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CSR FOR ALL PROJECT

1st KICK-OFF MEETING

05.03.2013

BUCHAREST, ROMANIA

Panelists:

1. Ovidiu NICOLESCU	President of CNIPMMR	5. Rodica LUPU	Chairman JCI Europe and Manager of "Acting Responsible – National CSR Network"
2. Dragos NEGOIȚĂ	Representative of General Secretariat of the Romanian Government	6. Semida DURIGA	CSR Manager & Group Creative Director, Next Advertising
3. Serghei MESAROȘ	Director, Ministry of Labor, Family, Social Protection and Elderly People	7. Cristina HORIA	President, SENSIBLU Foundation National CSR expert
4. Doru MITRANA	Director, MaiMultVerde (More Green) Association	8. Gabriela CIUCIULA	CNIPMMR



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Agenda:

1. Welcome and Opening session
2. State-of-the-art of CSR in Romania
3. Best practices

Ms. Gabriela Ciuciulă welcomed the participants. She added that it is a great pleasure to see that the subject of the conference is so topical and of interest for several categories of stakeholders, since the event was attended by representatives of NGOs, associations, foundations, unions, employers, companies, universities and media. Ms. Ciuciula added that the event is organized within the *CSR for ALL* project, financed by the European Commission, from Pre-Accession Instrument (IPA) and coordinated by the Association of Employers' Confederation from Turkey (TISK), along with other business organizations from Macedonia, Montenegro, Croatia and Romania. All partners are supported in terms of know-how and experience by the International Organization of Entrepreneurs. She told the participants that Mr. Mathias Thorns, IOE representative, prepared a document for the kick-off meeting which was distributed to each participant in the paper cases.

Ms. Ciuciula also welcomed the panelists. She added that the reason CNIPMMR invited representatives from both public and private sectors (Dragos Negoita from the Romanian Government, Serghei Mesaros from the Ministry of Labor, Family, Social Protection and Elderly People, people with great experience in CSR such as Rodica Lupu who manages the National CSR Network, Doru Mitrana from the MaiMultVerde Association, Semida Duriga - CSR manager and Cristina Horia - CSR expert and president of Sensiblu Corporate Foundation) was in order to have a general overview of CSR concept in Romania.

Returning to the project, Ms. Ciuciula added that she would just like to point out that it was designed to help civil society organizations to influence political decision-making



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processes and to participate actively in public debates on democracy, human rights, social inclusion and the rule of law. She presented the specific objectives, which are particularly important and refer to strengthening the capacity of employers' organizations networks in the Balkans, because there are countries like Montenegro, Turkey, Croatia and Macedonia which are in the process of EU accession. Strengthening their institutional capacity will improve their participation in social dialogue and their influence on public sector reform process at national level. Other specific objectives are awareness rising and capacity building in the network of employers' organizations (EOs) in the region, to help them guide enterprises for positive impacts on society and to integrate social, environmental, ethical, human rights and consumer concerns into their business operations and core strategy.

Ms. Ciuciula said that during the two years of project's implementation, the consortium plans:

- To consolidate the capacity of EOs partners enhanced on CSR in order to perform timely consultations with other stakeholders, including governmental bodies and international networks
- To create a supporting package developed for capacity building of employers' organizations on CSR in order to support enterprises influence decision making processes and develop joint strategic programs with the aim of adding value to EOs efforts and achieving sustainable outcomes
- To raise awareness among enterprises and other stakeholders throughout thematic areas of CSR, by developing EOs strategies and encouraging visibility and disseminated actions.

The project's partners will achieve all above mentioned objectives by becoming a source of know-how for the members, by identifying the best practices in CSR, by promoting responsible business conducts, by raising awareness among stakeholders and by integrating businesses, especially SMEs, in the process.

In the end, Ms. Ciuciula informed the participants that the project has its own website,



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www.csrforall.eu, which comprises more information. She also said that CNIPMMR's team is at their disposal in case they will want more details about the project.

