerencial. El concepto tiene un gran número de preguntas sin resolver, razón por la cual este ensayo se centra en la búsqueda de políticas sociales corporativas y su relación con el concepto del codesarrollo, elemento concebido como una nueva alianza para resolver algunos problemas de las naciones como es el efecto de las migraciones internacionales en la estabilidad social. Muchas empresas han definido la Responsabilidad Social como una fuente para cosechar ganancias sociales y cada vez más los gobiernos se han dado cuenta de la manera como se apoyan las políticas públicas basándose en estos conceptos de alcance global.

El presente trabajo pretende articular algunos elementos ofrecidos por la historia, la sociología y la ciencia política en la aplicación de las prácticas violentas. Con base en la ayuda de las propuestas de tres autores clásicos como son Tilly, Elias y Weber, se pretende efectuar un análisis sobre el alcance de este principio mediante la ayuda de los elementos conceptuales relevantes y que nos llevan a la consolidación y prevalencia del Estado Moderno. El paso de la Edad media a la Modernidad, estructura una nueva institución que consolida el Estado representativo contemporáneo mediante el ejercicio de la violencia, como son la guerra y el uso de las fuerzas militares vistas como actor fundamental en la construcción de dicho Estado. Así pues, luego de abordar los elementos teóricos que distinguen estas teorías públicas, se pretende ver cómo mediante la aplicación de estas

herramientas de poder, se efectúa un análisis académico sobre el alcance de la actividad de los militares en América Latina durante el siglo XX para preservar dicha estabilidad del Estado.

Palabras clave: Estado, guerra, militares, Edad Media, Edad Moderna, cultura occidental.

Introduction

One of the main goals of CSR is to improve the well-being for societies. Due to the influence of such initiatives, the inclusion of an International Perspective is needed. In this paper we try to obtain a better picture of the real situation and why the paradox of multinationals getting more profits while International Migrations are far to get to the end[1].

Corporate social responsibility (CSR) is already a growing phenomenon worldwide that is trying to change the role and nature of corporations. CSR deals with the thorny issues around a corporation's responsibility to society, and how it relates to the company's traditional commitment to maximize shareholder profits, however, it would never apply if combined with social policies and in our interest with migrants. This paper pretends to be just one approach to the vast literature and research that always is ongoing but especially with this reactivation between corporate interests and social interests, nowadays where co-development has become essential for social inclusion of what is known as Diaspora[2].

Corporate social responsibility vs. social responsibility: implications to co-development

The field of CSR has a vast number of implications and subjects that vary between the progress and history along the years. Research and studies year by year encourage and impulse the development of CSR as one of the most important issues in any business as well as in the Government activities around the world. For this reason, it is important in both sectors (Public and Private). For these and many other reasons, the influence of CSR in our daily activities is clear and indicates the commitments we must do in order to create a better world for all. (Crowther and Rayman-Bacchus, 2004).

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1   Codes of Conduct play an important role in internal regulatory systems, it implies that its results should be included and implemented in a real programme that sustains the effectiveness of CSR policies.

2   CSR polices and all it involves is changing every day. Conferences and Activities held all around the world push the academy to be updated and refreshed with new and improved theories, approaches and discussions.

The social responsibility of business has been much debated during the past decades. In the 70's and 80's, attention was primarily focused on the impact on the external environment. However, in the 90's focus has expanded to what is known as corporate social responsibility (CSR). In recent years, human rights, particularly labour rights and working conditions, have become a focus of discussion related to the responsibilities of corporations.[3]

According to Pierre Huppertsi, a Dutch academic, in recent years, there is much talking and writing about Corporate Social Responsibility (CSR). This is a subject that is very much in fashion, many entities such as universities, ministries, the Parliament, NGOs, pension's funds, unions and, especially, many businesses, pay attention to the subject. Conferences and publications about CSR frequently emerge. The idea of the Triple P (people, planet and profit) is generally used as a starting point, and it is assumed that the main activities of corporations are directly related to CSR. Normally, a distinction is made between Corporate Commitment (investment in the community) and CSR, which tends more to concern corporate strategies and activities for itself.

Paradoxically, the poor participation of the countries in the South in the discussions relative to CSR carried out by the countries in the North is surprising and in many occasions do not reflect the reality[4]. This attracts attention since most discussions around CSR have to do with corporate activity in countries with low incomes; and these countries, often enough, are located in the South, which constantly increase the mobility factors such as economical, political and social, and in fact international migrations. Generally, the conflicts between corporations and NGOs are caused by conditions in the South such as child labour, Social Problems, cultural barriers and so on.

