MODERN GERMANY: SOCIAL RESPONSIBILITY & ENVIRONMENTAL SUSTAINABILITY

Presented by: Rachel Sykora, Plainfield North High School
Introduction
“Economic growth and creating jobs should be the nation’s top priority, even if the environment suffers to some extent.”
“Economic growth and creating jobs should be the nation’s top priority, even if the environment suffers to some extent.”

(Source: Dr. Wolf Wagner, TOP 1 Lecture, June 19, 2014)
Part I: Defining Social Responsibility
How would you define social responsibility?

Develop a definition of social responsibility.

Is social responsibility a value in the United States today?

Social responsibility

- an ethical theory that an entity, be it an organization or individual, has an obligation to act to benefit society at large
Read the primary source excerpts from the “Sources of Social Responsibility” handout and respond to questions to consider.

According to the Basic Rights included in the Basic Law for the Federal Republic of Germany, who or what is responsible for protecting the human right to dignity? How might this contribute to a sense of social responsibility in Germany? Is this similar or different than the government philosophy in the United States?
Read excerpts 2-4. Is there any evidence to suggest that the founders of the United States intended to develop the nation with a sense of social responsibility? Cite specific examples from the excerpts.

Is it possible to value both independence and a sense of social responsibility?

In your opinion, do today’s US citizens value a sense of social responsibility? Explain.
Social Responsibility in Germany

German Constitution: Right to Dignity

• Government responsibility to provide for all humans (not just German citizens)
• Includes housing, health, food, education, etc.

How might this Constitutional belief contribute to a sense of social responsibility in German citizens?

Is this similar or different than the philosophy in the US?

(Source: Dr. Wolf Wagner, TOP 1 Lecture, June 19, 2014)
Social Responsibility in Germany

---

German Constitution: Equivalent Living Conditions

- The federal Government has the power to pass legislation for “the establishment of equivalent living conditions throughout the federal territory or the maintenance of legal or economic unity”

---

How might this Constitutional belief contribute to a sense of social responsibility in German citizens?

Is this similar or different than the philosophy in the US?

What are the benefits and drawbacks of government ownership and regulation?

(Source: Dr. Wolf Wagner, TOP 1 Lecture, June 19·2014)
Founding documents indicate that the collective good was important to early Americans.

Do Americans still value social responsibility today?

What Would You Do scenarios

Do you feel that most Americans would respond in a “socially responsible” way given the scenarios?
Part II: Corporate Responsibility & the Environment
Introduction: Your Ecological Footprint

How do you feel about your results? Did anything surprise you?

What do your results indicate about resource management in the United States?

Is resource scarcity an area of concern for you personally?

What relationship exists between the idea of social responsibility and an environmentally sustainable lifestyle?

Should companies be compelled to adopt more environmentally sustainable practices in an effort to reduce our ecological footprint?

Take the [online quiz](#) and record your results.
Corporate Responsibility

A company’s sense of responsibility towards the community and environment (both ecological and social) in which it operates. Companies express this citizenship:

1. through their waste and pollution reduction processes,
2. by contributing educational and social programs, and
3. by earning adequate returns on the employed resources.
Definitions

Carbon Emissions
• Carbon dioxide emissions into the atmosphere, and the emissions of other GHGs, are often associated with the burning of fossil fuels, like natural gas, crude oil and coal and are believed to have adverse effects on the environment.

Carbon Footprint
• The amount of carbon dioxide and other carbon compounds emitted due to the consumption of fossil fuels by a particular person, group, etc.
Definitions

**Carbon Neutral**
Pertaining to or having achieved a state in which the net amount of carbon dioxide or other carbon compounds emitted into the atmosphere is reduced to zero because it is balanced by actions to reduce or offset these emissions.

**CDP**
Carbon Disclosure Project. The CDP works to transform the way the world does business to prevent dangerous climate change and protect natural resources.
What specific measures has Deutsche Bank taken to become an environmentally sustainable company?

What are the benefits and drawbacks to an environmentally sustainable corporate policy?

What biases may exist within this report?

Do you believe that Deutsche Bank is worthy of being recognized as a global leader in corporate responsibility and environmental sustainability?

Read the information about Deutsche Bank’s environmental sustainability policies from Deutsche Bank’s Corporate Responsibility Report and respond to the questions.
Environmental Sustainability in the US

Are American companies taking measures towards environmental sustainability?

Do you think environmental sustainability is as high of a priority in the US as in Germany and elsewhere?
Case Study: Environmental Sustainable Housing in Plainfield, IL

What specific measures has DJK Custom Homes taken to build environmentally sustainable housing?

What are the benefits and drawbacks to an environmentally sustainable corporate policy?

Would this type of housing be appealing/practical for all citizens in the United States?

Read the case study detailing the efforts of a local Plainfield Company to build environmentally sustainable housing. Respond to the questions to consider.
Environmental Sustainability and Economic Growth

Is it possible to prosper economically while embracing environmentally sustainable policies?

The German model has indicated that it is possible to grow while reducing consumption.