Mr. Dragos Negoita thanked CNIPMMR for the invitation and greeted the participants. He started his presentation by saying that the General Secretariat of the Romanian Government has been involved in CSR since 2010 when together with a number of partners the institution has worked and developed the *National Strategy for Promotion of CSR for the period 2011-2016*, adopted by the Government at the end of 2011. Mr. Negoita said that the strategy was not adopted as a law, because the Romanian Government did not want to have government decisions or ordinances governing CSR in Romania, because it would have been peculiar, but was adopted as a policy document and basically the main goal of this Strategy is to raise awareness about the importance and benefits of implementing CSR, for both state companies or private companies in Romania. Mr. Negoita added that basically, what the Romanian Government wanted and still wants from the strategy is, on the one hand, to provide a framework for the development of CSR in Romania and, secondly, to actively involve the public sector in CSR initiatives. The process of developing the strategy had a consultation part, both at central and local levels. Locally there have been meetings with different stakeholders, in 8 counties from 8 regions. At the central level there was a working group with representatives of business, government and civil society and environmental organizations.

Mr. Negoita declared that since the strategy was adopted, the public sector from Romania became aware and the concept of CSR became a public policy issue. He also added that the General Secretariat of the Government, through the Department of Public Policy, has been involved in various activities and actions related to CSR. He mentioned particular initiatives such as the one developed by Ms Rodica Lupu (another panelist). Mr. Negoita stated that representatives from the Romanian Government participated in three working groups related to CSR in Romania, namely: *Social Responsibility in Human Resources* - a working group held in



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November 2012, *Social Entrepreneurship* - in January 2013 and in February 2013 - a very interesting workshop with the participation of the president of National Authority for Regulating and Monitoring Public Procurement where there were discussed aspects regarding the *Link Between CSR and Public Procurement in Romania* knowing that even in Europe there are currently initiatives to change public procurement rules.

In the end, Mr. Negoita expressed the Romanian Government's intention to remain an active partner of the civil society regarding CSR approach. He assured the participants that SGG is available for further discussions with stakeholders regarding CSR and he will happily answer any questions.

Mr. Serghei Mesaroş also thanked CNIPMMR for the opportunity to be at the conference. He started the presentation by stating that he will only present the activity of the Ministry of Labor in the CSR domain. Mr. Mesaros declared that there are two institutions in Romania responsible with the implementation of the national CSR strategy: the Ministry of Economy - the primary actor and the Ministry of Labor - important actor because of the social component of this policy. He also said that first he would like to say a few words about the general context in which the Ministry of Labor operates and what this work entails: among the Ministry's responsibilities there is also the promotion of CSR. The Ministry of Labor started this promotion since 2001, when the European Commission under the Belgian Presidency attempted the first settlement of a regulation or directive of CSR problem at European level. This initiative was very badly received by the business environment on the grounds that any regulation in this area makes CSR from a voluntarily assumed activity a regulation imposed and therefore it will cease to be a responsibility, but a regulatory requirement. Although the European Commission has tried several times to promote legislation in this regard there were no results.

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Mrs. Mesaros added that the whole story became critical last year in December, when the European Commission organized a meeting to discuss the aspects concerning CSR at the level of member states in terms of future plans and actions. Mr. Mesaros said that since he attended this meeting he can say that the participants declared that indeed it is not appropriate to have any regulation in this area and there will be no provision in this regard. Even ISO 26000 it is not a standard, but a collection of recommendations in this area. They are useful, accurate recommendations but not rules. Mr. Mesaros stated that one of this meeting's results, among other things, was a pressing need to redefine CSR and one of the formulas proposed was "corporations' responsibility for their social impact". Mrs. Mesaros also said that it is hard to say whether this statement is correct or will remain permanent, but it seems that at the European level there is a plan to seek a review of the approach, since the lack of definition and concept consistency led to exposing and applying CSR in any domain, activity or initiative. Mr. Mesaros declared that at this point Romania expects a decision on this approach.

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Mr. Mesaros said that he received from the European Commission a material called *National Action Plan on CSR for the period 2012 - 2014*, referring to the European Strategy and the development of national systems, as well as detailing some of the objectives regarding CSR at European level. He also said that he would like to present how the activity of the Ministry of Labor can be summed up in the area of CSR. He said that the only possibility of the Ministry to promote CSR is to establish a database and to disseminate good practices. He also stated that unfortunately good practices in the field are less conclusive, there may be more, but access to information is very low and at European level are quite few outstanding examples.