As it has been mentioned, CSR has many themes that come from Social Reporting and Auditing, Management, Labour standards, Corporate Governance, to Ethical issues, Environment and Human Rights.

CSR is essentially a strategic approach for firms to anticipate and address issues associated with their interactions with others (communities) and, through those interactions, to succeed in their business endeavours. If the essence is being socially responsible and simultaneously growing profit, so the issue lies in how Corporations integrate CSR policies and co-development into a coherent and unique moral bases that in theory

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3   Based on a publication by Joint Initiative on Accountability and Workers Rights that examines why and how the development of global trade resulted in the proliferation of corporate codes of conduct and an increasing emphasis on labour-related CSR, the analysis one could say is that in fact there is not an effective way to measure the activities on CSR. In addition, it analyses the case of labour-related codes and standards, one out of several social issues in CSR.

4   There is a long tradition of corporate philanthropy in Latin America where the private sector has had a paternalistic view of its role in society. These practices have emerged in the private sector in response to economic crises in Argentina and Peru, and social crises in Colombia and Brazil (Gutierrez and Jones, 2004).

should be the final aim.[5] Even thought that these concepts can be separate each other, it is important not to undermine their connection and reciprocity, and that is precisely what this paper will try to analyze as well as its real practices in the real world.

While the focus for corporate social responsibility has traditionally been on donations organizations make to charities and the schemes they initiate to help disadvantaged groups, increasingly firms are regarding what they do in complex scenarios as part of an overall corporate social responsibility strategy, and if fact it must include co-development[6].

Collectively, CSR and related terms serve as a counterpoint to the classical notion, associated most often in the last few decades with the views of economist Milton Friedman, that corporate responsibility is exhausted by profit-making for shareholders within the boundaries of the law and accepted business ethics[7]. No consensus yet exists worldwide about an appropriate taxonomy for CSR. Some commentators challenge the suitability of each element of the compound phrase, 'corporate social responsibility'. Why should this form of responsibility be limited to corporate entities and not other public and private entities, why should it be limited to social responsibilities and not other responsibilities too, and why should it be confined to legal and even ethical responsibility instead of wider notions of corporate citizenship and responsiveness to societal conditions? (Horrigan 2007).

In fact what this paper tries to emphasized is the matter of the relation between CSR and Social Responsibility in theory as well as in practice. Both play an essential part of the responses people around the world are expecting to have to satisfy its needs.

Influence of codes of conduct

Other concept are the codes of conduct and its integrated usage into CSR policies applied in the international scenario and how these relations are improving or damaging the welfare for the societies integrated in what is known as a global citizenship. This topic encourages the political decisions on the future of the humanity; moreover it promotes good practices which are an important key to obtain public policies for

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5   There is no doubt that being Socially responsible sells and is productive as well as try to convince that is easy to incorporate in our lives, but what is really important is to analyze and describe what is the real story behind the words and to discover what are the advantages and disadvantages of these policies.

6   People would not stay with the company simply because they are ethical in terms of the suppliers or firms they work with. They must also ensure employees receive decent rewards and benefits and they have the right working environment. Therefore, there are some general questions, which can actually direct our interest towards some answers, and explanations this paper is trying to obtain.

7   G Cheney, J Roper and S May, 'Overview' in S May, G Cheney and J Roper (eds), The Debate Over Corporate Social Responsibility (2007) 7.

International Migrations. Man as a hole has a huge responsibility over the years still to come. Corporations and Governments are running for human beings so that the action has to start based on that.

According to statistics of the United Nations and many NGO's, there are still many differences between north and south countries and those with less relative development, like Latino America and Caribbean countries as well as African. (UN Report, 2011).

Whether firms are introducing CSR or not is a matter of the authorities as well as the market. The market itself would not allow them to get in.[8]

Corporate Social Responsibility (CSR) is a process that has been driven by globalization, and privatisation. For Trans National Corporations (TNCs), or Multinational Companies (Even though there maybe some differences between them, in this paper both do the same work), it is an outcome of public pressure arising from their operations in developing countries in relation to human rights, environmental pollution and labour issues.

