



UNES-PRENEURSHIP CONCEPT MODEL A FAIR PROCESS IN INTERNATIONAL ENTREPRENEURSHIP (IE)

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ABSTRACT

UNESCO adopted a declaration that states "the present generations have the responsibility of ensuring that the needs and interests of present and future generations are fully safeguarded." the declaration covers a variety of fair issues and concepts such as ethical entrepreneurship, religious entrepreneurship, sustainable entrepreneurship and so on. The aim of this paper is to converge these various concepts under a unit umbrella in accordance with a series of more accepted international values and statements specially those of UN/UNESCO remarks which are the resultant of worldwide values and somehow a collective world knowledge, experience and wisdom. This concept is named the Fair Entrepreneurship or hereafter as "the UNES-preneurship Model" in this paper. The UNES-preneurship model was extracted by an analytical and logical survey and need to be improved and extended for entrepreneurs by experts.

Keywords: International Entrepreneurship (IE), UNES-preneurship Model, Fair-preneurship, Frontiers.

INTRODUCTION

Frontiers in International Entrepreneurship (IE) usually establish their firms and these go-ahead organizations are so effective tools on shaping the world including: the business relations, the human affairs, the social and environmental changes and so on.

We people have formed the UN and the UNSCO for having a better world and we believe that the governments must develop the human values but we generally forget the permanent and important role of companies on shaping the human mind and behavior.

This paper is aimed to review and extract some more accepted international values specifically those which are concern with the activity of frontiers in international entrepreneurship.

Historical Events

The Cyrus Cylinder is considered to be the world's first charter of human rights for improving the int'l life relations while the human rights movement developed many centuries later in the aftermath of the Second World War (Wikipedia, the free encyclopedia, "Human rights", 2015). The United Nations (UN) is an intergovernmental organization established in 1945, to promote international co-operation. A replacement for the ineffective League of Nations, the organization was created following the Second World War to prevent another such conflict. On 10 December 1948, the General Assembly of the United Nations adopted and proclaimed the Universal Declaration of Human Rights.

The idea in this paper is to highlight the necessity of similar declaration for frontiers in int'l entrepreneurship.

Human Rights

Human rights are moral principles or norms (James Nickel, 2014) that describe certain standards of human behavior, and are regularly protected as legal in national and international law. They are commonly understood as inalienable (The United Nations, What are human rights?, 2014) fundamental rights "to which a person is inherently entitled simply because she or he is a human being," (Burns, 2014) and which are "inherent in all human beings" (Blattberg, 2010) regardless of their nation, location, language, religion, ethnic origin or any other status. (The United Nations, What are human rights?, 2014) They are applicable everywhere and at every time in the sense of being universal, (Burns, 2014) and they are egalitarian in the sense of being the same for everyone. The UN can develop similar conceptions to make a model for Int'l entrepreneurship.

The philosophy of human rights attempts to examine the underlying basis of the concept of human rights and critically looks at its content and justification. Several theoretical approaches have been advanced to explain how and why human rights have become a part of social expectations.

One of the oldest Western philosophies of human rights is that they are a product of a natural law, stemming from different philosophical or religious grounds. Other theories hold that human rights codify moral behavior which is a human social product developed by a process of biological and social evolution (associated with Hume). Human rights are also described as a sociological pattern of rule setting (as in the sociological theory of law and the work of Weber). For the IE model we can use the related theories and practices of course whereas the two theories that dominate contemporary human rights discussion are the interest theory and the will theory (Blattberg, 2010).

Economic, social and cultural rights are enshrined in articles 22 to 28 of the Universal Declaration of Human Rights (UDHR) and in the International Covenant on Economic, Social and Cultural Rights (ICESCR) that can be used as a guideline for the IE model but it is noted some thinkers suggested that respect for fundamental human rights in the world today is "dismal" within some nations (Pierre, 2014):

UNESCO Remarks

UNESCO's aim is "to contribute to the building of peace, the eradication of poverty, sustainable development and intercultural dialogue through education, the sciences, culture, communication and information". ("Introducing UNESCO", 2011) Other priorities of the organization include attaining quality Education For All and lifelong learning, addressing emerging social and ethical challenges, fostering cultural diversity, a culture of peace and building inclusive knowledge societies through information and communication ("UNESCO • General Conference; 34th; Medium-term Strategy, 2008–2013; 2007", 2011)

In 1997 UNESCO adopted the Declaration on the Responsibilities of the Present Generation Towards the Future Generation.