Mr. Mesaros brought once again to the attention of the participants the material received from the European Commission and enumerated the priority objectives for CSR for 2012-2014:

- Increasing CSR culture among entrepreneurs, citizens and local communities



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- Identifying opportunities to support businesses that adopt and promote CSR
- Promoting initiatives for social enterprises and third sector
- Active and voluntary expression of citizens and civil society organizations to promote CSR principles
- Encouraging transparency of information on the economic, financial and social initiatives in terms of CSR
- Promoting CSR by recognized international instruments and international cooperation

Mr. Mesaros appreciated that the objectives are quite generous and comprehensive, but concrete ways of promoting and achieving them should be identified for each member state. In the end, he thanked the participants for their attention.

Mr. Ovidiu Nicolescu said that first he would like to express his satisfaction that CNIPMMR is involved in such an important project as *CSR for ALL*, in partnership with a group of strong employers' organizations from South-Eastern Europe, which by their status as employers' organizations have an important role in ensuring predictable and efficient functioning economies.

He also said that he would like to say a few words about the importance of CSR and its place in the current period of development and he started with a brief introduction. The dominant feature of economic and social development in the last three decades is the transition from advanced capitalist economy to knowledge-based economy. Mr. Nicolescu admitted that unfortunately, although it is a dominant feature, most people and most businesses do not realize this. The EU sought to engage in this objective and irreversible process by developing the Lisbon Strategy, which aimed essentially to build the knowledge-based economy and society. This strategy did not have the results that their promoters wanted – it was bad for Europe, and so and so for Romania as a new member state. The new 2020 Strategy has the same goals. Mr.



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Nicolescu said he wanted to emphasize the context because this new economy, the knowledge based-economy, is performed using, in addition to traditional means, other approaches. CSR is a specific element of this economy, related to the intangible aspect of intellectual capital. He also added that what we see spreading and intensifying at European and global level on the issue of CSR is not only a fashion, but a necessity. This item shall be ever more present because responsibility is a component of intellectual capital. CNIPMMR involved gladly in this project, given the importance of this topic.

Mr. Nicolescu emphasized that CNIPMMR is the only employers' confederation representative at national level for SMEs, reconfirmed by civil sentence no. 26/2012, issued by the Bucharest Tribunal. CNIPMMR represents the interests of Romanian SMEs in Europe as one of UEAPME's member and internationally as one of WASME's member.

He also said that in the domain of CSR, CNIPMMR is conducting several activities. CNIPMMR is a member of the Economic and Social Council, participating actively in tripartite dialogue. CNIPMMR also participate in bipartite social dialogue, as a member of the negotiating team for the national labor contract. He said that CNIPMMR was engaged in social dialogue from SMEs' perspective.

He added that CSR in terms of impact on society means many things and but all starts with compliance to the European and national legislation. Enforcement should be observed by professionals (Law Courts etc.) but we all have responsibility in this regard. Another aspect relates to collective labor contracts and the social partnership. Mr. Nicolescu admitted that in Romania we have problems with these contracts, but CNIPMMR believes they are necessary, because it creates a better framework for conducting economic and social activities, with one condition: these contracts must be based on realistic provisions to allow that human resources are treated as responsible and flexible because motivating human resources cannot be done unless

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you perform and performance in the modern era cannot be done without flexibility. Another concept is close cooperation with stakeholders. All these elements of responsibility have not only a social dimension but also an economic one and it is very clear that we cannot perform without being responsible. The issue of social responsibility has become a major concern for all international organizations, one of the most important being the International Labor Organization, built on the principle of social dialogue. ILO gives a great importance to CSR, unfortunately addressed more to multinational companies rather than SMEs, although SMEs in all countries, except Luxembourg, represents 99% of all firms.