To date, CSR has been a Northern phenomenon in terms of its language and strategy. However, a couple of years ago, in his foreword to the study, UNIDO Director-Carlos Magariños, says, "It would seem to me that it is the task of the UN system to turn CSR from a Northern preoccupation into a truly global agenda; from a potential dividing force into a unifying framework for development. Generating wealth in a manner that is socially and environmentally responsible must be a common goal of the international community". He also refers to a question the study holds as central to the future of CSR in the developing countries. Now days, there is no doubt about the application and development of this in local, regional and international agendas, and both in the public and private sector[9].

Many literature and discussion about CSR topics and in most of the cases these discussions are cored in the Private Sector due to organizations need the corporate level, but in the Public sector, it has been slightly different in the way Governments have this essential compromise, as they are the mirror of their people. However, once they are there the objective is lost. The discussion is if with the privatization process the Public organizations become more efficient and ethical. Even though that it has a big range of matters, would be worth not to undermine it.

Corporate social responsibility (CSR) has flourished as a major corporate trend since the 1990s. With no universally accepted definition, CSR generally refers to corporate

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8   Why firms with a non-social development and with no respect for the Environment and many other CSR issues, are actually manipulating the concepts to be able to continue in the market?

9   Is the private sector the one with major responsibility in the progress and development of CSR alternatives, or is the Public sector who has the power to encourage it by using national policies and working through the welfare for societies? How it works and who is the first sector to rely on.

business practices that reach or go beyond the ethical, legal and public expectations. A number of factors have over the years shaped and developed the idea of CSR, such as globalization, trade liberalization, and stronger expectations of citizens around the world (Global Citizenship)[10].

As Lagos says: "Many of newly emerging global citizens are actively engaged in global efforts – whether in business ventures, environmentalism, concern for nuclear weapons, health or immigration problems. Rather than citizenship, being the result of rights and obligations granted by a central authority, the lack of such authority gives primacy to the global citizens themselves: not a top-down but a down-up scenario".

Terms like CSR, corporate citizenship, business ethics, sustainability and environmental responsibility, etc, sometimes interchangeably, have become buzzwords in the process of globalization. In view of its complex and broad range of issues: business ethics, human rights, environmental management, community, and quite recently, co-development.

The rol of multinational corporations (MNC) in the implementation of co-development strategies[11]

Why are people so concerned about multinationals? Big business elicits strong reactions. In his book *The Corporation*, a successful television series and film, the Canadian academic Joel Bakan argues that the corporation is 'a pathological institution, a dangerous possessor of the great power it wields over people and societies'. The multinational corporation, because of its apparent mobility and assumed lack of loyalty is particularly mistrusted. However, how did this mistrust come about?

In Europe, the controversy surrounding multinationals can be traced back to the post-war years. In the USA, on the other hand, multinationals appear to have been regarded relatively benignly by the public until the 1960s. However, by this time, the reputation of corporate America had begun to wane, as Hood vividly describes:

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10 At Oxfam Education, we believe that Global Citizenship is more than the sum of its parts. It goes beyond simply knowing that we are citizens of the globe to an acknowledgement of our responsibilities both to each other and to the Earth itself. Global Citizenship is about understanding the need to tackle injustice and inequality, and having the desire and ability to work actively to do so. It is about valuing the Earth as precious and unique, and safeguarding the future for those coming after us. Global Citizenship is a way of thinking and behaving. It is an outlook on life, a belief that we can make a difference.

11 It could seem that somehow everything has to be jointed to US and its implications in the World, fortunately or unfortunately our reference starts back in North America. Organizations and industries of all sizes find it necessary and desirable to consider corporate social responsibility in strategic decision-making processes. In some companies, this has had a profound effect from the shop floor to the executive suite (CSR Forum).

"By the 1970s, the multinational had become synonymous, around the world, with power and wealth and, too many, a potent symbol of the economic and political dominance of the USA. What is striking about much of the literature on multinationals from that time, compared with today, is the level to which the interests of the multinational are celebrated with the interests of its state of origin, or 'home state'. Multinationals were viewed, perhaps simplistically, as economic agents of their home states, with no particular allegiances to the states in which they chose to invest. With this approach, the nationality of the foreign investor was of crucial importance. Foreign-owned multinationals were regarded as a threat to the sovereignty of their host states in two ways: first, because of fears that they might exercise unnecessary influence over the host state's national policies and, second, because they helped to disseminate inequalities between states. However, while foreign ownership of local industry was a concern for all host states, these issues had particular significance for less developed countries. In Fact, the responses to these movements bring up an interested circle of ideas that leverages our proposal as well as the inclusion of new concepts that eventually can be used in the future like foreign direct invest, BIT´s (Bilateral International treaty´s) and so on, terms particularly important to emergent economies".