It seems we need another basic declaration on responsibility of enterprises.

The preamble to the declaration states that "at this point in history, the very existence of humankind and its environment are threatened" and the declaration covers a variety of issues including protection of the environment, the human genome, biodiversity, cultural heritage, peace, development, and education. The preamble recalls that the responsibilities of the present generations towards future generations has been referred to in various international



instruments, including the Convention for the Protection of the World Cultural and Natural Heritage (UNESCO 1972), the United Nations Framework Convention on Climate Change and the Convention on Biological Diversity (Rio de Janeiro, 1992), the Rio Declaration on Environment and Development (UN Conference on Environment and Development, 1992), the Vienna Declaration and Program of Action (World Conference on Human Rights, 1993) and a number of UN General Assembly resolutions relating to the protection of the global climate for present and future generations adopted since 1990. (The WikiFreak, 2012)

Social Entrepreneurship

Although both the Universal Declaration of Human Rights and the International Covenant on Economic, Social and Cultural Rights emphasize the importance of a right to work, neither of these documents explicitly mention free trade as a mechanism for ensuring this fundamental right. And yet trade plays a key role in providing jobs. ("Should trade be considered a human right?", 2011)

IE also can be considered as a natural and noticeable solution. The more one concentrate on the subject, the more need for a related social entrepreneurship can be feel.

Direct financial support to people and organizations cannot be always an ideal or unique solution while a new Int'l social entrepreneurship model could be helpful. (Toward a UNES-prenuership model).

Some experts argue that trade is inherent to human nature and that when governments inhibit international trade they directly inhibit the right to work and the other indirect benefits, like the right to education, that increased work and investment help accrue. (Fernandez, 2011) Others have argued that the ability to trade does not affect everyone equally—often groups like the rural poor, indigenous groups and women are less likely to access the benefits of increased trade. (Jones, Hayley, 2008)

Additionally, trying to fit too many concepts under the umbrella of what qualifies as a human right has the potential to dilute their importance. Finally, it is difficult to define a right to trade as either "fair" (Ellis, Jodie, 2008) or "just" in that the current trade regime produces winners and losers but its reform is likely to produce (different) winners and losers. (Mareike Meyn, 2011)

A good UNECO-developed model for entrepreneurial activities can reduce such conflicts.

Ethical Entrepreneurship

The UDHR enshrines universal rights that apply to all humans equally, whichever geographical location, state, race or culture they belong to. However, in academia there is a dispute between scholars that advocate moral relativism and scholars that advocate moral universalism. Relativists do not argue against human rights, but concede that human rights are social constructed and are shaped by cultural and environmental contexts. Universalists argue that human rights have always existed, and apply to all people regardless of culture, race, sex, or religion.

More specifically, proponents of cultural relativism argue for acceptance of different cultures, which may have practices conflicting with human rights. ("Eurocentrism", 2006)

These remarks also should be considered in the UNES-preneurship model.

Local Remarks



The former Prime Ministers of Singapore, Lee Kuan Yew, and of Malaysia, Mahathir bin Mohamad both claimed in the 1990s that Asian values were significantly different from Western values and included a sense of loyalty and foregoing personal freedoms for the sake of social stability and prosperity, and therefore authoritarian government is more appropriate in Asia than democracy.

Sustainable Entrepreneurship

The United Nations World Commission on Environment and Development (WCED) in its 1987 report *Our Common Future* defines sustainable development: "Development that meets the needs of the present without compromising the ability of future generations to meet their own needs." (Daly, 1973) Under the principles of the United Nations Charter the Millennium Declaration identified principles and treaties on sustainable development, including economic development, social development and environmental protection.

Sustainable Entrepreneurship

There are two basic conceptions of environmental human rights in the current human rights system. The first is that the right to a healthy or adequate environment is itself a human right ("African Commission on Human and Peoples' Rights", 2010, "OAS – Organization of American States: Democracy for peace, security, and development", 2010). The second conception is the idea that environmental human rights can be derived from other human rights, usually – the right to life, the right to health, the right to private family life and the right to property (among many others). This second theory enjoys much more widespread use in human rights courts around the world, as those rights are contained in many human rights documents.

