

ΠΑΝΤΕΙΟ ΠΑΝΕΠΙΣΤΗΜΙΟ
ΤΜΗΜΑ ΟΙΚΟΝΟΜΙΚΗΣ & ΠΕΡΙΦΕΡΕΙΑΚΗΣ ΑΝΑΠΤΥΞΗΣ

ΠΡΟΓΡΑΜΜΑ ΜΕΤΑΠΤΥΧΙΑΚΩΝ ΣΠΟΥΔΩΝ
για την απόκτηση ΜΔΕ με τίτλο
«Εφαρμοσμένων Οικονομικών & Περιφερειακής Ανάπτυξης»
Κατεύθυνση: Εφαρμοσμένων Οικονομικών & Διοίκησης

Μάθημα: **ΕΤΑΙΡΙΚΗ και ΚΟΙΝΩΝΙΚΗ
ΥΠΕΥΘΥΝΟΤΗΤΑ των ΕΠΙΧΕΙΡΗΣΕΩΝ**

Αναστασία ΨΕΙΡΙΔΟΥ | Επικ. Καθηγήτρια ΤΟΠΑ

Ακαδ. έτος: **2017-8**

Αθήνα, Ιανουάριος 2018

ΠΕΡΙΓΡΑΦΗ ΜΑΘΗΜΑΤΟΣ

Α. ΑΝΑΓΝΩΡΙΣΗ - ΤΑΥΤΟΤΗΤΑ ΜΑΘΗΜΑΤΟΣ

ΤΙΤΛΟΣ: Εταιρική και Κοινωνική Υπευθυνότητα Επιχειρήσεων | Corporate & Social Responsibility of Companies

ΤΥΠΟΣ ΜΑΘΗΜΑΤΟΣ: ΘΕΩΡΗΤΙΚΟ ΕΡΓΑΣΤΗΡΙΑΚΟ ΜΙΚΤΟ

ΕΙΔΟΣ ΜΑΘΗΜΑΤΟΣ: ΥΠΟΧΡΕΩΤΙΚΟ ΕΠΙΛΟΓΗΣ ΥΠΟΧΡΕΩΤΙΚΟ

ΤΥΠΙΚΟ ΕΞΑΜΗΝΟ ΔΙΔΑΣΚΑΛΙΑΣ: Α Β

ΩΡΕΣ ΕΒΔΟΜΑΔΙΑΙΑΣ ΔΙΔΑΣΚΑΛΙΑΣ: ΘΕΩΡΙΑ : 2 ΕΡΓΑΣΤΗΡΙΟ : 2

ΔΙΔΑΚΤΙΚΕΣ ΜΟΝΑΔΕΣ (ECTS): 7,5 (επτά και μισό)

Β. ΣΚΟΠΟΣ ΤΟΥ ΜΑΘΗΜΑΤΟΣ

Το μάθημα στοχεύει στην εξοικείωση των φοιτητών με θέματα εταιρικής υπευθυνότητας, “πράσινης” επιχειρηματικότητας, και καινοτομίας. Προσφέρει στους φοιτητές την γνώση για να απαντήσουν στο ακόλουθο ερώτημα: «Πού πρέπει να εστιάσω ως παραγωγός, για να μειώσω, με τρόπο επικερδή για την επιχείρηση, την επίπτωση της επιχείρησής μου στο περιβάλλον;». Σχετιζόμενα ερωτήματα που θα μπορούν να απαντήσουν είναι: «Πώς θα αυξήσω τη ζήτηση για προϊόντα με μικρότερο περιβαλλοντικό αποτύπωμα;» και «Πώς μπορώ να μειώσω το αποτύπώμά μου σε προσωπικό επίπεδο;».

Το μάθημα εισάγει τους σπουδαστές στην έννοια της **στενότητας των πόρων** που η παγκόσμια οικονομία έχει στη διάθεσή της για να καλύψει τις αυξανόμενες ανάγκες του αυξανόμενου **πληθυσμού** και μετά στη διαδικασία αποτίμησης της επίπτωσης του τρέχοντος παραδείγματος παραγωγής και κατανάλωσης στο περιβάλλον και τις μελλοντικές παραγωγικές δυνατότητες της παγκόσμιας οικονομίας. Στο πλαίσιο αυτό, αναδεικνύεται ο ρόλος που διαδραματίζει η παραγωγή τροφίμων στην συνολική επίπτωση. Στο τέλος του διδακτικού εξαμήνου οι σπουδαστές θα είναι σε θέση να σχεδιάσουν ή ανασχεδιάσουν προϊόντα και διαδικασίες παραγωγής που να έχουν μικρότερη δυνατή περιβαλλοντική επίπτωση, και παράλληλα με τρόπο επικερδή προς την επιχείρηση.

