Abstract

This work has been devoted to the study of corporate social responsibility (CSR) in general and to study its situation and the approach that has been given in the most representative Spanish companies in the construction sector and small and medium-sized construction companies.

After seeking a definition between the various undertaken by various public bodies and public and private organizations, concludes that all of them, albeit with very subtle nuances and potential differentiators, fortunately are talking about a single idea overall, a duty that any company is to help provide solutions to social and environmental problems exist, if only partly offset by deterioration those produced in such fields as a result of the conduct of its business function.

It outlines different views regarding whether the actions resulting from the CSR should be carried out by companies with mandatory or voluntary, or intermediate, but warns the consideration that is necessary, primarily to alleviate environmental degradation.

It has conducted a review of the CSR movement worldwide, scoring, since the first outbreaks or cooperative association in the XIX century until the current social economy, indicating the main guidelines issued by international bodies like the United Nations (UN Global Compact, United Nations Earth Charter) the International Labour Organization, the European Union (White and Green Books) covenants following the conclusion of various summits (Earth Summit in Rio de Janeiro, Johannesburg Summit, Principles of Ecuador, The Club of Rome, The Kyoto Protocol) and some features of this movement within our country (Aldama Report, New Technical Building Code, Olivencia Report, Transparency Act of 2003, Ecodes, Forética).

It has seen the importance of CSR as an element of corporate governance and its contemplation of the particular perspective of SMEs.

Finally, much of the work is aimed at observing the CSR in the Spanish construction sector:

- First, since contemplation of generic paragraphs dedicated to good planning practices, employment, occupational safety, environmental impact. He then outlined the CSR since the exemplary reality of the big Spanish construction (Ferrovial, OHL, Acciona, FCC, ACS, Sacyr-Vallehermoso), whose memories are difficult to improve sustainability and those set out in detail the various sections action that each of them has initiated and plans to perform in the near future

- Secondly, what is referred to in the subject matter is they are implemented in the medium-sized construction firms in Spain, where he talks about the special problems that this deployment has in SMEs, and that one may find the most varied situations in relation to this aspect: since the existence of few, and therefore very honorable, examples to be followed by its proper degree of implementation, until almost total ignorance of the CSR in most companies, all having done a multi-criteria analysis of the websites of 125 of them. With more detail, setting out a brief analysis of the situation of the RSC in the following builders: Contratas y Obras (excellent introduction), Copcisa (in implementation phase), Collosa (excellent introduction), Sedesa (offers little information, leaving enough way to go), Cyes (acceptable degree of implementation), Arian (early stage of implementation).

End work with a section devoted to the conclusions drawn by the author, which highlights the global movement exists worldwide for the implementation of CSR, which involves a different conception of the business model and significant changes in business organisations.