

SOCIAL JUSTICE

B { IN ADDITION TO COMPETITIVENESS, THERE IS THE ISSUE OF SOCIAL JUSTICE WHICH IS IN URGENT NEED OF MORE ATTENTION. OF COURSE THE TWO ISSUES ARE INTERRELATED. FOR EXAMPLE, A HIGHLY SUCCESSFUL DRIVE FOR COMPETITIVENESS <sup>will</sup> ~~COULD~~ RESULT IN A DECREASE IN JOBS IN THE MANUFACTURING SECTOR -- THE HIGHEST PAYING JOBS AS WELL, THUS FURTHER SHRINKING THE NUMBER OF MEANINGFUL JOBS. *consequently alternatives for employment must be developed,*

AREAS OF SOCIAL INJUSTICE NEEDING MORE ATTENTION INCLUDE THE DENIAL TO MILLIONS OF PEOPLE THE RIGHT TO A MEANINGFUL JOB AND ACCESS TO ADEQUATE EDUCATION AND TRAINING.

THESE DEFICIENCIES CONTRIBUTE TO THE GROWING INNER CITY UNDERCLASS AND THE DETERIORATION OF LIVING IN RURAL AMERICA. SOCIAL INJUSTICE IN DEVELOPING COUNTRIES MUST NOT CONTINUE TO BE LARGELY OVERLOOKED, ESPECIALLY SOUTH OF OUR BORDER WHERE THERE IS ENORMOUS HUMAN TRAUMA. HOWEVER, THESE DESPERATE PEOPLE ARE GOING TO POUR INTO THIS COUNTRY IN EVER INCREASING NUMBERS *and become semi-subsistence* WE REALLY CAN'T PREVENT THIS IMMIGRATION UNLESS WE SHOOT THEM. THAT'S NOT AN ACCEPTABLE ACTION IN AMERICA.

THERE IS THE GROWING PROBLEM OF THE HOMELESS AND SO ON.

I SHOULD MENTION TWO GENERATORS OF SOCIAL INJUSTICE WHICH ARE NOT WIDELY PERCEIVED AS SUCH -- ENVIRONMENTAL DEGRADATION BY INDUSTRY AND AGRICULTURE AND HOSTILE TAKEOVERS.

IF THE PRESENT DEGREE OF INATTENTION TO ENVIRONMENTAL DEGRADATION CONTINUES, FUTURE GENERATIONS WILL PAY A HEAVY PRICE FOR THE ACTIONS WE COULD HAVE TAKEN BUT DIDN'T. MUCH OF THE HUMAN TRAUMA CAUSED BY HOSTILE TAKEOVERS COULD BE AVOIDED IF PREPLANNING WAS REQUIRED BEFORE COMPANIES ARE SMASHED TOGETHER.

HOW ARE WE GOING TO ALLEVIATE PRESENT AND POTENTIAL SOCIAL INJUSTICE IN A BUDGET-DEFICIT ENVIRONMENT? THE ANSWER HAS TO INCLUDE RESTRUCTURING, REALLOCATION OF RESOURCES AND NEW APPROACHES.

#### NEW APPROACHES

LET ME TALK ABOUT NEW APPROACHES FIRST. ONE OF THEM WHICH ISN'T REALLY NEW TO ME IS FOR BUSINESS TO VIEW MAJOR UNMET SOCIAL NEEDS AS PROFIT-MAKING BUSINESS OPPORTUNITIES TO BE PURSUED IN COOPERATION WITH THE GOVERNMENT AND OTHER SECTORS.

PRESENTLY, BUSINESS INVOLVEMENT IN HELPING TO MEET SOCIAL NEEDS IS IN THE CONTEXT OF CORPORATE RESPONSIBILITY WHICH TRANSLATES INTO VOLUNTEERING AND CONTRIBUTING. SUCH EFFORTS ARE HELPFUL BUT ARE WOEFULLY INDEQUATE.

WHAT IS REQUIRED IN ADDITION ARE SUBSTANTIAL INVESTMENTS OF CORPORATE RESOURCES TO HELP MEET MAJOR UNMET NEEDS AS PROFIT-MAKING BUSINESS OPPORTUNITIES IN COOPERATION WITH GOVERNMENT AND OTHER SECTOR. THE GOVERNMENT ROLE INCLUDES COST AND RISK SHARING. CORPORATE RESPONSIBILITY IN THIS LARGER DIMENSION THEN WOULD CONSIST OF VOLUNTEERING, CONTRIBUTING AND INVESTING IN PROGRAMS TO MEET MAJOR UNMET NEEDS. ONLY IN THAT WAY CAN THE REQUIRED MASSIVE RESOURCES BE BROUGHT TO BEAR IN AN EFFECTIVE AND AFFORDABLE WAY IN MEETING MAJOR UNMET SOCIAL NEEDS. FIRST PRIORITY SHOULD BE GIVEN TO THE GREATEST NEED -- MORE JOBS.

FOR MANY YEARS, I HAVE BEEN ENGAGED IN HELPING TO DEVELOP A COMPREHENSIVE ECONOMIC DEVELOPMENT AND JOB CREATION PROGRAM BASED ON PUBLIC/PRIVATE TECHNOLOGICAL COOPERATION IN WHICH EVERY CORPORATION CAN PARTICIPATE THROUGH THE INVESTMENT OF RESOURCES IN PROFIT-MAKING OPPORTUNITIES. CONTROL DATA HAS SUCCESSFULLY INCORPORATED THIS CONCEPT IN ITS BUSINESS STRATEGY. WE HAVE BEEN EXTENSIVELY ENGAGED IN COOPERATIVE

PROJECTS INCLUDING JOB CREATION, EDUCATION AND TRAINING AND INNER CITY AND RURAL REVITALIZATION.

THERE HAS BEEN LITTLE FEDERAL GOVERNMENT INTEREST IN SUCH AN APPROACH, SOME SUPPORT HAS BEEN PROVIDED BY STATE GOVERNMENTS, MILD INTEREST IS MANIFESTED BY CHURCH ORGANIZATIONS AND LITTLE INTEREST BY MOST COMPANIES.

I BELIEVE THAT RECEPTIVITY FOR THE APPROACH WILL INCREASE. THERE IS A GROWING UNEASINESS IN AMERICA ABOUT THE MATTER OF SOCIAL JUSTICE. E.G., SURVEYS SHOW THERE IS A CONSENSUS FOR MORE HELP FOR THE POOR AND GROWING DISTASTE FOR HOSTILE TAKEOVERS.