(Source: Dr. Wolf Wagner, TOP 1 Lecture, June 19, 2014)
Green Growth is Possible

“Since Reunification German economy has grown by about one third. During the same time emissions of climatic relevant gas has been reduced by 25%.”

“Germany has become an international model that economic growth, better ecological conditions and a reduction of emissions can go hand in hand.”

Quotes from Ralf Fücks – leading Green politician (in his book, Intelligent Wachsen)

(Source: Dr. Wolf Wagner, TOP 1 Lecture, June 19, 2014)
The Energy Turnabout in Germany

Value change began in 2011 after Fukushima - decision to eliminate nuclear energy by 2022

Decision to invest in sustainable energies

By law a growing enterprise

(Source: Dr. Wolf Wagner, TOP 1 Lecture, June 19·2014)
# Statistical Support: Sustainability Comparisons between the US & Germany

## Sustainability Indicators for U.S. and German Transport Systems

<table>
<thead>
<tr>
<th></th>
<th>United States</th>
<th>Germany</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>AUTOMOBILE DEPENDENCE</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Automobile ownership (per 1,000 population)</td>
<td>766</td>
<td>585</td>
</tr>
<tr>
<td>Annual distance travelled by automobile per capita (km)</td>
<td>21,500</td>
<td>11,000</td>
</tr>
<tr>
<td>Share of all trips by car (%)</td>
<td>83</td>
<td>58</td>
</tr>
<tr>
<td>Share of all trips by public transport (%)</td>
<td>2</td>
<td>9</td>
</tr>
<tr>
<td>Share of all trips by walking (%)</td>
<td>11</td>
<td>24</td>
</tr>
<tr>
<td>Share of all trips by cycling (%)</td>
<td>1</td>
<td>10</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>SAFETY AND HEALTH</strong></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Traffic fatalities (per 100,000 population)</td>
<td>11.1</td>
<td>5.1</td>
</tr>
<tr>
<td>Traffic fatalities (per 1 billion vehicle km)</td>
<td>7.1</td>
<td>5.9</td>
</tr>
<tr>
<td>Cyclist fatalities (per 100 million km cycled)</td>
<td>5.5</td>
<td>1.6</td>
</tr>
<tr>
<td>Pedestrian fatalities (per 100 million km walked)</td>
<td>9.7</td>
<td>1.9</td>
</tr>
<tr>
<td>Per cent of the population considered obese (BMI &gt; 30; self-reported data)</td>
<td>23.9</td>
<td>12.1</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>COST</strong></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Share of household expenditures for transport (%)</td>
<td>17.0</td>
<td>14.6</td>
</tr>
<tr>
<td>Annual household expenditures for transport ($)</td>
<td>7,677</td>
<td>5,117</td>
</tr>
<tr>
<td>Total government expenditures for roads and public transport by all levels of government (per capita in 2006) ($)</td>
<td>625</td>
<td>460</td>
</tr>
<tr>
<td>Ratio of roadway user fees and taxes vs. roadway expenditures by all levels of government</td>
<td>0.6</td>
<td>2.2</td>
</tr>
<tr>
<td>Government subsidy as share of public transport operating budgets (%)</td>
<td>59</td>
<td>25</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>ENVIRONMENT</strong></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Annual ground passenger transport energy use per person (million BTU)</td>
<td>55</td>
<td>18</td>
</tr>
<tr>
<td>Transport sector share of CO2 emissions (%)</td>
<td>32</td>
<td>19</td>
</tr>
<tr>
<td>Kg of CO2 equivalent emissions per capita from ground passenger transport</td>
<td>3,800</td>
<td>1,200</td>
</tr>
<tr>
<td>Grams of CO2 equivalent emissions per passenger km</td>
<td>210</td>
<td>110</td>
</tr>
</tbody>
</table>

Is it possible for American communities to reduce their dependency on cars?

The article outlines 4 reduction strategies common to both Germany & the United States:

<table>
<thead>
<tr>
<th>Planning goals focused on TOD</th>
<th>Long-range plans</th>
<th>Citizen involvement</th>
<th>Policy coordination</th>
</tr>
</thead>
</table>

Scenarios for the Turnaround

Fracking and newly discovered fields make fossil energy so cheap that renewable energy isn’t economically viable

Various groups internationally block environmental policies

New technology make renewables highly competitive

Energy storage capabilities make local self-sufficiency viable

High competition for leading role in renewable energy technology between Germany, US, and China

(Source: Dr. Wolf Wagner, TOP 1 Lecture, June 19, 2014)
Corporate Responsibility and Environmental Sustainability
“CDP works to transform the way the world does business to prevent dangerous climate change and protect our natural resources. We see a world where capital is efficiently allocated to create long-term prosperity rather than short-term gain at the expense of our environment.”
Project Basics

- Research your company’s current efforts towards corporate responsibility and environmental sustainability
- Determine at least 3 additional specific measures your company could take to improve its sustainability
- Create a brochure presenting your company’s current and proposed efforts to the public
- Discuss the benefits and drawbacks of adopting environmental sustainable policies

Choose a company from the 2014 CDP list of Reporter Service Members

You have been appointed as the Chief Sustainability Officer for your chosen company