Γ. ΣΤΟΧΟΙ ΤΟΥ ΜΑΘΗΜΑΤΟΣ

Όταν ολοκληρώσει τη μελέτη του μαθήματος, ο φοιτητής θα είναι σε θέση να:

- Εντοπίζει θέματα που αποτελούν εκδηλώσεις της στενότητας των πόρων.
- Αναλύσει την επίπτωση της τρέχουσας ευημερίας και ανάπτυξης στις μελλοντικές δυνατότητες ευημερίας και ανάπτυξης.
- Αναλύει τεκμηριωμένα τις οικονομικές δραστηριότητες, τις ομάδες καταναλωτικών προϊόντων, και τις πρώτες ύλες που έχουν τον σημαντικότερο αντίκτυπο στο περιβάλλον και στη διαθεσιμότητα πόρων.
- Περιγράφει καινοομικές επιχειρηματικές ιδέες για τη μείωση των αρνητικών επιπτώσεων στο περιβάλλον και στη διαθεσιμότητα πόρων, μέσω (1) ανασχεδιασμού του υφιστάμενων προϊόντων ή/και υφιστάμενου τρόπου παραγωγής (2) σχεδιασμού νέων προϊόντων ή διαδικασιών παραγωγής.

Δ. ΠΕΡΙΕΧΟΜΕΝΟ ΤΟΥ ΜΑΘΗΜΑΤΟΣ ΚΑΤΑ ΕΒΔΟΜΑΔΑ

Week 1

Topics that will be discussed

- (a) Economic welfare: Measurement and meaning. GDP, HDI, Happy Planet Index (NEF), etc.
- (b) Corporate responsibility vs Individual responsibility. The social dimension of business.
- (c) The Greek Investment Law (Y. Kostopoulos)
- (d)

Background readings

- Keywords
- <http://www.oecdbetterlifeindex.org/>
- <http://happyplanetindex.org/>
- <http://worldhappiness.report/>
- Greek Investment Law

Invited speakers

- (c) Yiannis **Kostopoulos**, Ministry of Finance, PhD candidate (in person)

Week 2

Topics that will be discussed

- (a) Resource scarcity and economic welfare.
- (b) Sustainable welfare, “good life”, welfare without growth. (Prof. Theodore **Lianos**)

Background readings

- Lianos TP. (2013). The world budget constraint. Environment, Development and Sustainability.
- Lianos TP, Pseiridis A (2015) Sustainable welfare and optimum population size. Environment, Development and Sustainability.
- Population Matters www.PopulationMatters.org
- Center for the Advancement of the Steady State Economy <http://www.steadystate.org/>
- [World Scientists’ Warning to Humanity: A Second Notice \(2017\)](#)

Invited speakers

Theodore **Lianos** | Professor of Political Economy, Athens University of Economics and Business (1977-today)

Week 3

Topics that will be discussed

- (a) Measuring human impact on the environment.
- (b) Using economics to explain the effect of consumer choices.
- (c) The interconnectedness between production, consumption, public health, environment, sustainability, and welfare.

Background readings

- Keywords: Footprints (Water, Carbon, Ecological, etc.)
- Chapter 1 in Water footprint Manual.
http://waterfootprint.org/media/downloads/TheWaterFootprintAssessmentManual_2.pdf
- Living Planet Report 2016.
- <http://www.footprintnetwork.org/our-work/sustainable-development/>
- Hertwich & Peters (2009) <http://pubs.acs.org/doi/pdf/10.1021/es803496a>
- <http://shrinkthatfootprint.com/food-carbon-footprint-diet>
- <http://shrinkthatfootprint.com/what-is-a-carbon-footprint>

Background Videos

- Arjen Hoekstra Seminar "Water Footprint Assessment: An Evolving Research Field"
<https://youtu.be/Xu9rCVkFwMI>
- Water Footprint presentation by A.K. Chapagain <https://youtu.be/gvEO-lsvXkg>

Documentaries

- Cowspiracy: The Sustainability Secret [documentary] (2014) <http://www.cowspiracy.com/>

Week 4

Topics that will be discussed

- (a) The Earth eco-system. The Oceans. Land, water, and air. In what ways do humans impact on them?
- (b) Energy sources and energy uses.