The onset of various environmental issues, especially climate change, has created potential conflicts between different human rights. Human rights ultimately require a working ecosystem and healthy environment, but the granting of certain rights to individuals may damage these. Such as the conflict between right to decide number of offspring and the common need for a healthy environment, as noted in the tragedy of the commons. (Garrett Hardin, 1968) Environmental rights revolve largely around the idea of a right to a livable environment both for the present and the future generations. These problems tow us toward another innovative business solution named Sustainable entrepreneurship and can be considered in the UNES-preneurship model.

The Earth Charter

The Earth Charter is an international declaration of fundamental values and principles considered useful by its supporters for building a just, sustainable, and peaceful global society in the 21st century. Created by a global consultation process, and endorsed by organizations representing millions of people, the Charter "seeks to inspire in all peoples a sense of global interdependence and shared responsibility for the well-being of the human family, the greater community of life, and future generations." (Nigel Dower, 2004) It calls upon humanity to help create a global partnership at a critical juncture in history. The Earth Charter's ethical vision proposes that environmental protection, human rights, equitable human development, and peace are interdependent and indivisible.

The UN Guiding Principles

In June 2011, in an unprecedented step, the United Nations Human Rights Council unanimously endorsed a set of Guiding Principles on Business and Human Rights. The Guiding Principles establish an authoritative global standard on the respective roles of businesses and governments



in helping ensure that companies respect human rights in their own operations and through their business relationships.

The Guiding Principles were developed by the Special Representative of the UN Secretary-General for Business and Human Rights, Professor John Ruggie of Harvard Kennedy School, over the six years of his UN mandate from 2005 to 2011. They elaborate on the three pillars of the UN "Protect, Respect and Remedy" Framework that Prof. Ruggie proposed to the Human Rights Council in 2008. The three pillars of the Framework are:

- The state duty to protect against human rights abuses by third parties, including business, through appropriate policies, regulation, and adjudication;
- The corporate responsibility to respect human rights, that is, to act with due diligence to avoid infringing on the rights of others and address adverse impacts with which they are involved; and
- The need for greater access by victims to effective remedy, both judicial and non-judicial.

As Prof. Ruggie stated the corporate responsibility is the basic expectation society has of business in relation to human rights. But the 2 steps will be from Pillars to Principles and from Principles to Practice.

The Guiding Principles spell out the implications of the three pillars of the Framework for governments, businesses and other stakeholders. They are based on extensive research and consultations with representatives from governments, business, civil society organizations, and legal and academic experts across all continents, gaining broad acceptance and support.

The Guiding Principles have played a key role in the development of similar standards by other international and regional organizations, leading to global convergence around the standards they set out. The corporate responsibility to respect human rights is reflected in the updated Guidelines for Multinational Enterprises of the Organization for Economic Cooperation and Development (OECD), in the human rights chapter of the Guidance on Social Responsibility from the International Organization for Standardization (ISO 26000), and in the revised Sustainability Framework and Performance Standards of the International Finance Corporation (part of the World Bank Group).

At the regional level, the European Commission's 2011 Communication on Corporate Social Responsibility calls on all European businesses to meet their responsibility to respect human rights, as set out in the UN Guiding Principles. When the Human Rights Council endorsed the Guiding Principles, at the end of Prof. Ruggie's mandate, they also created a 5 member expert Working Group on Business and Human Rights to help implement and disseminate the Principles. The UN Guiding Principles are applicable to all governments and to all businesses in all situations. We believe that the greatest challenge now is ensuring that the Guiding Principles are effectively implemented and generate real change on the ground, to the benefit of individuals' enjoyment of human rights around the world. Shift aims to make a leading contribution to meeting this shared challenge.

THE TEN PRINCIPLES

The UN Global Compact's ten principles in the areas of human rights, labour, the environment and anti-corruption enjoy universal consensus and are derived from:

- The Universal Declaration of Human Rights



- The International Labour Organization's Declaration on Fundamental Principles and Rights at Work
- The Rio Declaration on Environment and Development
- The United Nations Convention Against Corruption

The UN Global Compact asks companies to embrace, support and enact, within their sphere of influence, a set of core values in the areas of human rights, labour standards, the environment and anti-corruption:

Human Rights

- Principle 1: Businesses should support and respect the protection of internationally proclaimed human rights; and
- Principle 2: make sure that they are not complicit in human rights abuses.

