Regulations of CSR and Status of the Global Environmental Health in the 21st Century

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Abstract—"Corporate social responsibility" (CSR) is often related with environmental issues, and is referred to as "green CSR." It’s an idea that’s gaining traction throughout the world. It is regarded as one of the most efficient measures in the business domain by hierarchies in the business domain. It’s worth noting that the researchers used a secondary qualitative strategy to obtain data in this situation. It enables academics to quickly access vast amounts of data. Using peer-reviewed publications, the researchers were able to maintain the article’s integrity in this circumstance. In this study, the result of the research has been displayed through the means of thematic analysis. The themes were made out of the most common observations made from the analysis of the secondary data and proper references have been put to support the observations made by the researcher. The outcome reveals that Vietnam is dealing with its own set of issues. Vietnam has huge challenges as a result of its linear economy. As a result, the government is working tirelessly to enact new environmental legislation in order to alter the economic curve. The government must integrate with both domestic and international commercial entities.

Keywords—CER, CSR regulations, environmental health, environmental legislation, global health.

Introduction

It is essential to mention in this domain the concept of corporate social responsibility has significantly arbour enormous popularity in recent times. However, it is essential to note that CSR is a dynamic concept and it is very contextual at the same time. Therefore, this paper is going to shed light on regulations associated with CSR in global environmental health.
Background

“Corporate social responsibility” (CSR) is associated with the environment which is popularly known as “green CSR”. It is a growing concept in the global domain. Hierarchies in the business domain consider it as one of the most efficient metrics in the business domain. It is worth noting in this domain that around ninety-five per cent of the S&P organisations vehemently put forward emphasis on incorporating sustainability reports on an annual basis. Sustainability acts as the fulcrum of the ESG and it is not a hidden fact that it is the core foundation of most CSR regulations. Therefore, formulating regulations and policies that align themselves with CSR and ESG has higher chances to be financially stable. Multiple reports show an efficient correlation between these regulations and stable equity returns.

It is worth mentioning that the European Union has effectively shed light on the rendering of CSR on the environment. An organisation is effectively responsible for the environmental influence of its products and services. It also demonstrated that the organisation must function responsibly to incorporate something in the global economy while maintaining the environmental aspects. CER is basically the by-product of CSR as both the elements systematically put forward regulations on environmental sustainability. CER effectively comments on the regulations that align with the security of the environment with the corporate activity. It is worth mentioning in this particular domain that there are core three attributes associated with these two concepts. CER is associated with environmental and economical aspects of it. CSR comments on the social and environmental domain (Chen et al. 2018). It is not a hidden fact that society, environment and economy three core elements play a significant role in putting forward stability of the organisation in the 21st century.
Even though Vietnam has witnessed significant economic growth as the GDP of the country has maximised significantly in the last two decades, it is heavily reliant on a linear economy. Therefore, all the organisations in Vietnam tend to employ a “take-make-dispose” policy to operate in the business scenario. Generally, this way of functioning has systematically maximised the proportion of malicious landfill waste. It is systematically endangering the environmental health of the country (Li et al. 2020). It is not a hidden fact that the raw material inside Vietnam is diminishing at a significant rate. Therefore, the government of the country is trying to incorporate CSR regulations through the incorporation of the “Law on Environmental protection” (LEP) act (ecolex.org, 2021).
It effectively puts forward provisions on the duty of ministries and corporate organisations to incorporate circular economy in their operations. Therefore, both the government-owned industries and private industries must incorporate panning strategies, administration framework, waste administration method and recycling to push a circular economy in this domain.

Figure 4. Economic burden of environmental pollution
Source: Statista.com, 2021

Rationale

It is worth mentioning in this particular domain that the “Great Pacific garbage patch” effectively comments on the importance of the incorporation of CSR and CER practice into the core culture of a nation or an organisation. It also highlights the influence of sustainability in this particular domain. A recent environmental sustainability report shows that the world is going to produce around 30 billion ton of solid waste by 2055. A CSR survey put forward by “Cone communication” demonstrates that around sixty-five per cent of the global people want organisations and government to incorporate CSR and CER elements to put forward environmental evolution (Wong et al. 2018). This survey also demonstrates that around seventy-five per cent of global people would systematically stop aligning themselves with a brand that hardly cares about climate change. A survey put forward by “Globescan” effectively gathered participants that advocate CSR elements and sustainability in their core operation effectively demonstrated the importance of “environmental ethics and integrity” to incorporate sustainability in the business (Chen et al. 2018).
According to the data put forward by World Bank, Vietnam is ranked among the top 3 producers of plastic waste due to their linear economic structure. Moreover, the covid pandemic has aggravated the situation significantly due to the unrestricted dumping of plastic bottles, face masks and many other materials. However, the government has taken the initiative called “make-use-recycle” that employs plastic as a valuable resource to produce new material rather than discarding them. A great approach towards a circular economy has already started in the domain of Vietnam.
Aim and objectives

Aims

The aim of this paper is to shed light on the regulation of CSR and its influence on the status of global environmental health in the 21st century.