Background readings

- Monger (2015) <http://nutritionstudies.org/impact-of-food-choices-on-the-environment/>
- Pimentel & Pimentel (eds) (2007, 3rd ed) Food, energy, and society
- Pimentel et al (2008)
- Eshel & Martin (2006)

Background videos

- Prof. Bruce **Monger**, Cornell University

Ενδεικτικά:

<https://www.youtube.com/watch?v=zDZoE-6nMls>

<https://www.youtube.com/watch?v=s-UGMutgRwo>

Week 5

Topics that will be discussed

Products, production processes, materials. Impact on resource availability, the environment, public health, sustainable welfare:

- (i) Final consumption. Groups of products with the largest impact.
- (ii) Production. Sectors creating the largest impact.
- (iii) Materials. Inputs to production processes with the largest impact.

Background readings

Week 3 material, plus:

Steinfeld et al (2006) UN/FAO report

UNEP (2010)

*UNEP (2016) on Resource efficiency

Baroni et al (2007)

McMichael et al (2007) in Lancet

Springman et al (2016) – see also background videos

Background videos

Marco Springmann, Oxford Martin School (2016) What impact could dietary changes have on health and climate? <https://www.youtube.com/watch?v=MMnyFURBKAo> [5 min]

Marco Springmann, Oxford Martin School (2016) What impact could climate change have on food production and health? <https://www.youtube.com/watch?v=HcRy2dPijXk> [5 min]

Prof James White, University of Colorado Boulder (2015) Climate Change: Where We Are Now and Where We Are Going? <https://www.youtube.com/watch?v=N2vWNDNW4BA> [47 min]

Esther van der Voet: The Global Metals Challenge <https://www.youtube.com/watch?v=d5L-RNPxbyQ> [2 min]

Arnold Tukker (2016) New Sustainable Business Models by Collaborative Innovation and Design Platforms <https://www.youtube.com/watch?v=Mhg8jN5OzVU> [31 min]

Dr. Sangwen Suh, Bren School of Environmental Science & Management, University of California (2012). Roads from Rio+20. <https://www.youtube.com/watch?v=7mloih1SN9E> [1 min]

Documentaries

(a) What the Health [documentary] (2017) <http://www.whatthehealthfilm.com/>

(b) Home [documentary] (2009) https://www.youtube.com/watch?v=RIU-FtZ_Qdg

Week 6

Topics that will be discussed

- (a) Human health: Diseases of poverty and Diseases of affluence.
- (b) Plant-based nutrition: The weight of scientific evidence.
- (c) Nutrition Guidelines. Their relevance to health.

Background reading

- Tsarpalis (2015) Ζην υπευθύνως <http://www.tsarpalis.gr/el/arthra-iatriki/zin-ypefthinos-living-responsibly-2015-edition/>
- Campbell TC The China Study
- Ornish papers (links in reference list)
- Esselstyn papers (links in reference list)
- McDougall The healthiest diet on the planet
- Physicians Committee for Responsible Medicine (PCRM)
- Nutrition Facts (Dr Michael Greger) <http://nutritionfacts.org>
- T Colin Campbell Center for Nutrition Studies <http://nutritionstudies.org>
- <http://nutritionstudies.org/china-study-references/>
- Dr Sofia Pineda Ochoa. What is the real high-quality protein? <http://meatyourfuture.com/2017/01/quality-protein/>

Background videos

- T Colin Campbell at the European Parliament (2016) [A sustainable food system](#).
- Michael Greger: [How not to die: The Role of Diet in Preventing, Arresting, & Reversing Our Top 15 Killers](#).
- Caldwell Esselstyn at TEDxCambridge (2011): [Making Heart Attacks History](#).
- Dean Ornish TED lecture (2008): [Healing through diet](#).
- Dean Ornish TED lecture (2008): [Your genes are not your fate](#).
- Neal Barnard TEDxFremont lecture (2012): [Tackling diabetes with a bold new dietary approach](#).
- ["Health" playlist](#) from the tutor's youtube channel. Includes recordings with Prof. Campbell, created specifically for this course.