Labour

- Principle 3: Businesses should uphold the freedom of association and the effective recognition of the right to collective bargaining;
- Principle 4: the elimination of all forms of forced and compulsory labour;
- Principle 5: the effective abolition of child labour; and
- Principle 6: the elimination of discrimination in respect of employment and occupation.

Environment

- Principle 7: Businesses should support a precautionary approach to environmental challenges;
- Principle 8: undertake initiatives to promote greater environmental responsibility; and
- Principle 9: encourage the development and diffusion of environmentally friendly technologies.

Anti-Corruption

- Principle 10: Businesses should work against corruption in all its forms, including extortion and bribery.

A Unesco Plan for A Universal Declaration

In 1997 the United Nations Educational, Scientific, Cultural Organization (UNESCO), headquartered in Paris, held the first meeting of a Committee of philosophers representing a wide range of religious, ethnic, ethical and philosophical traditions to produce a Declaration providing a philosophical basis for a global ethic called as: UNIVERSAL DECLARATION OF HUMAN RESPONSIBILITIES. A similar declaration can lead us toward a suitable model named in this paper as the UNES-preneurship model.

Latest Efforts

In June 2011, the United Nations Human Rights Council endorsed a set of Guiding Principles for Business and Human Rights. For the first time in history, we have a global standard for preventing and addressing adverse impacts on human rights linked to business activities. The process included comprehensive consultations with a large number of stakeholders including representatives from states, business community and civil society around the world. The UN Guiding Principles on Business and Human Rights marked a milestone, but it is only the first step. It is not enough to have adopted the principles. The challenge is now to turn principles into practice. Sustainable development offers opportunities for global growth but opportunity does



not come without responsibility. Even though companies are committed to respect human rights, it can sometimes be difficult to know what to do in practice.

Many countries have provided their unique national action plan such as Spain, Denmark, Finland, Italy, Netherlands and the UK and a number of governments have committed to developing a National Action Plan or are in the process of doing. A very useful step to the forward can be providing an international action plan for international enterprises and then extracting a model based on the accepted international values named the UNES-preneurship model to be used for frontiers in International Entrepreneurship. Some remarks from the Danish national action plan based on implementation of the UN Guiding Principles on Business and Human Rights will come to the following directly (Danish National Action Plan, 2014):

The action plan is structured around the three pillars of the UNGPs. Each of the three main parts sets out by:

- 1) shortly summarizing the principles of UNGPs followed by;
- 2) recommendations from the Danish Council for CSR;
- 3) initiatives which have been implemented by the Danish Government, and
- 4) initiatives which are planned.

The Corporate Responsibility to Respect Human Rights

The UNGPs on the corporate responsibility to respect human rights focus on what companies need to do in order to know and show that they respect human rights.

UNGPs on the corporate responsibility to respect human rights

In order to respect human rights business enterprises should avoid having an adverse impact on the human rights of others and should address adverse human rights impacts with which they are involved.

In order to meet their responsibility to respect human rights, business enterprises should have in place policies and processes appropriate to their size and circumstances, including:

- a) A policy commitment to meet their responsibility to respect human rights;
- b) A human rights due-diligence process to identify, prevent, mitigate and account for how they address their adverse impacts on human rights;
- c) Processes to enable the remediation of any adverse human rights impacts they cause or to which they contribute

Recommendations from the Council for CSR

Since its creation in 2008, the Danish Council for CSR followed the work of the SRSG John Ruggie closely. In 2009, the Government asked the Council to produce a set of guidelines for responsible supply chain management to help companies meet international social and environmental requirements and expectations in their supply chain.

In June 2010, the Council published a set of guidelines for responsible supply chain management based on the Protect, Respect, Remedy Framework. The Council also made sure that the guidelines were aligned with recognized international principles like the UN Global Compact, ISO 26000 etc. The guidelines were meant as a supplement to the Protect, Respect, Remedy-Framework, intended to provide greater clarity about responsible supply chain management by offering a practical, easy-to-read guide and online tool. The guidelines are supplemented by a checklist of self-help questions intended to help the individual company find the solutions that address their specific challenges. For the guidelines in its entirety, (see:www.csrcouncil.dk/guidelines).



