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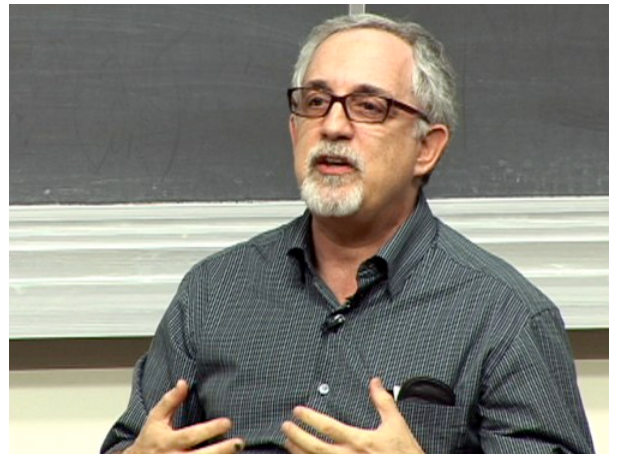
Social Responsibility from the Ground Up

Mitch Kapor, *Foxmarks*

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Video URL: <http://ecorner.stanford.edu/videos/1915/Social-Responsibility-from-the-Ground-Up>

Social entrepreneur Mitch Kapor believes that social responsibility must be integrated into the organization, and not just the frosting on the cake.



Transcript

If you take social responsibility, seriously you have to built it in from the outside. It's kind of flavor of the month right now. And if you try to layer social responsibility like icing onto a cake in the business, that's not very interesting. And there's a lot of that going on. But I do think that there are. I'll give you one example, where there is an investment management firm that was started. One of the partners is Al Gore. Another is a guy named David Blood, used to run Goldman Sachs Asset Management. They placed the following bet: They said several years ago that the world is changing and that sustainability is going to become a key corporate strategy. It might be around carbon footprint.

It might be around human capital. But we believe businesses that are ahead of the curve in what they're doing about sustainability are going to do better on average than their peers because of the way the world is changing. And with the climate change and so on. So they created an investment company in which social responsibility actually drives profits. Because they're looking for companies for whom the social responsibility and the sustainability is inter-woven in their business in way that that very thing makes them more successful. And they try to assemble a portfolio of those companies and hold them from the long term. It's kind of like Warren Buffett meets the Sierra Club - trying to get the best of both worlds. But it's working quite well. And I think in different sectors in Green Tech, in Clean Tech and others, there'll be opportunities to do great businesses based on doing the right thing. You've got to be careful and you've got to be smart.

But are there an increasing number of opportunities like that? I believe that's the case.