Other important issue within de relation between CSR and co-development is Corporate Governance which is concerned with holding the balance between economic and social goals and between individuals and community goals. The aim is to align as nearby as possible the interests of individuals, corporations and society (King, 2002) (Fisher and Lovell, 2003). Nonetheless, what is important here is to encourage Corporate Governance within the situation of the migrant sector; in that way corporations can, at least include into their plans and strategies the group of migrants that are part of those named stakeholders.

Lately, governments and corporations have acknowledged the opportunities arised from co-development in the sense that integrated with philanthropy initiatives and CSR strategies, can actually collaborate with better conditions for migrants and different communities, along the migration process.[12]

However, it is still a very few percentage of Corporations that adopt this practice, in many cases it is due to CSR strategies are traditionally design under and for other interests. Yet, the perception of the relationship between new strategies on CSR and International Migrations is not sufficient and the efforts in this way must be more aggressive from States and Corporations.

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12 In 1994 the King Report on Corporate Governance (King I) was published by the King Committee on Corporate Governance, headed by former High Court judge, Mervyn King S.C. King I, incorporating a Code of Corporate Practices and Conduct, was the first of its kind in the country and was aimed at promoting the highest standards of corporate governance in South Africa.

Simultaneously, regulatory enforcement has increasingly relied on private initiatives as the first line of enforcement (OECD, 2011). Because such a strategy often involves creating an incentive for firms to adopt particular management practices and systems, and it often boosts firms' reliance on such systems. In some OECD countries, this creates powerful incentives to identify major risks and to devise systems of internal control designed to manage such risks. Interpretations about Corporations as the first called agent to implement and develop effective and equal rules in the adoption and implementation of co-development as a concept that allows to concrete CSR strategies, are just one part of the story. In fact if there is no any relation and handed work between both institutions: Corporations and Governments, the concept of co-development would not get the desirable results.

Constantly, we find that many are the reasons for a migrant to move, since the classification of international migrations appeared, there is much in talk about the economic, social, and political reasons. This explains that investments in conflict prone areas still happen, and despite weakening demand for FDI in larger countries, the overall prospects for longer-term FDI remain promising. The economic slowdown has increased competition, highlighting the need for corporations to search for lower cost locations. As corporations seek to exploit low wage economies and take advantage of resources, the potential linkages between conflict and the private sector begin to appear.

Once a company decides to invest in a conflict prone area, the decision-making must include how their operations will affect and be affected by the associated political, social and economic instability. This decision is detailed by MNCs, it suggests a previous adoption of Matrix, and Strategies in Planning go global whatsoever, and without any doubt it involves international migrants.

The primary focus is mitigating conflict risks so that MNC operations do not have an adverse effect, nor are adversely affected by the dynamics of violent conflict. Policies and procedures of this nature tend to be reactive rather than proactive (Zerk, 2006).

Several emerging economies, such as Colombia, Indonesia, Algeria, and the Philippines, have been able to attract high levels of direct investment despite the occurrence of violent conflicts[13].

Certain company characteristics make companies more risk-prone and subsequently more controversial than others. Greater vulnerability to conflict is often associated with the several characteristics. The type of industry sector can have an impact on conflict. In certain sectors, particularly in the natural resource extraction sector, long production

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13 Working on conflict involves specific attempts by corporations to conduct business with a primary focus on conflict prevention, management and resolution. This approach is based on the assumption that foreign investment has a positive impact on a region; aiding in economic development and growth while reducing the likelihood of violent conflict.

cycles and the expected returns on investment outweigh the costs of operating in areas of conflict.

The closer conflict is to the MNCs sphere of influence and activity, the greater the corporate responsibility of taking action and the greater the costs associated with not taking action. The ability of corporations to mitigate conflict depends on its success in a variety of endeavours including: engaging in venture progression, purchasing adequate political risk insurance, ensuring government distribution of shares to the public, and encouraging the participation of multilateral development agencies. Such involvement in this integrated approach aids in improving the investment climate and strengthening the mutual confidence between MNCs and the societies in which they operate.

