

“Arbeid Adelt”

Flemish entrepreneurship and Corporate Social Responsibility in the late 19th and early 20th century, with specific reference to De Beukelaer’s Fabrieken, Biscuits en Chocolade, Antwerpen (1885-1930).

Lazlo Passemiers

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“Arbeid Adelt”

- “virtue ennobles”
- labour is good for the character of man
- Life and business philosophy
- official company slogan
- Corporate Social Responsibility (CSR)

Corporate Social Responsibility (CSR)

- umbrella term
- ethical concept
- constantly evolves
- three distinct genres
- responsibility towards stakeholders

Corporate Social Responsibility (CSR)

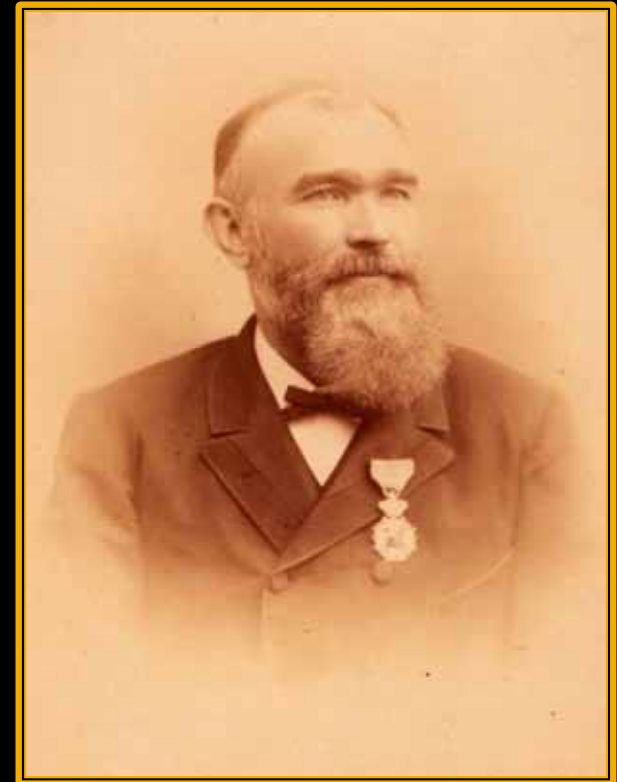
- broad definition

Corporate Social Responsibility is any voluntary behaviour undertaken by organisations in the private sector which directly benefit the wider society of which these organisations are a part of.

This behaviour should be undertaken as a voluntary obligation which extends at least partially beyond the legal boundaries laid down by the wider society and which does not necessarily have any direct economic or other gain to the organisation

Eduard Jacobus De Beukelaer

- Early Life
- Baker
- Biscuit manufacturer
- Climbing the Socio-economic ladder



Eduard Jacobus De
Beukelaer

De Beukelaer's Fabrieken, biscuits & Chocolate, Antwerpen



De Beukelaer's Fabrieken during the later
part of the 1870's

De Beukelaer's Fabrieken, biscuits & Chocolate, Antwerpen



De Beukelaer's Fabrieken in 1929

De Beukelaer's Fabrieken, biscuits & Chocolate, Antwerpen

- Belgian industrial pioneer
- Paternalism
- Eduard's Death
- Change in ownership
- and management
- Family Business



The three generations that lead the company

Research Focus

- The main focus
- Determining the reasons
 - genuine social consciousness
 - public relations for the company
 - a method to keep control
- Was this unique ?
- Flemish background

De Beukelaer's Fabrieken's Corporate Social Responsibility



De Beukelaer's Fabrieken play society

De Beukelaer's Fabrieken's Corporate Social Responsibility

- Two forms of CSR
- Internal Corporate Social Responsibility
 - library
 - Health insurance
 - the play society
 - company magazine
 - the factories office for the organisation of social welfare
 - Brass band
 - Social action

De Beukelaer's Fabrieken's Corporate Social Responsibility



"Social Action" female division

De Beukelaer's Fabrieken's Corporate Social Responsibility

- External CSR
 - Gilde Des Poorters van Oud-Antwerpen
 - Liederavonded voor het volk
 - Vlaamse Opera
 - Bakery-school
- How did the two link?
- role and image
- corporate image

De Beukelaer's Fabrieken's Corporate Social Responsibility



Second Year of the Bakery-School

Historiographic genre

- Business History
- Entrepreneurship
- Corporate Social Responsibility
- Strong social narrative

Methodology

- Archival sources
- Company records
- Public Sources
- Private archive

Research difficulties

- Historically foreign concepts
- Incomplete records
- Inconsistent and incoherent sources
- Hagiographies

Thank you.

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ARBEID ADEL

Halfmaandelijkse organ van het Sekretariaat
 voor Maatschappelijke Werking ingericht ten bate
 van het personeel der Naamloze Vennootschap

DE BEUKELAER'S FABRIEKEN
BISCUITS & CHOCOLADE, ANTWERPEN



Zetel: 105-107, Lange Kervelstraat,
ANTWERPEN

Verschijnt den 1^{ste} en 15^{de} van elke maand.

Druck: De Beukelaer's Fabrieken, Biscuits & Chocolade, N.V. L. Grootman, 111, Antwerpen.