Mr. Nicolescu said that when CSR should be regarded from the point of view of employers' organization has strong tangency with the business environment and it is important to understand that the first concern that arises is that of building a functional and predictable business environment. CNIPMMR has been elaborating for 10 years now The White Paper on SMEs in Romania and last year's edition showed CSRforALL that the most acute problem for entrepreneurs is that of business environment. He said that the first problem we have is that of responsibility in shaping a workable and predictable business environment and in this regard there are much to be done. At a press conference held on 5th of March, CNIPMMR supported the reduction of bureaucracy. There are currently 276 forms that businesses must complete and report to the Ministry of Finance and CNIPMMR demonstrated that they can remain only 150, without losing anything. Mr. Nicolescu added that he gave this example to understand that CSR should be undertaken by all stakeholders, but unfortunately the central and local administration is not involved enough in the process of implementing of CSR. Mr. Nicolescu believes that more CSR activities could be undergone if Romania completes its administrative reform. He said that we cannot be competitive in Romania, we cannot have a good environment, and we cannot have normal relations with employers, unions and citizens if the administrative reform is not achieved entirely.



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Mr. Doru Mitrana started his presentation by saying that within MaiMultVerde Association he coordinates CSR projects from its environmental perspective. Besides, he said recently joined an association that has a similar purpose: to promote dialogue on CSR and also to help CSR Agency promote CSR among companies.

In order to illustrate the situation, a briefly radiograph of CSR in Romania, Mr. Mitrana chose the Archie B. Carroll, a model from 1991. In 1991 USA already was laying the groundwork for CSR theory, back when In Romania we will still trying to what market economy is. This concept, pyramid-shaped says that the first and most important obligation of a company, undertaking of any kind, of any size, is economic responsibility. In other words, the company has a responsibility to resist existing and, for that, Archie B. Carroll economic responsibility laid it at the bottom, followed by legal liability. It is not enough to resist market to exist as a company; you should do it legally, which is the second responsibility in order of importance. In third place is located ethical responsibility, that people in business have an obligation to do what is right, fair and honest, to avoid harm. And at the top there are philanthropic responsibilities. If, after we have fulfilled all other responsibilities, we feel that we have any resources, we can be philanthropists.

How much or how to apply this pyramid? Mr. Mitrana said that at the level of perception, CSR is considered by most to be accessible only to large companies; at least in the area where he works, environmental protection, many times he has encountered this perception that a small company cannot have high impact initiatives. Also at the level of perception is the concept that ethical and philanthropic responsibilities are a luxury in the current economic climate. In other words, companies argue that, as the economy goes, when it is so hard to fulfill economic and legal responsibilities, how will they find resources to be always correct, let alone philanthropists.



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He added that in many cases, he is referring primarily to multinational companies, but not limited to these, he looks to find the actual impact of CSR events, what is called the business case for CSR. Everyone wonders: why do CSR activities? How these activities reflect my performance in this economy? In most cases they could not profit from these types of activities, but if you generalize this behavior from one individual to the whole society one realizes that there are advantages, although difficult to quantify. Therefore, there is a perception that CSR initiatives should have tangible benefits.

Another perception is that CSR events are actually only PR tools. Often we see campaigns that are strongly promoted by companies, but they are so harshly criticized by civil society, in many cases. Few campaigns enjoy universal agreement. Just as there are very few examples of good practice "declared" listed, but when it comes to CSR should not aim for perfection. Any gesture of responsibility is good.

A final perception refers to the fact that the level of responsibility is given by the level of competition in the market. In many cases companies choose responsible behavior to the extent of action their competitors makes on the market. Not infrequently when a company in a particular sector initiates a CSR action, the phenomenon spreads throughout the industry and competitors insist they have similar programs.

When it comes to shared responsibility, Romania has not yet escaped the 50-year history of state economy. Next, the most responsible actor regarding social and environmental problems is supposed by the entire society to be the state. From a formal standpoint, indeed, most responsibilities are allocated to the state therefore is not just a psychological perception. This responsibility should be left in the account held by companies.

During 1990-2000, the main expectation from businesses was to provide jobs. Many companies came to Romania and started promoting this aspect as well as their



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contribution to the state budget. Nowadays this perception began to change. Expectations generally, both from the state and the private sector, are changing and that is because social and environmental problems in this "arrangement" with the state as the main responsible actor worsen from day to day, and the material, financial, and administrative capacity of the state to manage all of them is ever exceeded. And consequently increases the pressure on the private sector. On the one hand, the state is increasing the pressure by increasing taxes, in the disadvantage of enterprises, but also increases the pressure from the public, trade unions, NGOs, media, internet, so facilitated by new technologies that allow real-time information dissemination. Any problem of any business can instantly become a public event.