Objectives

- To effectively shed light on the influence of CSR and CER elements on environmental sustainability on the 21st century
- To effectively illuminate how the government of Vietnam and other nations are trying to implement the CSR regulations in their business practices

Methodology

Methods

Research methodology is an important tool for researchers because it allows them to explain topics and methodologies in an effective, rational, and methodical manner. When conducting research, it allows them to combine primary and secondary sources of information. It is the focus of the research. Simultaneously, it facilitates the mixing of primary and secondary data sources for researchers (Research-methodology.net, 2021). It also plays an important role in guiding researchers through the use of cutting-edge techniques, statistics, and figures. At the same time, it steers research organisations to the most dependable data sources for their investigations. This precise and complete piece of information assists research organisations in legally presenting their investigation and finishing it methodically. As a result, to accomplish the study's stated aims and objectives, effective use of relevant techniques and processes will be required. The main purpose of the research is to repeat the most efficient outcome in this industry in a systematic approach. It's important to note that the study's potency was effectively raised while the study's efficiency, validity, and efficacy were all preserved throughout the process (Research-methodology.net, 2021).

Materials

It's worth mentioning that the researchers in this case employed a secondary qualitative procedure to collect data (Research-methodology.net, 2021). It allows researchers to access a large amount of data fast. To perform secondary research, the researchers used a variety of periodicals. Resources from a variety of government websites were also assessed. The researchers were able to preserve the article's integrity in this situation by using peer-reviewed publications. It's worth noting that only publications from the last decade are considered for secondary research on this topic. As a result, authenticity has been preserved successfully throughout time. Many web sources are considered to maintain this scenario up to date.
Results

CSR is not governed by any government entity and is dependent on the management of the company. However, as mentioned before CSR is one of the most important strategies of the 21st century and the company aligns the needs of goals of the company with the needs of the people. Resulting in a greater generation of goodwill and the generation of greater sales revenue and also results in the sales achievement of the greater sales volume. These observations have been made from the secondary data analysis and have been clustered to form themes. These themes are going to be presented in the form of thematic analysis in this section. However, if CSR is regulated by the government the nuances and dimensions are going to change greatly.

Thematic analysis

Theme 1: CSR results in higher sales volume and sales revenue generation(done by the company leadership alone)

One of the most frequent observations made from the secondary research is that of greater sales that in turn results in the generation of sales revenue and profits. This is because the company now produces the things that the people of the market want and need (Tien et al. 2020). If proper marketing research is done and the people are surveyed properly, the company gets a proper idea about the needs of the people (Huang et al. 2019). It has also been noted that while the other companies (that are also competitors to the company in concern) make general-purpose items or items that are broad-spectrum in nature, the company in question needs to make precise items that suit the needs of the people; this is going to attract more customers. The production of items that are marketed towards general purpose use does not fit the need of the people properly. This makes the people have to adapt and improvise with the equipment. The product that precisely fits the needs of the company enjoys greater sales. This is totally dependent on the judgment of the company managers and leaders presently.

Theme 2: Government regulation of CSR of companies is going to come with many issues

The companies do CSR for their own benefit. If the government tries to regulate the CSR of the company, the process is going to be hampered and the company is not going to be able to work efficiently and many policies including foreign policy get involved in the process (Tien & Hung, 2018). The company works and makes CSR based on the principle of self-interest. If the government regulates CSR that would mean that the production and the policies of the company are going to be regulated by the government in many ways and forms. In the context of Vietnam, the companies are mostly government-owned or are nationalized companies and thus the government has the right to regulate their CSR and the other processes (Phuong, 2018). This equalizes the hampering of the processes and the company as the government is running the company as per the requirements of the economy and the needs of the people themselves. However, there are advantages to having CSR being government regulated as well.
**Theme 3: There are particular environmental advantages in the governmental control of the CSR of the country**