Taxes relief and financial support: Privileges for selected groups

Some OECD governments provide favourable tax treatment to the non-profit sector and define the non-profit sector for tax purposes so that it includes the NGOs that operate in this field. At times, this favourable tax treatment is available for contributions to other institutions (professional societies and universities) that are also active in this field.

Governments and intergovernmental organizations tend to play supportive roles in selected hybrid code systems, serving as catalysts, facilitators, endorsers and even financial supporters (Gianni Zappala, 2003).[14]

Therefore, if taxation is reducing for CSR initiatives, it must reflect into communities, and when talking about communities includes migrants. As Williams says: "Having taken the view that CSR is a way of doing business rather than an 'add on' to normal business processes, and that it is a legitimate matter of concern for companies, it appears to follow that companies should consider how their chosen approach to CSR applies to all aspects of their activity, including the management of their tax liability. They should then be in a position to give a coherent justification of their approach to key tax issues such as the use of tax minimisation techniques, which is consistent with their approach to other CSR issues"[15]. The only way to justify those privileges are encouraging, in our case right policies and strategies for migrants.

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14 In particular, and as it has been mentioned NGOs have played central and varied roles in the development of many corporate responsibility initiatives. This has indirectly shaped the CSR movement and has probably been quite important in the countries where tax incentives for non-profit activity are high. NGOs have monitored the activities of particular corporations.

15 Tax and Corporate Social Responsibility A discussion paper by David F Williams of KPMG's Tax Business School® September 2007.

In determining its CSR policies a company will have to decide the extent of the society or community to which it has an obligation: whether local, national or global. In the tax area, consideration of the application of CSR principles is perhaps most straightforward when the society being considered is that of one nation with a uniform taxation system and therefore when reduction of taxes is a plus, and off course it is linked with what has been mention about Foreign Direct Investment . Many commercial decisions, such as the location of factories or the terms of intra-group trade, may mean that tax is paid in one territory rather than another and companies will need to consider how to balance their obligations to different host societies, and whether their nation of origin has a superior claim. Often the answers to these questions are expressed in terms of paying what is 'fair', but fairness is not always self-evident, and companies will need to consider the criteria that they will use in reaching their judgments on this issue (Williams, 2007).

Governments and MNC´s should move the power to co-development

Multinationals are among the most controversial players on the international stage today. However, what are multinationals? In addition, why are people so concerned about them? Is it possible to regulate multinationals effectively? Alternatively, are they, as many people believe, beyond the law, is it possible to include co-development as an strategy for multinationals?

Historically, public opposition to multinationals has arisen mainly from concerns about too much concentrations of power, and their implications for national sovereignty and cultures. In recent years, however, there has been a shift in emphasis away from these 'state-centered' concerns towards more 'people-centered' concerns, such as the environment, human rights and migration. For this reason, and not to be repetitive only in this topic, when mentioning companies, it means we refer to both public and private. Most, if not all, leading companies now have strategies relating to CSR, and it is so important that now people talks about Social Responsibility, that means that no distinction between private or public is made, as it is deeply linked to what some academics say as the management of the public; even using terms like CEO (Chief Executive officer), traditionally referred to corporations, now has been using as well in the public sector[16].

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16 Over the past few years there has been an explosion in management, assurance and reporting standards designed to help companies become more 'socially responsible' and to measure and report on their progress. Governments, too, have been forced to re-evaluate their policies on industry and enterprise to reflect these new concerns. Already, some new regulatory proposals and initiatives have appeared at national and regional level, designed to enhance 'corporate accountability'. (Zerk, 2006).

Whether CSR is actually 'voluntary' is open to question. Nevertheless, given the approach of most governments to CSR to date, it is not surprising that the idea that multinationals may be subject to direct obligations under international human rights law is currently attracting so much attention. It is important to remember, though, that while CSR and human rights do overlap to some extent, they are not the same, and it would be a mistake to confuse the two, therefore exists a vacuum in defining the condition of migrant framed in the international law. In addition, human rights law is not the only potential source of international CSR regulation. Other, more traditional, regulatory strategies are possible, but whatever approach is taken, multinationals do raise some particularly difficult practical and definitional issues when it comes to designing effective regulatory regimes[17].

Galatowitsch mentions in your research: "As However, while governments want to capitalize on migrant co-development initiatives to control migration, the idea that migration can be controlled contradicts historical migration patterns and lacks logical basis. Furthermore, the use of the concept as migration control strategy risks discrediting a promising method of development. However, even as a mechanism for development, co-development is not a program that can easily be replicated".

