

Planet Governance: a new concept

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- 1** Contextualization and Research Objectives
- 2** Relevant theories and concepts
- 3** New concept
- 4** Conclusions and future research

Contextualization

- 1** Literature that relates the application of business strategy to the global economy, associating Corporate Governance instruments with “Global Governance”.
- 2** All changes, mainly due to globalization, lead to the economic and financial problems of companies being taken to another level.
- 3** The process inherent in development involves many different actors.
Just as the authors point to several inherent characteristics of sustainable development at the local level, we also consider most of them globally, namely: Ecologic integrity, Economic security, Responsibility and Social welfare.

Objective

This study aims to expose the new concept of "Planet Governance".

The design of this concept was based on two points

- (i) Corporate Governance concept and base scope for the definition of Planet Governance and**
- (ii) The role of governments, in adopting the good practices of Planet Governance in achieving sustainability economic impact of good practice on Planet Governance.**

Relevant theories and concepts

Corporate Governance options will determine the efficiency and effectiveness of business management in the challenges of:

- competitiveness,
- internationalization and globalization,
- access to capital markets and their sustainability as organizations integrated into a specific community with increasingly attentive and
- demanding stakeholders determined in the defense of their interests

Planet Governance is thus identified as a concept that relates the performance of countries and governments to competitiveness and sustainability based on respect for all citizens and natural resources on the planet.



On Cadbury (1992), the Corporate Government is defined as being "the system by which companies are directed and controlled".

According to the OECD:

Corporate Governance "involves a set of relations between the management of the company,

- . its management body,
- . the shareholders and
- . other subjects with relevant interests.

The corporate government also establishes the structure by which the objectives of the undertaking are set and the means to achieve those objectives are determined and controlled.

A good corporate government should provide adequate incentives for the management body and managers to pursue objectives that are in the interests of the company and its shareholders and should facilitate effective oversight." (OECD, 2004).

As Corporate Governance is based on laws and principles governing the actions of societies in this area, Planet Governance is conceived as a concept that should guide the good practices and economic policies of states in the field of the planet's government.



The separation structure and the system of control and balance sums of organizations must meet four key criteria:

- ✓ **Equity:** Ensuring the protection of the rights of all shareholders, with particular attention to minorities without however, leave aside the remaining stakeholders;
- ✓ **Transparency:** Provide shareholders and other stakeholders with adequate and clear (and comparable) information on the organization's performance in a timely manner, in particular in its strategic and financial dimensions and with regard to compliance with the principles of corporate governance;
- ✓ **Consonance/Alignment of Interests:** As standards, procedures and incentives in the company must ensure alignment of the performance of drivers with the interests of stakeholders, with special focus on shareholders;
- ✓ **Accountability:** ensuring proper accountability of the drivers



PLANET GOVERNANCE
PILLARS

TRANSPARENCY

EQUITY

ALIGNMENT
INTERESTS

ACCOUNTABILITY

Planet Governance meets the criteria set out by introducing government policies that sit in the principles of:

- ✓ Equity in the treatment of all citizens equally where government practices and policies on Planet Governance aim at the well-being of all;
- ✓ Transparency of governments on policies and reforms that may have an impact on Planet Governance;
- ✓ Alignment of government interests with the welfare of the planet;
- ✓ Accountable to governments for negative impacts of policies and reforms that may have an impact on Planet Governance.

- The concept of sustainable development is as old as economic science itself.
- The existence of the concept of sustainable development is pointed to the 70-80 years of the last century.
- However, it is between the 1980s and 1990s that with the depletion of the ozone layer and climate change, serious environmental issues began to be taken seriously, leading to greater concern and focus on the concept of “sustainable growth”.

Klarin (2018) argues that the concept of complete sustainable development depends on the balanced existence of three pillars, characterized as the pillars of sustainability, they are:

- ✓ Ambiental environmental sustainability, with the aim of maintaining a healthy environment, managing to combine the existence of economic activities involved in production, with the welfare of the existing population with environmental quality;
- ✓ Social sustainability, with the aim of ensuring the application of human rights and equality, preservation of cultural identity, respect for cultural diversity, race and religion;
- ✓ Economic sustainability required to maintain the natural, social and human capital needed to obtain wealth.

Contributions	Planet Governance
Definition of Corporate Governance	Governance analogy of organizations and governance of the planet.
Corporate Governance Framework	Governments that manage states with awareness of the core resources and well-being of all citizens.
Pillars of Corporate Governance	Planet Governance is based on principles of equity transparency, alignment of interests and accountability.
Corporate Governance, Social Responsibility and Sustainability	Governments should have sustainability concerns on the planet and be rewarded for their policies that could have a positive impact on this issue.

"Planet Governance identifies the way governments manage, on the principles of equity, transparency, alignment of interests and accountability, their economic resources of sustainability of the planet with a positive impact on the economic performance of the country".

Conclusions

- 1** In this work, we help develop the analysis and importance that is attached to the nation's strategy for sustainable development.
- 2** The concept of “Planet Governance” appears associated with the need to move forward with an efficient sustainable development project.

Future research

- 1** Construction of a Planet Governance Index.
- 2** Conceptual model will be built for the evaluation of countries in terms of Planet Governance.
- 3** Evaluate the performance of governments in this area.

THANK YOU VERY MUCH