Mr. Mitrana stated that appear new categories of persons or institutions that come to influence private sector's activity. Previously, businesses were somewhat a closed organism composed of employers and employees but now there are new CSRforALL types of social groups that are involved in the activity of the enterprise, which a few years ago had nothing to do with companies. He enumerated the relationship with customers, communities, competitors, suppliers, civil society actors, people in general.

Anyone who wants to implement CSR activities within the firm should complement Carroll's pyramid:

- What do from an economic point of view to cover our responsibilities to stakeholders?
- What are the responsibilities we have from legal point of view?
- What can and what we want to do in order to be ethical and philanthropic?



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Not only there are new stakeholders, but their relationships with company changed. Mr. Mitrana brought into discussion another model, from 1997, approved by Mitchell, Agle and Wood which proposed an analysis based on three properties of stakeholders. The first property is the power, the ability to influence what they do with the business. The second is their legitimacy which accredits their claim in relation to business activity. The third is the urgency of their request. CSR issues may have a greater or lesser urgency, but according to these three properties, the model classifies and helps anyone who wishes to take account of stakeholders in CSR activities. It help everyone interested in identifying stakeholders and establishing a CSR strategy based on these characteristics.

Mr. Mitrana added that he said previously those stakeholders' relations and characteristics change, their power is growing, more and more audiences are considered legitimate to intervene in corporate activity and the emergency demands it becomes increasingly acute.

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CSR actions are feasible although not exactly the easiest tasks within a company. From a legal perspective, the Romanian government facilitates these actions by providing tax incentives. A company can deduct up to 20% of the tax due to the state, but not more than 3 % of turnover for CSR projects developed in partnership with NGOs

What can the man in charged with CSR actions to make the company socially responsible? Mr. Mitrana appreciated that this person may be involved in social projects that can be education, health, probably help disadvantaged groups or culture. From an environmental point of view there are also many possibilities of involvement: reducing energy and resources, reducing the amount of waste generated by business activity, restoring natural capital affected or exploited, adoption and encouraging alternative modes of transport and other persons to do, biodiversity etc. Many companies initiate voluntary actions with their employees or



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their partners, customers, and a new form of engagement is to support social entrepreneurship, social economy, community initiatives, small non-profit concerns, but addressing an economic, social and environmental sustainable economic manner, that the costs are covered by the activity itself.

Often CSR involves internal measures, changes within company by adjusting business practices from the lowest level within the firm to the relationship with others, with suppliers, customers, and then with the general public.

Finally, the communication of what it is done in the field of CSR is very important. Although it is said that you should not take pride in what you do on CSR one has to say what does, because the power of example counts. Any example matters.

To climb the pyramid of Carroll, the most common recommendations are to call the CSR expertise, but also to look for partnerships with NGOs, which can generate good ideas of involvement in the communities in which the company operates, based on real needs communities. It is more difficult for a company to find out the real problems of the community, but an NGO that knows better.

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Zadec, another theorist of CSR said that companies do not become model citizens overnight, so do not think that the world will change tomorrow. Mr. Mitrana invited the participants to approach the concept of CSR step by step, from small to large, with all the help they can get, and integrate CSR work in what they already have. He said that frequently he discusses with companies which want to integrate new areas in their work that has nothing to do with their main activity, which is ok to do on an individual level but not at the company's level. He said it is odd, for example, why a pharmaceutical company wants to plant trees as part of their CSR activities.

Mr. Mistrana added that at beginning of his presentation said that there is a perception that CSR is specific to large companies, but companies can offset this by aspect with other partners. The impact can be great, and if from an economic point of view the firms are competing with each other's, when it comes to CSR, pairing is



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possible even between competitors. In the end, Mr. Mitrana wished to the participants take action.