While the guidelines are focused on assisting companies with the implementation of the UNGPs with regard to supply chain management, implementation of the corporate responsibility to respect continues to be a very important part of the council's agenda.

Actions taken

Danish Government's support for international guidelines for CSR in the National Action Plan for CSR (March 2012), the Government encourages Danish companies to demonstrate responsible business conduct and apply internationally recognized guidelines for corporate responsibility such as the UN Global Compact, the UN guiding principles on business and human rights, the OECD guidelines for multinational enterprises and ISO 260008.

Expectations to Companies and Other Stakeholders to Respect Human Rights

The National Action Plan for CSR (March 2012) contains a number of expectations, based on UNGPs recommendations, that companies are expected to follow (GP 2).

The government has reiterated its expectations in the preface to this National Action Plan on the implementation of the UNGPs.

In order to fulfill their requirements companies, need to be able to know and show that they respect human rights. The Government therefore wants to create more transparency about the CSR efforts of both private companies and public authorities. It is only through increased transparency that CSR can become a key parameter for consumer choices.

Danish legislation thus requires major Danish companies to report on social responsibility in their annual reports including what specific measures they have taking to respect human rights and reduce their adverse impact on the climate (GP 3d). The transparency framework for the major private and public companies is supported by the new non-judicial remediation mechanism where cases involving potential adverse impacts by Danish companies on international CSR principles, including adverse impacts on human rights, can be investigated (GP 4 and GP 27). In 2013, a number of Danish organizations were granted support to promoting CSR and Fair Trade.

Evaluation of CSR reporting in large and listed Danish companies in 2008, Danish Government introduced a legal requirement for large companies in the Danish Financial Statements Act. Since the statutory CSR reporting was introduced a survey on the effects of the legal requirement has been conducted in three consecutive years. The surveys were based on a rolling group of participants, meaning that the same group of companies has been surveyed the previous years. Since the group has been subject to the reporting requirement for three years it includes – in the last survey- very few companies reporting for the first time. As expected, there have also been few changes in the choice of topics and content in the reports.

Access to Remedy

As part of their duty to protect against business-related human rights abuse, States must take appropriate steps to ensure, through judicial, administrative, legislative or other appropriate means, that when such abuses occur within their territory and/or jurisdiction those affected have access to effective remedy (GP 25).

This includes providing effective and appropriate judicial and non-judicial grievance mechanisms, alongside judicial mechanisms, as part of a comprehensive State based system for the remedy of business-related human rights abuse.

UNGPs in Denmark, looking ahead



While the National Action Plan for CSR 2012–15 already includes initiatives on implementing the UN Guiding Principles (Danish National Action Plan, 2014), this is the first Danish stand-alone National Action Plan on the implementation of the UN Guiding Principles on Business and Human Rights.

The expectation towards business and stakeholders to respect internationally recognized principles and guidelines has received considerable attention the past few years. The UN Guiding Principles on Businesses and Human Rights form an important part of this agenda.

Implementing the UN Guiding Principles is a global challenge, and a common responsibility. To succeed we need to involve all stakeholders in raising awareness and leveling the playing field. With this action plan, Denmark wants to demonstrate its commitment towards this agenda.

In a European context, this national action plan is also to be seen as a response to the EU Action Plan on Human Rights and Democracy 2012-2014 and the renewed EU strategy for Corporate Social Responsibility 2011-14. In the action plan, the European Council lists the development of national plans on implementation of the UN Guiding Principles as actions for EU Member States. In the strategy, the European Commission invites EU Member States to develop national action plans for the implementation of the UN Guiding Principles.

SUMMARY AND CONCLUSION

From the above discussion it is concluded that many local and global efforts have been done for having a better business world. This is not an easy task at all. But the UN organizations and specifically the UNESCO have a unique position in the world that can and must create the proper road map and lead this movement. Whereas all entrepreneurs and especially frontiers in International entrepreneurship have an important role in shaping the local and global business environment, designing and extracting a suitable entrepreneurial model from the more accepted world values will do the human community a lot of good.

This model was called in this paper as "the UNES-preneurship Model".



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