Documentaries

- Forks over Knives [documentary] (2011) <https://www.forksoverknives.com/>
- PlantPure Nation [documentary] (2015) <http://www.plantpurenation.com/>

Invited speakers

(b and c) Prof T Colin **Campbell**, T Colin Campbell Center of Nutrition Studies (interviewed by AP, inside playlist ["Health"](#))

Week 7

Topics that will be discussed

- (a) The politics of nutrition. How the food industry influences nutrition and health. Prof. Marion **Nestle**.
- (b) Whole-food plant-based nutrition in medical practice and everyday life.
- (c) The dynamic evolution of companies, clustering, and Penrose's theory of the growth of the firm. Insights for a new ethical entrepreneurship.

Background reading

- USDA Dietary Guidelines 2015-20 <https://health.gov/dietaryguidelines/2015/>
- Harvard Healthy Eating Plate
- Greek food pyramid
- John McDougall MD. The colour picture book.
- PCRM plate
- T Colin Campbell <http://nutritionstudies.org/2015-dietary-guidelines-commentary/>
- Marion Nestle: <http://www.foodpolitics.com>
- David Robinson Simon (2013) Meatonomics <https://meatonomics.com/>
- Felicity Lawrence (2008) [Eat your heart out.](#)

Background videos

Dr Michael Klaper.

[Interview](#) with Cardiologist Robert J. Ostfeld, MD, MSc, founder and director of the Cardiac Wellness Program at Montefiore Medical Center in New York City.

Marion Nestle at the Nobel Week Dialogue (2016). Food politics: [Who makes our food choices?](#)

Marion Nestle (2012). [The politics of food.](#)

Week 8

Topics that will be discussed

- (a) Effects of diet-related diseases on household and public finances.
- (b) Cardiovascular diseases: No. 1 cause of death in developed countries.
- (c) Designing an optimal diet.

Background reading

Week 6, plus

K Tsarpalis MD (2015) Living responsibly, 2015 edition. <http://www.tsarpalis.gr/el/arthra-iatriki/zin-ypethinos-living-responsibly-2015-edition/>

<https://www.drmcDougall.com/health/education/health-science/stars/>

<https://www.forksoverknives.com/category/success-stories/>

Background videos

K Tsarpalis MD (2016) [Health and veganism](#). [1h 7min]

Neal Barnard MD at TEDxBismarck (2015): [Power foods for the brain](#). [17min]

John McDougall at TEDxFremont (2012) [The food we were born to eat](#). 44 years practicing medicine. [18min]

John McDougall MD (2017) [Does sugar feed cancer?](#) [57min]

[Dr T Colin Campbell interviews Dr John McDougall](#) [50 min]

Invited speakers

(b/c) Kostis **Tsarpalis** MD PhD, Cardiologist

Week 9

Topics that will be discussed

(a) Ethics: The use of non-humans for human purposes (Prof. Gary **Francione**).

(b) Putting ethics into practice: Transforming demand: “The consumer as the primary source of change”.

(c) Putting ethics into practice: Transforming supply: “Relevant certifications: Foods, cosmetics, household cleaning, materials.”

Background reading

Francione & Charlton (2013) Eat like you care.

Oppenlander (2011) Comfortably unaware. <http://www.comfortablyunaware.com/>

Background videos

[“Ethics” playlist](#) from the tutor’s youtube channel. Greek subtitles in most 5min videos.

[Philip Wollen: Animals Should Be Off The Menu debate](#) | Subtitles in 18 languages

Invited speakers

(a) Prof. Gary **Francione**, Rutgers University. Recorded discussion prepared specifically for our class. Not available online. Will be shown in class.

Week 10

Topics that will be discussed

(a) Incorporating (animal) ethics within one’s profession. Challenges and rewards.

(b) The Greek experience. Building the new (ethical) competitiveness.

(c) Small firms clustering for success.

Background reading

UNEP (2016)

UNEP (2017)

Background videos

- Michael Klaper MD (2011) [Dr. Klaper -- Plant-Only Medicine Man](#). [5min]
- Michael Klaper MD (2012) [From Operating Table to Dining Room Table](#). [1h23min]

Invited speakers

(a) Michael Klaper MD (videotaped discussion with AP).

Week 11

Topics that will be discussed

- (a) Conclusions and Discussion: Ideas for action, ideas for the future.
- (b) Real-life examples: Companies/organizations achieving or facilitating impact minimization, e.g. Hampton Creek, Beyond Meat, VioLife (GR), WFPB catering companies, etc.
- (c) Professional bodies: Plant Based Foods Association, PCRM, TCC Center for Nutrition Studies,
- (d) Individuals who changed their line of business ([Howard Lyman](#), Rowdy Girl Sanctuary, [Peaceable Kingdom](#), etc.).