Mr. Rodica Lupu also thanked CNIPMMR for the invitation to the conference. Mr. Lupu said that she is present at the conference on behalf of the National Social Responsibility Network which was created more than two years ago by Junior Chamber International and Ministry of Education but also from the point of view of an entrepreneur. She added that she started to promote CSR in Romania for two and a half years now among companies and not only companies because in the meantime they thought that social responsibility can be regarded from an individual point of view and can be applied in various areas of any organization's activity (NGOs, unions, foundations and public administration).

She also presented that SMEs generate 2/3 of all work places at national level and by introducing CSR within their activity can only have positive impacts on sustainable development's objectives that Romania set in its national strategy. Mrs. Lupu explained what does CSR means for SMEs and enumerated: a good working environment (working conditions, health and safety at work, professional development of employees, equal opportunities etc.), market (relationships with partners and suppliers, quality / safety products / services, fair pricing policy, advertising ethics etc.), environment (product design / production processes, efficient use of resources, waste management etc.), community (job creation, investment in the local community and so on).

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Mr. Lupu said that from her point of view CSR equals with competitive advantage and all participants should have in mind that the sooner they implement CSR activities, the better it will get.

She asked why do this before the others and answered that by improving products and the production processes the companies have greater customer



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satisfaction and loyalty and cost effectiveness; by motivating their employees they get in return loyalty and employee retention, they get an increased level of creativity and innovation and by promoting a positive image and strong brand identity, they build strong values and increase their potential to create a sense of belonging.

Mr. Lupu affirmed that those who understand the importance of CSr and they create a strategy from the beginning and conduct their business based on the principles of social responsibility are those who will benefit in the medium and long term.

In the end, she said that the National Social Responsibility Network offers free services for SMEs and public administration such as: advice and assistance to develop and implement their strategies and projects of social responsibility in the 8 regional centers (organizational diagnosis, tools customized monitoring and evaluation etc.), assistance to identify stakeholders and facilitate contact for establishing partnerships for social responsibility projects, workshops, roundtables, national and regional conferences on topics related to social responsibility; certified training for the management of CSR and important foundation for resources (case studies, news in the field, reporting standards, best practices nationally and internationally). She thanked the participants for their attention.

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Ms. Seminda Duriga said in the beginning of the presentation that from her point of view there are four stages of CSR development

- The rich man pays
- The sinner man pays
- CSR as an obligation
- CSR as a choice to maintain or develop your business

What's interesting is that each new stage does not cancel the previous one, it just brings new motivations and arguments for companies to do CSR.



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1. The rich man pays

This is possibly the oldest form of CSR, dating since Maecenas. Maecenas was a leading personality of the ancient world, who has acquired wealth, position and influence both as a result of inheritance, and based on his friendship with the emperor Octavian Augustus.

Few people know that Maecenas has a passion for culture, practiced as author. He wrote prose and poetry, both relentlessly criticized by the philosopher Seneca. Instead of being angry, he found a way to transform the frustration caused by the lack of talent into responsibility, becoming the most famous spiritual and financial supporter of arts. In addition, he managed a performance that very few brands can boast, to transform a name into a common noun.

Today we still talk about the patronage of arts, although this concern took more modern forms of expression:

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- Sponsorship (young talents)
- Corporate philanthropy (donations for disadvantaged, not necessarily talented)
- Or mogulism (grants or donations from some high placed rich people who need "plastic surgery" in the eyes of society)

2. The sinner man pays – with a variation: environmental polluter pays ...for the environment

Exaggerated as it might sound, in my opinion Mafia is a good example in this context. Because CSR made just to pay your sins is the typical behavior of The Godfather. This means that it is rather an occasional deviation from real and daily behavior of companies, which operate on the principle of compensation.



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Therefore, at a time, CSR was considered an attribute or an obligation only for those who: grub, pollute, discharge waste, sicken other people etc. just by operating their business.

3. CSR as an obligation

In this 3rd stage of CSR, NGOs (advocacy and lobbying) had a very weighty word to say. Due to the pressure exercised by NGOs on authorities and companies, today a part of CSR has become mandatory. I refer to: labor law, gender equality, environmental regulations, selective collection, European regulations, which require at least the basis of corporate responsibility. But also the tax incentives that allow companies to direct a portion of their taxation to CSR causes rather than pay to the state treasury.