In that way co-development can be viewed as a phenomenon in international development, rather than a strategy or policy.

It becomes clearer when talking about restrictive immigration policies due to generally, fail to block migrations, governments are marbling with more flexible control strategies that target the "roots" of immigration. Specifically, the strategy of co-development, which is a migrant led movement for community development in their countries of origin, co-development is increasingly attracting the attention of governments worldwide as a strong means of curbing migration by targeting development in the source countries. However, while governments want to capitalize on migrant co-development initiatives to control migration, the idea that migration can be controlled contradicts historical migration patterns and lacks logical basis (Galatowitsch, 2009).

Furthermore, the use of the concept as migration control strategy risks discrediting a promising method of development. However, even as a mechanism for development, co-development is not a program that can easily be replicated; for this reason is that right models should result from an specific approach and analysis in each country where pretending apply this sort of strategies.

Traditionally, co-development is a practice of sustainable development that mobilizes local communities, NGOs, and governments while using existing resources

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17   Usually there is a confusion about whether the Private sector is the one with major responsibility in the progress and development of CSR alternatives, or is the Public sector who has the power to encourage it by using national policies, implementing a legal framework, International Agreements, etc= and working through the welfare for societies.

and promoting regional economic growth, nevertheless, as it has been mentioned and explained, the relevance of new actors and in particular MNC´s, as the one to work closely in implementing right policies towards the wellbeing for societies, is the core of co-development strategies. Since the definition and feasibility of "sustainable development" is often debated in international development research and practice, this paper acknowledges the definition set in 1987 by the World Commission on Environment and Development, which states that sustainable development "implies meeting the needs of the present without compromising the ability of future generations to meet their own needs." However, since this definition is left vague and sets few parameters for measuring success of sustainable development, this paper bases the measurability of co-development's sustainability on recommendations from a World Bank report. (Galatowitsch, 2009). Through contextualizing the overlooked strategy of co-development in recommendations for sustainability, this paper offers co-development's contributions to meeting the Millennium Goals, which is to build "global partnership for development."[18]

The risk of aid dependence on specific donors is decreased through co-development because the cost of development is shared between migrant associations, villages, communes, NGOs, governments, and multi-lateral organizations, but here precisely is when the roll of MNC´s using right Corporate Social Responsibility initiatives becomes essential.

Co-development the right complement to immigration Policies

With the success of migrant financed projects, the method of co-development is respected as an efficient and successful form of development. It was not until the mid-1990s that the majority of European countries started to shift the meaning of "co-development" while seeking alternative answers to weak immigration policies.

Since restrictive migration policies were failing, governments began seeking more flexible strategies to deal with migration issues. Many scholars and politicians began to promote the idea of "targeting the roots of the problem of migration" through development. This "smart strategy" in immigration policy has now taken the form of a transformed sense of co-development.[19]

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18   UN Milennium Project. Investing in Development: A Practical Plan to Achieve the Milennium Development Goals. Report to the Un Secretary-General, New York: Milennium Project, 2005.

19   De Haas, Hein. "Turning the tide? Why Development will not stop migration." Development and Change, Vol. 38 (5), 2007.

Following Galatowitsch, in her research points out a speech done by Former Prime Minister Rasmussen of Denmark, who says: "If you don't help the third world… then you will have these poor people in our society".[20]

Rasmussen was one of the first politicians to adopt the attitude of using development to emphasized the need for targeting the "root causes" of migration through increasing aid and trade with sending countries. José Manuel Barroso, the president of the European Commission stated in 2005 that "The problem of immigration, the dramatic consequences of which we are witnessing, can only be addressed effectively […] through an ambitious and coordinated development [plan] to fight its root causes." perspective, African Union head Alpha Oumar Konare said that "walls and prisons would not solve the problem because people are migrating because of impoverishment".

Many people, governments, corporations, organisations keep asking if can migration be managed, and the answer to this question is not due to the process of migration is a natural process that has defined history. While countries may impose restrictive policies and try to limit migrants, populations will find ways to move and cross borders, illegally or legally.

To begin, the migration "explosion" and "crisis" is often aggrandized in politics. Europe is an example of this, while there is migratory pressure on Europe, migrants are not "flooding" across borders, as the mass media likes to illustrate. In the context of global migrations, many argue that there have been greater periods of international migration over the 19th and 20th centuries and the spike in migration in the 1990s should not be interpreted as shocking. While there has been an increase in the number of migrants, the rise has "kept pace" with global population growth.[21] The changing perception of migration is most likely attributed to change from North-North (Europe to North America) and North-South (colonization) to South-North[22].

