

A new approach to fight poverty and vulnerability: The redistributive enterprise

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Abstract

Corporate social responsibility (CSR) has never focused on the implementation of cash transfers to vulnerable groups. The present paper intends to explore this particular option, which can be described through an analysis of 3 different phases: the production of income, the distribution of income, the choice of the vulnerable groups to be benefitted. Every phase involves new and specific features, which are linked to a new approach in the field of corporate social responsibility. An evaluation of advantages and disadvantages of this particular approach will be carried out, in each of the 3 single phases, in order to be able to evaluate the consequences of this new approach. The approach seems to be particularly promising since it can be applied to very different categories of vulnerable groups. Still, the approach is best suited if the underlying vulnerability is poverty, since the transfer of financial resources allows to fight poverty by definition.

Keywords: Corporate social responsibility, poverty, unconditional cash transfers, vulnerability, homeless.

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