Background reading

Pseiridis (2012)

Background videos

- Renée King-Sonnen (Rowdy Girl Sanctuary). Available at <https://youtu.be/sKI-P9kHw7s>.

Invited speakers

Renée King-Sonnen (Rowdy Girl Sanctuary). Video discussion prepared specifically for the course.
More invited speakers to be announced soon.

Week 12

Topics that will be discussed

Summing up: The new entrepreneurship.

- (a) “Responsible entrepreneurship: Environment, Ethics, Sustainability“.
- (b) Ideas for action.
- (c) Certifications.

Week 13

Topics that will be discussed

Presentation of essays on the theme «Proposals for (re)engineering of products (change of processes, raw materials, product/services, targeted market) so that negative impact on the environment and public health is minimized”.

V. Prerequisites

Principles of microeconomics

Principles of macroeconomics

Descriptive statistics

Inferential statistics

Introduction to econometrics

VI. Guest lecturers

T Colin **Campbell** | Jacob Gould Schurman Professor Emeritus of Nutritional Biochemistry, Cornell University

Gary **Francione** | Distinguished Professor of Law and Nicholas deB. Katzenbach Scholar of Law & Philosophy at Rutgers School of Law–Newark

Michael **Klaper** | Medical doctor, True North Health Center, California

Renée **King-Sonnen** | Rowdy Girl Sanctuary (NGO)

Yiannis **Kostopoulos** | PhD candidate (working under the supervision of A. Pseiridis on the sustainability of subsidies via the Greek Investment Law). Ministry of Finance, Department of Investment Law.

Theodore **Lianos** | Professor of Political Economy, Athens University of Economics and Business (1977-today)

Bruce **Monger** | Senior Lecturer, [Earth and Atmospheric Sciences \(EAS\)](#), [College of Agriculture and Life Sciences \(CAL\)](#)

VII. ΔΙΑΔΙΚΑΣΙΑ ΑΞΙΟΛΟΓΗΣΗΣ

Το μάθημα θα αξιολογείται ως εξής:

- 50% συμμετοχή **υψηλής προστιθέμενης αξίας** στην τάξη (δηλ. βαθμός προετοιμασίας φοιτητή, ποιότητα κριτικών σχολίων κ.λπ.)
- 50% γραπτή εργασία τέλους και εβδομαδιαίες γραπτές εργασίες.

VIII. Bibliography

Note: Entries with highlight are available in the eclass platform.

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- Pages 1266–1282. DOI: 10.1016/j.jada.2009.05.027. Διαθέσιμο από:
[http://www.andjrn.org/article/S2212-2672\(16\)31192-3/abstract](http://www.andjrn.org/article/S2212-2672(16)31192-3/abstract).
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- Barney, J.B. (1991), “Firm resources and sustained competitive advantage”, *Journal of Management* Vol. 17 No. 1, pp. 99-120.
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- Campbell** TM, Campbell TC. (2008). The benefits of integrating nutrition into clinical medicine. *Israel Medical Association Journal* **10**: 730-732, October.
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- Cole** MA. (1999). Limits to growth, sustainable development and environmental kuznets curves: an examination of the environmental impact of economic development. *Sustainable Development* **7**(2), 87-97. DOI: 10.1002/(SICI)1099-1719(199905)7:2<87::AID-SD102>3.0.CO;2-5.
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Esselstyn CB Jr, et al. (1995). A strategy to arrest and reverse coronary artery disease: a 5-year longitudinal study of a single physician's practice. *Journal of Family Practice* **41**: 560-568. Available at <http://www.dresselstyn.com/site/study01/>.

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- Global Footprint Network. <http://www.footprintnetwork.org/resources/data/> See webinars on 5 and 6 April <http://www.footprintnetwork.org/2017/03/20/ecological-footprint-explorer-webinars-april-5-6/>.
- Water Footprint statistics. <http://waterfootprint.org/en/resources/water-footprint-statistics/>
- PROFETAS (Protein Foods, Environment, Technology and Society) Programme. Available at www.profetas.nl.
- USDA Nutrient Database. <https://ndb.nal.usda.gov/ndb/>



COURSE INFO

Course title (PG): **CORPORATE and SOCIAL
RESPONSIBILITY of COMPANIES**

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Academic Year: **2017-8**

Athens, January 2018