

# CORPORATE SOCIAL RESPONSIBILITY (CSR) FOR ALL PROJECT

*The Project aims to develop capacity for employer organisations and in South-East Europe Region which includes Turkey as well, has started in 30 November 2012 and will be implemented for two years time.*

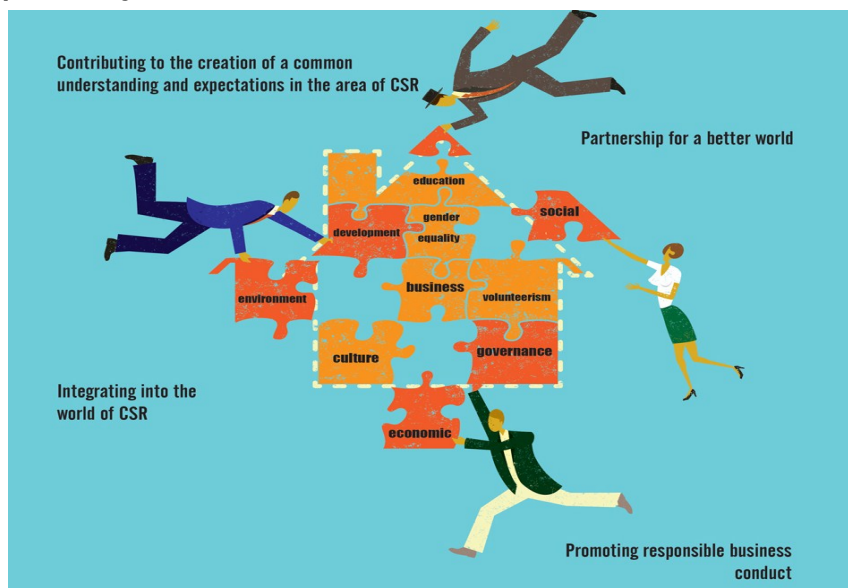
## **The partners of the Project are:**

- Turkish Confederation of Employer Associations (TISK)
- The International Organization of Employers (IOE)
- Croatian Employers Association (CEA)
- Business Confederation Macedonia (BCM)
- Montenegrin Employers Federation (MEF) and
- National Council of Small and Medium Sized Private Enterprises in Romania (CNIPMMR).

*The model that will be developed under the Project will serve as a guideline for all employer organisations around the world in leading their member enterprises regarding their corporate social responsibility activities.*

*“Social responsibility is an answer to a wide variety of problems arising in today's business and investment environment by the business community. They should be considered as complementary; not as a substitute for national and international regulations...*

**Tuğrul Kudatgobilik**  
**TISK PRESIDENT**



## In This Issue

- Project Notes
- Message from TISK President
- Kick-Off Meetings
- Project Activities Overview
- Upcoming Events



## National Kick-Off Meetings



**Turkish** Kick-off Meeting was realized on 18th of April 2013 in Ankara with the participation of all stakeholders. 80 participant as well as Project partners attended in the Meeting which was organized by the lead CSO, TISK. In the meeting, CSR'S today and future was discussed with panelists consist of specialists in the field.



**Macedonian** Kick-off Meeting was held on 3th of April 2013 in Skopje with the participation of all stakeholders. A lively discussion took place in the meeting which includes education and involvement of the SMS in the CSR ,spreading the idea of CSR, continuing the event for award for CSR for good practices of the companies, in Macedonia,



**Romanian** Kick-off Meeting was realized on 5th of March 2013 in Bucharest. Representatives from Government honored the opening session while the panelist were consisting of private sector and NGO representatives. Project partners took the chance to attend this very first Kick-off Meeting of the Project to support CNIPMMR since they were in Bucharest for 2nd PSC Meeting.



**Croatian** Kick-off Meeting was held on 27th March 2013, with 60 participants, representatives of businesses, public administration, academia, NGOs and media. The sheer number of participants, as well as the participants' opinions showed great interest for the issue.



**Montenegrin** Kick-off Meeting was realized in Podgorica on 27th of March 2013 with the participation of all stakeholders along with attractive press interest, as an inclusive round table discussion.

## What we aim with this Project?

To build awareness and capacity in partnership/network of employer organizations (EOs) in South East Europe regarding CSR in order to improve their participation in multi-stakeholder dialogue (as well as their influence on public sector reform process) at national and international levels and

To create awareness and build capacity in the network of employer organizations (EOs) in the region to guide enterprises for their positive impacts on society and to integrate social, environmental, ethical, human rights and consumer concerns into their business operations and core strategy.



## What are We Planning to Implement?

### Work Package I : Review on Current Situation in Partner Countries

**Activity:** Defining review framework

**Activity:** Conducting national review study in 5 partner countries and reporting

**Activity:** Organizing round table discussion

### Work Package II : Designing and Implementation of Awareness Raising and Capacity Building Support Package

**Activity:** Designing capacity building support package based on the outcomes of national reviews and round table discussion

**Activity:** Establishing National TASKFORCES (National-TF) in partner EO's

**Activity:** Training of National-TFs from 5 partner countries

**Activity:** Defining selection criteria at local level and select CSR best practices in 5 partner countries by National-TFs

**Activity:** Developing "EOs Handbook to Guide Enterprises in CSR"

### Work Package III : Enhancing Capacity, Awareness Raising and Dissemination

**Activity:** Training of formators from sub-organizations in 5 partner EO's

**Activity:** Organizing of awareness raising seminars for enterprises in 5 partner countries

**Activity:** Organizing national conferences

### Work Package IV: Visibility and dissemination activities

**Activity:** Identifying a Communication and Dissemination Strategy

**Activity:** Developing Visibility Materials

**Activity:** Developing the Project Website

**Activity:** Participating in Opening Conference (Croatia)

**Activity:** Organizing Project Kick-off Meetings

**Activity:** Participation in Closing Conference

**Activity:** Project Dissemination and Information Sharing Meetings



## UPCOMING EVENTS

- The expert teams will be established to determine and evaluate the current situation of CSR in the partners countries.
- The third Project Steering Committee Meeting will be hold in Belgrade on 22nd of May 2013 with the participation of all PSC Members.

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