4. CSR as a choice to maintain or develop your business

Two very important things happened, and these things have allowed the transition from stage 3 to 4, more specifically assuming CSR as a way to maintain or develop a company's business.

1. The pressure on companies is no longer done only by the civil society, but also by the society, the people, the consumers etc.

2. The pressure is no longer only moral, but also financial. And here I mention two reasons to motivate my arguments:

A. Diminishing resources force companies to refocus their business towards sustainability

B. The number of consumers positively discriminating the companies on grounds of responsibility is increasingly higher. People, citizens and consumers are more and more aware of their rights and learned to ask for companies' responsibility.

Ms. Duriga presented some figures that she considered deserve all the attention:



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- 60% of people's willingness to buy from/recommend/work for a company depends on the perception that people have about it, and only 40% on the company's products;
- 55% of the people worldwide are willing to pay more for products from companies that prove their responsibility;
- Over 61% of companies which have changed their business model towards sustainability have earned profit from it;
- 52% of the people in top management of companies say that the no. 1 reason they decided to make CSR is the pressure from consumers who prefer responsible products/services/brands; only 39% say they do CSR in response to resources' crisis.

She added that in this 4th stage, which she considers "the maturity stage", CSR revolve around one critical word: PERCEPTION. And this, as simple as it may seem, is very difficult to build. CSRforALL

A company must have three essential qualities to build a positive perception and then benefit from it:

1. Be responsible - designing its own "backyard" based on the principles of responsibility and sustainability
2. Do responsible things - undertake actions and projects with a social impact
3. Talk about it – doing and not saying is not an appropriate strategy for this century. (A: we have tones of information and yet we will not know a thing about something simply because it happened; B: a good project must be a best practice example for others to replicate).

In closing, Ms. Duriga wished the participants, attending SMEs, to "grow" through CSR.



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Ms. Cristina Horia presented first the role of SMEs in the economy and gave few statistical data: there are 23 million SMEs in Europe which represent over 98% of business, over 80% of new jobs were created in the last 5 years come from SMEs and due to the economic crisis were lost 3.25 million jobs. She said that SMEs act locally, contributing to local budgets through taxes they pay and contribute to the quality of community life, are part of the supply chain of large companies, indirectly contributing to the achievement of the latter business.

She asked the participants if is it easy or difficult to be socially responsible SMEs? She added that SMEs should naturally have a socially responsible behavior because they have a small number of employees, so it is easier to implement a responsible organizational culture, SMEs are more flexible and can react more quickly to opportunities, their decision-making processes are faster due to relatively flat structures and more likely to accept change easier if it can bring benefits.

Ms. Horia said that CSR generates competitiveness by having a reputation as a good employer and good neighbor in the community, if their employees are more motivated, thus more productive and loyal, by optimizing operational costs due to more efficient use of resources (eg. Less energy consumption means less money spent), by having access to new markets (eg. Chain suppliers anthem, socially responsible investment or procurement ies): EU market is 500 million consumers, but focuses mainly SMEs to national markets, by benefiting from the networking opportunities that can bring new customers, by identifying and reducing risks. She also presented a few best practices of SMEs which implements CSR in their activity at European level: Moulin Roty (France) for work environment, OY PINIFER (FINLAND) in the environmental area, GULPENER BIER (NETHERLANDS) for customers and ARGE (TURKEY) in the field of education.

In the end , she presented a best practice from Romania, the case of Graphtec Design company from Constanta. Graphtec Design It is a leading manufacturer of



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small and large advertising in Romania, specialized in the production of boxes and neon signs, exhibition stands and commercial furniture, interior and exterior design;

Company's CSR related certifications: Integrated Quality Management System
- environment - health and safety, ISO 9001:2008, ISO 14001:2005, OHSAS
18001:2007 and Code of Ethics and Best Practice

Company's motivation for CSR:

- Customers and general public's concern for environmental protection and reduce unsustainable resource consumption is an opportunity for business development
- Integration of environmental concern in all its processes and taking into account product life cycle
- CSR requirements from major customers
- Strengthen the reputation and customer relationships

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In the end, Ms. Ciuciula thanked all participants for their attendance and said that CNIPMMR will inform them from time of the future activities plan within the CSR for ALL project.



