

## **Pharmakon Philanthropy and CSR –**

### **Municipal development through voluntary engagement of private companies – chances and risks**

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The presented study seeks to explore the attitudes of legislative politicians and public servants towards CSR and Philanthropy in a single German Municipality. Although the voluntary engagement of private companies is on the rise and seems to be more professionalized, we still know very little about how those activities are perceived by both, local public servants and local politicians. While private businesses are professionalizing their CSR activities in cities, the political-administrative system of a city is dealing with a great level of naivety. CSR and philanthropy can be seen as both, poison and remedy. There is no legal framework or best practice model. Against this background, the paper seeks to shed light on prevailing attitudinal patterns among Monchengladbach's civil servants and politicians. Based on the above, the research question arises as to which factors might explain possible differences in the attitudes of those actors in question and how this effects the urban governance model. The presented paper is based on the core ideas of sociological new institutionalism and follows the key concepts of administrative culture.

The presented paper is designed as a single case study and makes use of a mixed-methods approach (interviews n=33; survey n=98).

Findings show that profession, party-political background, task, and position in hierarchy have a significant influence on the attitudes towards CSR and philanthropy. When it comes to urban governance the study shows (among other things), that there is a small old-boy-network with no more than 10 members. The circle, composed of businessmen and the mayor, decides on the agenda and development of the city. It might be efficient but is criticized as being undemocratic. On the same token corruption and social injustice are feared side effects.