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7-9 September 2008  
Queen's University Belfast  
<http://www.crrconference.org>



# **The Future of CRB: The Sustainable Development Imperative**

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## **Abstract:**

In a complex, changing and uncertain global economy, corporations are becoming ever more visible. They are judged not only on their financial results but also on their behaviour towards society and the environment. This can be an opportunity, and the potential rewards for both the corporation and society at large are enormous.

The research, upon which this paper is based, aims to explore the current status, degree of awareness and likely future direction of corporate responsible behaviour (CRB) in the context of corporate real estate policy and practice. In doing so, it constructs a framework for evaluation that is conceptually broader and operationally more integrative than commonly contemplated in real estate.

It is suggested here that corporate foresight, often described as futures studies for business, can play an important role in creating a culture of responsibility within corporations.

The three key questions addressed are:

- How can corporate responsible behaviour influence the pan- European sustainable development agenda?
- Can a business case be established to ensure that CRB is recognised as a fundamental part of business strategy into the future?
- What steps will real estate executives have to take to demonstrate their commitment to the principles of CRB and sustainable development?

The research is being conducted by smart futures ltd., The Futures Academy at DIT, Cushman Wakefield and the Northern Ireland Science Park.

*“From virtue comes all wealth”*

[Socrates]

















