The industries combined are responsible for most of the environmental pollution in the world. The pollution is causing serious concerns for the development of crops, causing climatic crisis and a rise in the toxicity in the atmosphere of the planet. This can be controlled by the government by the means of a single regulation (Long et al. 2019). The government of Vietnam is one of the members of the United Nations and as per the contracts and agreements the Vietnamese government signed in the Paris Convention and the other agreements, the government needs to focus on the reduction of pollution. The Vietnamese government can directly regulate the company CSR to introduce policies that result in the prevention of pollution of the elements. Among the other industries, the dairy farming industry in the world (including Vietnam) is the 2nd largest pollution-causing industry the CSR control of this industry is also important. This can be achieved by the control of the CSR of the particular industries. In the secondary research, this observation was the second most common observation.

**Theme 4: The government control of the CSR hampers the competitiveness of the company**

The government’s control of the CSR hampers the supply chain as the motivation of profit of the government is low, so is their effort to establish stronger links of supply chains. The government is not going to pay attention to the needs of the customers. This is the thing that is going to stop the business from being profitable. However, there are other researchers that also are of the opposite opinion. According to Liu et al. (2019), the government regulation of the CSR is going to actually better the government is a more powerful entity than the individual private organizations and the supply chains and management there is going to be much robust and better.

**Theme 5: The OECD Guidelines for multinational enterprises are not effective means for the control of CSR**

According to Reinert (2018), the main points in the OECD guidelines are mostly to do with the internal issues of the company and not the external issues and purposes. CSR is an external as well as an internal process so some degree of control can be exercised by the government by regulating the internal processes of the company. However, this is not enough to dictate the entire process of CSR. Besides, the OECD was not made with the objective of internal control of the organization but employee and worker welfare. This means that while the government can use them to make some changes, the labour unions can also do the same and not more than what the government can do. However, in the case of Vietnam the government has nationalized enforced control over many sectors and they can directly control the regulation of the CSR policies without relying on the processes of influencing the organizations with OECD policies.

**Theme 6: International environmental policies tend to incorporate CSR and CER elements through their provisions**
It is worth noting that different regional and global hurdles are generally assessed by “international environmental law”. “Customary international” law acts as the core source of the international environmental framework. The name of distinct conferences can be put forward in this particular domain such as “united nations conference of human environments”, “World commission on environment and development”, “UN conference on environment and development”, “summit on sustainable development” and many other systematically put forwards provisions associated with CSR and CER practices (Shelton, 2021). In this domain, “multilateral conciliation” has also been put forward by the different international organisations to formulate these agreements based on CER practices. The organisations include CITES AND IUCN. On top of that, “the international courts and tribunals” tend to put forward their opinion on environmental law. It includes ICJ, ITLOS, the “European court of human rights” and many others. However, it poses a significant hurdle while implementing the verdict associated with the compensation of “environmental erosion” (Rajamani & Peel, 2021).

Figure 7. Environmental legislation of America to promote CSR and CER practices
Source: Self-created

“Environmental influence assessment” (EA) is the evaluation that comments on the environmental outcome of a project, policy to incorporate the perceived actions. EA is systematically employed in this particular domain by distinct organisations. However, “Strategic environment administration” is often employed by the state bodies to incorporate CSR or CER practices in the environmental domain. Moreover, different laws such as “water resources law”, “mineral resources law”, “forestry administration law”, “wildlife laws”, “fish and game laws”, “air quality laws”, “water quality laws”, “environmental clean-up laws” tend to incorporate sustainability practices through their provisions while incorporating CSR practices alongside it (Cullet, 2017). Moreover, “air quality laws”, “water quality laws”, “waste management laws”, “environmental clean-up
law”, “Chemical safety law” tend to administer pollution control aspects of the environment.

![Diagram of UK environmental legislation]

**Figure 8.** UK environmental legislation  
Source: Self-created

It is worth mentioning in this domain that the European Union puts forward legislation to solve environmental hurdles that are strictly maintained in the EU. Some efficient examples can be incorporated into this domain. “Regulation number 338/97” on the incorporating of CITES, “bird directives 2009/147/EC”, “habitat directives 92/43/EEC”. EU legislation is effectively administered by the incorporation of “Article 249” conciliation for dynamic TFEU (Barsalou & Picard, 2018). The core elements incorporated in the EU environmental legislation includes.

