

Corporate Social Responsibility actions in the oil industry. A tool to local development in the South oil regions?

In 2012, a new type of contracts was created in Mexico that allowed foreign companies to participate in the phases of exploration, well development and production for the first time in over sixty year although they had to sell their production to the state owned company Petroleos Mexicanos (Pemex) who oversaw the contracts. In addition, to meet the requirements of the “Integral Contracts for Exploration and Production”, the new operators had to set up Corporate Social Responsibility plans founded in Social Baseline Studies.

The so-called Mexican energy reform allowed a completely independent participation of private companies. The supervision of the contracts went to the Ministry of Energy and the National Hydrocarbons Commission (Comisión Nacional de Hidrocarburos, CNH), the social baseline studies became social impact assessments that fulfilled the international standards in the matter and the Corporate Social Responsibility plans turn out to be Social Management Systems.

In this context, it is possible to sustain that the participation of private oil companies with corporate social responsibility schemes can contribute to the local development, but the application of social responsibility actions does not imply by itself an impact on local development.

Based in the experience of a team of the Universidad Autonoma Metropolitana (UAM), this paper aims to identify the type of actions that an oil company can implement in the localities where it works, which are likely to contribute to local development

The hypothesis guiding this search notes that there are 2 essential conditions for actions to result in local development of the regions where oil is exploited.

- a) Territorialization of the proposals
- b) The creation of different types of social responsibility actions.

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