

Towards Sustainable and Regenerative Development and Society: Social Responsibility as a Potential Pathway

Liběna Tetřevová, Rhys Evans et al.

Socially responsible behavior of economic entities represents one of the potential pathways towards sustainable and regenerative development of society. This highly current and socially significant issue is addressed in a book by Tetřevová, Evans, and other authors. The book is the result of the international project “Towards Regenerative and Sustainable Development and Society”, and the authors comprehensively present the topic of regenerative development in the context of the sustainable development concept and the concept of corporate and municipal social responsibility. They identify possible pathways toward sustainable — or even regenerative — societal development.

The introductory part of the book acquaints the reader with the team of authors, the fundamental premises of the topic, the aim of the publication, and the methods used in its preparation.

The first two chapters provide the terminological foundation. The first chapter is dedicated to the concept of regenerative development, which requires us to act as co-evolutionary partners of nature and encourages us to recognize our potential to contribute positively to resilience-building and the regeneration of nature. The second chapter connects this concept with the concept of sustainable development and corporate social responsibility.

The concept of corporate social responsibility (CSR) is further elaborated in the next five chapters. Chapter three focuses on strategic corporate social responsibility and the creation of shared value. It describes methods of generating shared value and identifies factors that influence this process. Chapter four is oriented toward corporate social responsibility within supply chains and highlights practices that companies can implement in relation to their suppliers. Chapter five presents a key CSR tool — CSR web communication. Chapter six defines models for assessing the level of project management aimed at evaluating sustainability, along with their practical application. Chapter seven points to pathways — primarily through technological transformation — for guiding industry towards a low-carbon and sustainable economy.

The following two chapters emphasize the importance of social responsibility at the municipal level. Chapter eight describes the concept of the circular economy at the city level and presents the results of original research focused on circular activities of cities. The research enabled an assessment of the extent to which circular initiatives are presented across various sectors on the websites of selected Czech cities. It revealed gaps and, through examples of good practice, can serve as inspiration for other municipalities. Chapter nine

discusses the waste management system in the context of the principles of sustainable and regenerative development. It is enriched by original research aimed at uncovering the structure of waste management systems and the attitudes of users of these services. The findings offer valuable insights that may contribute to the improvement of waste management.

The final chapter of the publication, in contrast to the previous ones, draws attention to one example of negative practices — namely, creative accounting — within the context of corporate social responsibility.

All chapters follow a unified structure and are based on a broad spectrum of multidisciplinary domestic and international literature sources. The authors have carefully and comprehensively developed the theoretical foundations of the examined issues, conducted original research, and compared their findings and conclusions with the views of recognized experts in the field. Each chapter concludes with a clear summary of the key findings and includes the authors' own recommendations.

The publication provides valuable insights, presented in a professional and logically coherent manner, both from a theoretical and practical perspective. It thus serves as a significant source of information not only within academia but also for a broader audience. Its value is further enhanced by original research, case studies, and practical examples, which can serve as an inspiring resource for many stakeholders — including businesses, government bodies, educational institutions, non-profit organizations, municipalities, and, last but not least, individual citizens.

In conclusion, the reader is presented with a high-quality, scientifically grounded publication that offers a comprehensive view of regenerative development in the context of sustainable development and corporate social responsibility. It can therefore be highly recommended to anyone seeking new knowledge and inspiration on how to contribute to a sustainable — or even regenerative — development of society.

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