Globalisation and changes in the character of business: a matter of international migration

Much of the existing literature explains voluntary self-regulation as a response to two connected trends: the shrinking role of national governments (due to globalization, neo-

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20   Former Prime Minister Rasmussen of Denmark, de Haas, Turning the tide? Why Development will not stop migration, 2007.

21   Nyberg-Sørensen, N., N. Van Hear, and P. Engberg-Pedersen (2002a) 'The Migration-Development Nexus: Evidence and Policy Options; State-of-the-Art Overview', International Migration 40(5): 3-48.: pages 6-7; de Haas, Turning the tide? Why Development will not stop migration, 2007.

22   De Haas, Turning the tide? Why Development will not stop migration, 2007.

liberal movements to shrink the state, or simply the failure of state bureaucracies) and the strengthening of multinational enterprises (Strange, 1996; Evans, 1997; Schmidt, 1995; Cutler, Haufler, & Porter, 1999).

Trade liberalization and deregulation have created more space for businesses to pursue their economic objectives. The increased trade in goods and services across borders, including outsourcing, has been accompanied by the rising importance of MNCs and prevalence of global supply chains. The relative importance of MNCs in the world economy has increased dramatically since 1980s. The current production of MNCs amounts to approximately one-quarter of world output (Xiaojung, 2002).

International Law: Even thought that multinationals are not traditional subjects of international law, in recent years have become new actors in the international scenario. Historically, the role of international law in relation to multinationals has primarily been to define the rights and obligations *of states* with respect to international investment issues. International law has been used to regulate the jurisdiction of states over multinationals, and their rights of diplomatic protection and, through treaties, has provided states with a means by which investment conditions for multinationals could be stabilized, harmonized, and generally enhanced (Sobczak, 2004).

Nevertheless, the world is changing fast. Concern about the social and environmental impacts of 'globalization' means that new demands are now being made of international law. Can international law respond to these demands? Does international law provide an adequate framework for the regulation of the social and environmental impacts of multinationals on a global scale? Many people think not. Some have doubted that international law is even 'conceptually equipped' to perform such a role. Public opinion, too, is generally sceptical as to the extent to which multinationals can be regulated effectively. [23]Critics point out the ease with which multinationals can avoid national regulation through their mobility and flexibility of structure and organization. While each state is entitled to regulate those parts of a multinational incorporated or operating within its territory, many states may not have the resources or political will to do so effectively, giving rise to differences in social and environmental standards between states. These differences, it is argued, are exploited by some multinationals for commercial advantage; that is, multinationals will tend to gravitate to regions in which production costs are lowest because of low regulatory standards and expectations. In turn, competition for inward investment is said to put further downward pressure on regulatory standards in those countries, especially the poorer countries of the world, struggling to achieve economic growth.

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23 The precise consequences that need to be considered vary considerably depending on the nature and scope of the activities of particular companies and sectors. "CSR encompasses all aspects of business activities and their impacts. It does not start or stop at the factory gate or office door.

At this point, it is relevant to explore the implications of these developments for international law. Its central argument is that, while international law has its limitations, it is also capable of supporting new regulatory opportunities that have the potential greatly to improve the welfare of people and communities affected by multinational activities, particularly in less developed countries. These new opportunities are emerging as a consequence of developments at two levels: first, the growing willingness of 'home states' to consider strategies to regulate the performance of multinationals *beyond* national borders and, second, the intensification of efforts at international level to develop global ethical standards for business (Zerk, 2006).

Through the CSR activities of international organisations (including the UN Global Compact, the OECD Guidelines for Multinational Enterprises, the Voluntary Principles on Security and Human Rights, and the work of the ILO); as well as collaboration with EU partners; through other international initiatives aimed at promoting CSR; and by helping to integrate CSR considerations into the action and outcomes of other international scenarios, Such as G8, the Doha Development Agenda and the work of the Commission on Sustainable Development in taking forward the WSSD Plan of Implementation, including delivery of the Millennium Development Goals.

With the support of the FCO's network of Posts and in the work of other departments such as DTI, DFID and UKTI, to promote CSR principles to governments, companies and civil society and explain the role they can play in promoting sustainable development.

