



# Taxation and CSR

Prof. Amparo Grau  
*Universidad Complutense de Madrid*

[grauruiz@ucm.es](mailto:grauruiz@ucm.es)

# Dynamics, diversity & environment

- CSR is a dynamic concept (time/space)
- Selective application of CSR tools
- Its extension depends on the business environment (influence of tax rules)
- Isomorphisms no longer accepted!

# Overcome current limits?

- Beyond the law (enforcement/compliance)
  - Extra-territorial approach
  - Non-financial goals
- Proportionate fine-tuning tax treatment (a move further from increasing the tax space & earmarking)
  - Parallel exchange of information + whistleblowing mechanisms
  - Fair taxation requires an effort by every country

# Corporate Fiscal-Social Responsibility

4

- 2015 clear trend: transparency
- Impact on environmental, social, economic governance issues
- Socially responsible agents?
  - from recipients' perspective (i.e. human rights)
  - objectives & means (from process to performance oriented)

# Do it your self: Who, What & How?

5

- As tax, commercial or criminal law evolves, consider balanced room left for
  - self-regulation
  - self-management or
  - self-control (in fiscal matters)
- Equality and equity
  - MNE & SMEs

# A coherent tax framework as quality control of CSR

6

- Quality: positive impact in the triple perspective of sustainable development
  - Procedure: voluntary compliance through codes on good tax practices
  - Substantial: sound (regional/global) tax incentives stimulate non-financial returns (EESG value created) when planning the tax strategy

# SDG & sustainable taxation

7

- From “payment thinking” to efficient “cost-sharing”
  - Improve certainty (long-term investment) & accountability, co-responsible (public/private) tax experts
- EU contribution towards the 2030 Agenda for Sustainable Development
  - SDG 17 to revitalise the global partnership

# Sustainable taxes require global cooperation & **adaptation**

- Fair taxation issues have worldwide interest
  - Beware of unsustainable taxation!
  - Address causes instead of effects (not only in terms of revenue collected)
- Are current tax rules necessary & sustainable to achieve common goals?
  - AAAA: OECD 'A-I-T' more and better Aid, more and better Investment, and more and **better Tax**; EU 'COLLECT MORE - **SPEND BETTER**
  - Consider positive conditionality (certifications & tax expenditures)



- New human(ity)-centred approach affects both tax administrations & taxpayers
  - How can they 'produce' together EESG benefits? CSR plays a decisive role!
- Does it makes a difference whether the benefit is provided at the front or back end of the taxation process?
  - Cross-check tax expenditures budgets & CSR reporting
  - Take financial sector expertise to fund projects (best practices & exclusions) according to NGOs references + Insurance (estimations)

**THANK YOU  
FOR YOUR WORK**