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Participants' feedback based of 58 feedback forms:



Fig. no.1

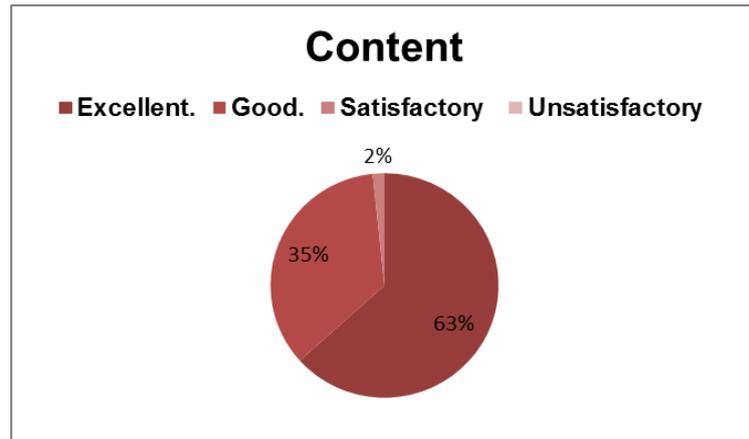


Fig. no. 2

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Fig. no. 3

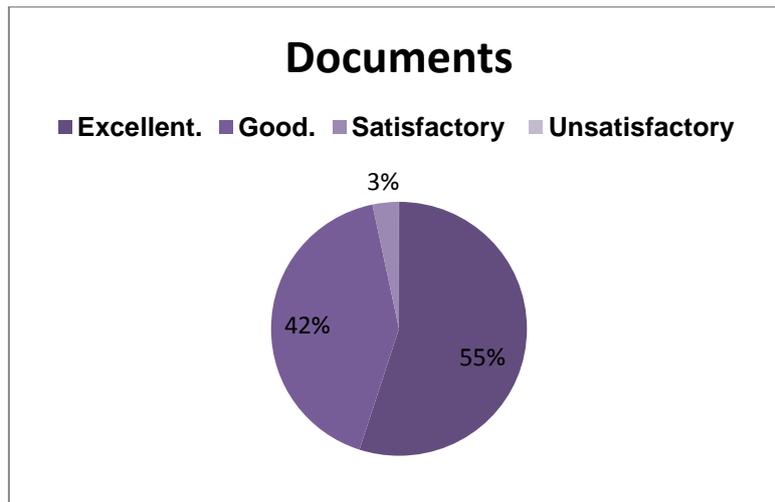


Fig. no. 4

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Aspects which were appreciated by all participants:

- The subject of the conference was interesting and the panelists offered constructive presentations regarding CSR;
- The interest of all participants regarding CSR;
- The subjects of the presentations ;



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- The presentation of Mr. Ovidiu Nicolescu was very good as well as the presentation of Mrs. Rodica Lupu and Mrs. Cristina Horia were more than relevant for SMEs;
- The organization of the conference and the location;
- The subject of the conference;
- Mr. Doru Mitrana's speech;
- The information presented was clear and useful;
- The information presented by Ms. Semida Duriga;
- Excellent conference;
- The idea presented by Mr. Doru Mitrana: the man in charged with CSR activities or the "CSR man";
- Good quality of the event;
- The existence of the initiative (the project, such events);
- Active participation of the people invited;

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Aspects which were not appreciated by all participants:

- The www.csrforall.eu does not have a calendar with future events on national level so that the SMEs present at the conference would know about and get involved;
- The representatives from the public sector always speak for the future;

Other remarks/recommendations:

- More events on CSR;
- CNIPMMR should organize more events regarding this concept;
- Such events are very useful and congratulations for the project;
- Keep promoting CSR in Romania;
- The event was interesting but since the subject is so appealing, the next event should be a full day one;
- The necessity to present concrete examples of similar projects on CSR;



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- CNIPMMR should organize network meetings for SMEs and association regarding CSR;
- Supporting CSR with laws.

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