A balance needs to be struck. We should encourage better coordination and networking and avoid duplication and wasted efforts. However, there remain strong arguments for supporting a wide range of initiatives. There is not likely to be one template that can cover all circumstances and we need to ensure there always space for new partnerships, approaches and learning.[24]

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24 Many CSR international experts are British or are based in the UK. Many in the international community therefore look to the British Government to play a leading role in promoting CSR and in pushing forward the policy debate. As the reports declares: "We want to continue to play an active and influential role, helping to encourage and shape pragmatic and practical progress. This strategy sets out the approach we will make to that continuing role. We want to improve the competitiveness of UK businesses, while at the same time maximising the positive contribution their investments and day-to-day operations activities can make. The conduct of British businesses can also have an important impact on the UK's international image.

Findings and conclusions

* The benefit of the relationship between CSR, its character of business and co-development is clear in the way that encourage all the stakeholders involved, from Governments, Corporations and civil society. Moreover, the current global scenario shows us that it is not only a strategy for business but also for Governments.

* It appears that all tools of corporate governance applied in International Migrations context, come to be, in the majority of cases, in another marketing strategy for being socially responsible. Therefore, a first finding of our analysis would be that those strategies, once adopted and implemented by a corporation, become tools for managing external image, governance and control within the organization rather than being presented as integrated elements of their voluntary engagement in living up to societal expectations (Migrants).

* There is a lack of CSR and co-development orientation in the way companies are not completely aware of this new partnership, and its benefits and results, and present their principles, actions and strategies based on other social issues, such us Building roads, bridges, schools and in general infrastructure projects. Without any doubt the inclusion of co-development in CSR, can actually works in a cross manner, promoting and developing many of the projects and programmes.

* The key issue is that corporations adopt all types of codes and tend to present them equally on their websites. If corporation adopts the OECD Guidelines for Multinational Enterprise, it is often found in the same area and given the same relative importance as its own internal code, Only the mandatory codes do not have the same relative significance on websites, suggesting that corporations, which present codes, view them to be of similar relative importance if adopted voluntarily.

* There is certainly a need for more case-study research into the process of co-development implementation and the way the concept is adopted and broken down within the organizational reality. Furthermore, this paper strongly suggests a revisit of the CSR debate and the implementation of CSR tools in the context of international migrations based on human rights, moral and ethical approach.

* CSR has to be a tool in International Migrations in order to decrease the problems the world is facing, complex scenarios and the constant mobility of people indicates us the shift corporations, governments and people around the world must do in their business endeavours, social policies and general needs, to a new and effective alliance for development and welfare for all societies. Our challenge is not just in terms of sustainable development, clearly is the responsibility of all kind of human being in order to establish a better world, reduce Poverty and reach better strategies for a Sustainable World.

* Contextualizes co-development in immigration and development literature, and provides insight into how those implementing migrant financed projects in different countries define and perceive the concept of co-development. Challenging the concept as an effective immigration policy and a development strategy, this paper reflects co-development's true benefits to all societies.

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Appendix: acronyms

BP: British Petroleum

CEO: Chief Executive Officer

CBI: Confederation of British Industry

CERES: California Environmental Resources Evaluation System

ECMSS: Ethics Compliance Management System Standard

EIRIS: Ethical Investment Research Service

EITI: Extractive Industries Transparency Initiative

ETI: Ethical Trading Initiative

FDI: Foreign Direct Investment

FLA: Fair Labour Association

FWF: Fair Wear Foundation

GRI: Global Reporting Initiative

IBE: Institute of Business Ethics

IBFAN: International Baby Food Action Network

ICCSR: International Centre for Corporate social responsibility

ICFTU: International Confederation of free trade Unions

ISEA: Institute of Social and Ethical Accountability

Institute of Sustainable Development in Business

IPCC: International Panel on Climate Change

ISO: International Standards Organisation

MAI: Multilateral Agreement on Investment

MTS: Market Transformation to Sustainability

OECD: Organisation for Economic Co-operation and Development

ROCE: Return on capital employed

SAI: Social Accountability International

TQM: Total Quality Management

UNGC: United Nations Global Compact

UNICEF: United Nations Children's Fund

UNIDO: United Nations Industrial Development Organisation

WBCSD: World Business Council for Sustainable Development

WCSDG: World Commission on the Social Dimension of Globalization

WHO: World Health Organisation

WRC: Worker Rights Consortium