



# GOVERNANCE

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## **Business and public-private regulation of global public goods: beyond corporate social responsibility?**

**Dr Manfred Elsig, World Trade Institute, Berne / Dr Franck Amalric, Institut National de Cancer, Paris**

Existing mid-range theories in international relations (IR) greatly overlook how firms create and implement business strategies that produce new and important footprints in international politics. This paper focuses on public-private partnerships (PPPs). It takes up the thesis of a paradigm change in the composition and effects of participation in regulatory activities to provide for public goods and calls for additional inquiry into the functioning, the failure and the success of these governance networks. In an attempt to “bring firms back in”, we approach PPPs from an IR perspective and with insights from the business and ethics literature. The paper is structured as follows:

First, we present a categorization of implicit or explicit forms of collaboration between state and non-state actors to promote sustainable development in various regulatory stages. Second, we discuss the emergence of increased collaboration between state and non-state actors from a functionalist angle and present theoretical arguments from a politics perspective for close cooperation between state and market actors. Third, we will look at the microeconomic incentives for corporations to engage in such endeavours by sketching elements of a positive theory of corporate behaviour. Finally, we address the question how effective and legitimate PPPs are as a tool in global norm creation and diffusion and hint to future avenues of research in this field.