![Diagram of topics covered in EU legislation]

**Figure 9.** Topics to be covered in EU legislation  
Source: Self-created
Discussion

National action plan

It is essential to mention in this domain that the plastic industry puts forward an economic injection of around 20 billion dollars in its GDP. It is around 7.6 per cent of the average GDP of the nations. The individual people of Vietnam tend to consume around 42 kg of plastic per year on average. It is a matter of grave concern. It is not a hidden fact it is a matter of grave concern. Therefore, the government has put forward a “long-term action plan: to address this issue. The government has identified it is essential to incorporate basic elements of CSR and CER to make the economy more circular while attaining sustainability. Moreover, recent foreign trade agreements compelled Vietnam to work on its environmental policies effectively. By 2030, Vietnam has taken initiatives to minimise its marine waste by eighty per cent. At the same time, the country takes the pledge to incorporate biodegradable plastic in the coastal region to minimise marine plastic waste at the same time. The government believes that associating itself with CSR and CER principles is the only way to make the economy more circular (Ortmann, 2017). In “Conference of parties” the government has systematically taken the matter of climate change very seriously. The government also put forwards initiatives that strive to incorporate “zero-carbon emission” by the year 2050. However, it is essential to remember that it is not easy to shift the economy matrix in an instant. The shift demands much more than “recycling and regenerating”. It is essential to incorporate CSR policies in the hierarchical manipulation at the microdomain, mid domain and macro domain. The microdomain includes “production, consumers, and initiatives. The mid domain includes “eco-industrial parks”. The macro domain includes “region, city, and nation”.

Vietnam environmental law to incorporate CSR and CER policies

“The 2020 LEP” has effectively strived to incorporate CSR policies to shift the economy matrix. Therefore, it has incorporated the “Extended producer Responsibility” (EPR) framework. It effectively comments on the roles of manufacturers and importers to reprocess packaging. The government has systematically incorporated “Article 54” and “article 55” effectively comment on the reprocessing of water waste and plastic waste and many other elements. The provisions associated with it have completely revised the LEP to formulate a legal matrix that enables EPR to be effectively incorporated. The law effectively comments on how solid waste must be settled into recyclable material (Thi le hang et al. 2021). Moreover, Article 54 effectively comments on “obligatory recycle rates” to set the standard in this domain. It is essential to mention in this domain that the producers can obey two elements associated with the law in this perspective.
Article 55 states that manufacturers that import “packages” embodying toxic ingredients that cannot be recycled are bound to give financial compensations to manoeuvre “daily life solid-waste rendering”.

**Effect on business**

If the law can be enforced efficiently, the plastic recycling initiative can put forward an effective share of the economic pull in the future. It is not a hidden fact that the plastic business significantly contributes to the GDP of Vietnam. Therefore, the enforcement of the law that promotes CSR practices can effectively help the business grow in a new direction. Moreover, the enforcement of the law can ensure the shift in the economic matrix of the country. The producers inside the nations have to assimilate “recycling plans” and “results” to the “ministry of resources and environment” (Lyudmila, 2020). Vietnam is trying to match the international standards and the government has put forward orders to the native and foreign initiatives to formulate their plan for EPR to effective incorporation of CSR and CER elements into the culture of the nations. It is worth mentioning in this scenario that shifting the economic matrix demands a legal framework and all the economic channels must comply with that framework. Efficient cooperation from both government and private organisations is required to effectively incorporate CSR practices to maintain sustainability in the future.

**Conclusion**

As a result of the preceding discussion, it is acceptable to infer that the world is experiencing a huge transition, which CSR has carefully recognised in the global context. This firm promotes the notion of corporate social responsibility. However, it may be argued that it is very dependent and contextual from a literary
standpoint. A recent study on this subject has successfully demonstrated the elements of CSR that are inextricably linked to corporate responsibility. The concept of CSR and CER are still very new to Vietnam. However, the perceptions of the consumer are also at a rapid rate. Moreover, certain free trade agreements have compelled Vietnam to manoeuvre its environmental regulation through the incorporation of CER and CSR elements. Moreover, Vietnam is struggling with their own set of problems. Vietnam is facing enormous hurdles associated with a linear economy. Therefore, the government is trying heart and soul to enforce new environmental laws to shift the economic curve. Government must assimilate with native and foreign business entities. Moreover, effective partnership between government and private sector can effectively assist to incorporate the CSR policies through it. With the effective incorporation of environmental policies and CSR practices, Vietnam is moving towards a circular economy at a rapid rate. Unsurprisingly, they are going to be a competitive commander to foster CSR conventions through persisting environmental composure to bolster the sustainability of the polity.

References


Other countries:


