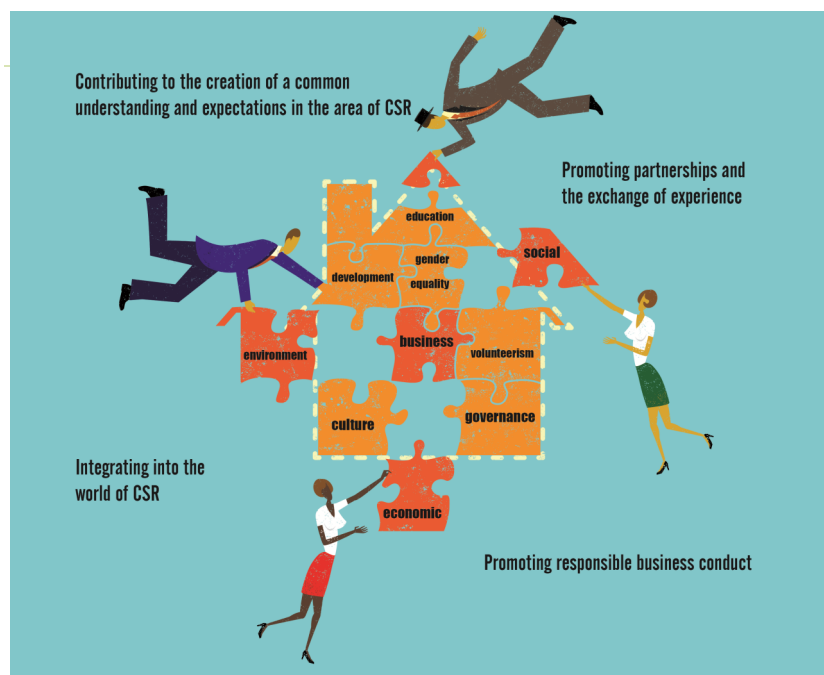


## CORPORATE SOCIAL RESPONSIBILITY (CSR) FOR ALL PROJECT

**The Project aims to develop capacity for employer organisations regarding CSR concept in South-East Europe Region which also includes Turkey has started in November 30, 2012. The Project has finalized it's first year activities with success and getting ready for its second year.**

**Project's activities starting from January 2014 are as follows:**

- **Work Packages II:** Designing and Implementation of Awareness Raising and Capacity Building Support Package
- **Workpackage III:** Enhancing Capacity, Awareness Raising and Dissemination



***“Employers' organizations are well placed to provide training & advisory services and to facilitate the exchange of good practices on responsible business. Therefore, CSR for ALL Project plays key role in promoting responsible business and in engaging in dialogue with trade unions and the Government on issues of common interest in the CSR agenda.”***

***Emily Sims  
Senior Specialist, Multinational  
Enterprises and Social Policy,  
ILO***

### In This Issue

- Round Table Discussion
- National Review Reports and Evaluation Document
- Upcoming Events

## Round Table Discussion 9-10 October 2013 ISTANBUL

“The Round Table Discussion” has been successfully conducted on October, 9-10 2013 in Istanbul with the participation of Project partners, international experts and local representatives from distinguished enterprises.



The objectives of “The Round Table Discussion” were to present “National Review Studies” which were prepared by the Project partners in 5 countries with the support of IOE in order to assess the current state of CSR in these countries and to draft “Awareness Raising and Capacity Building Support Package” which was formed with the contribution of participants to lead EOs through the CSR activities. This package will also include the training programme for National Task Forces which will be established within the body of partner EOs to become experts in the field of CSR.

Jorgen Ronnest (Confederation of Danish Employers), Lene Wendland (OHCHR), Emmanuel Julien (ILO), Antje Gerstein (CSR Working Group/BusinessEurope), Hanni Rosenbaum (BIAC) and Emily Sims (ILO Multi Team) presented their opinions regarding the “Developments with Regard to CSR at International Level”; while Şükran Çağlayan Mumcu (BP), Aykan Gülten (Coca-Cola İçecek), Aylin Gezgüç (Koç Holding), Dori Kiss Kalafat (Tekfen Holding), Ceyhun Göcenoğlu (IBM), Mustafa Levent İlgün, Erdem Kolcuoğlu (Kıymet-i Harbiye) and Serdar Dinler (CSR Turkey) shared their views on “What should be the content of the Awareness Raising and Capacity Building Support Package?”.

In addition, via the activities to be developed in light of the presented views in the discussion “Best CSR Practices” will be selected; and “EO’s Handbook to Guide Enterprises in CSR” will be prepared in the next steps of the Project.

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*“The Round Table Discussion offered all participants a unique opportunity to be informed on the situation in all participating countries as was as a chance to draw more general conclusions from the lessons learned by stakeholders. Last but not least the Round Table put the national experiences of companies and organizations in wider international perspective.”*

**Jorgen Ronnest**  
**Director of International Affairs**  
**Confederation of Danish Employers**

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## National Review Studies

In order to reach the specific objectives of the Project and to base the Project activities on a solid ground, the Project entailed the preparation of a National Review Report in each partner country. Country National Review Report on CSR stands as one of the basic activities in this Project. Findings of the national reviews will have a significant influence in shaping the activities of the Project. International Organization of Employers (IOE) provided the technical assistance regarding conducting of the National Review Studies.



The Report entails two main surveys: the **Country Profile Research** and **Company Survey**. The former is based on compiling available information, data and literature on CSR in the respective country while the latter is based on applying a survey questionnaire to at least 100 companies. The reports are currently translated into country languages and they will be printed as 1000 copies for each upcoming days. The reports are available on the Project [website](#).

## National Review Reports

**Turkey :** Companies engaged in foreign trade are observed to be more aware of the CSR concept and implementing CSR related projects. CSR awareness was also observed to be higher within companies located mainly in Istanbul and Western Anatolia Region. The survey brought forth that companies considered responsibilities with regard to environment, employees and local community as key priorities of CSR. Research results show that companies are indeed interested in CSR related activities on a voluntary basis. Vast majority of Companies declared that they are interested in trainings in the area of CSR.

**Macedonia:** CSR has become familiar in Macedonia's business community in the past ten years. Representatives of employers and business associations, as well as civil society organizations are very active in pushing forward CSR initiatives but the market incentives are still considered to be rather weak. The public sector institutions have a key role to play in promoting CSR and in creating an enabling environment.

**Croatia:** Results of the survey show significantly large number of companies, mostly large companies that have knowledge on CSR, also companies that operate in environmentally intensive industries have better knowledge on CSR (such as the Mining and quarrying and Manufacturing sectors) in Croatia. Better knowledge on CSR is found in companies that operate on foreign markets. Large companies also practice CSR for a longer period of time, while small and micro companies this practice started recently, often within 2012.

**Montenegro:** CSR awareness in Montenegro increases in time, which coincides with intensifying activities by the Government, NGOs and professional organizations. However, most companies do not have a specific organizational unite that is responsible for CSR. This fact indicates very vague specification since this is an office with most discretional power. Large and organizationally stronger companies are more aware of CSR which means there are some obstacles to CSR and it sometimes depends on the strength and capacity of the company.

**Romania:** Majority of the companies are aware of CSR and most of them are SMEs since they are the key enterprises in Romanian business community. In most companies, CSR concept has become known about 3 years ago. However, only large companies has a separate CSR department while it is run by human resources department in SMEs.

## Evaluation Document

It was prepared by IOE , which brings together the results of the five national studies. It is not for benchmarking - or for ranking or judging countries - but to give an overview of similarities and differences in CSR framework conditions and company activities, as well as to identify common areas for further project activities in the countries. The document is available on the Project [website](#).

## CSRforALL Project got the “Contribution to CSR” Award

“CSR Marketplace” which was organized with joint effort of CSR Turkey Association, UNDP, CSR Europe and Kadir Has University, was held on 6th of December, 2013 in İstanbul with the theme of ‘Business 2023’.

“CSRforALL” Project received a ‘Contribution to CSR’ award in the 5th CSR Marketplace event which took place in Kadir Has University. Project Coordinator Nil Mit got the award on behalf of the Project. Throughout the event where 15 successful CSR projects took place, CSR activities of the enterprises in 2012 -2013 were awarded in different categories.



### UPCOMING EVENTS

- **National Task Forces** which will be selected from partner organizations to become CSR experts, will be trained by international experts between 27th-31th of January, 2014 in Ankara, Turkey.
- **The National Review Reports** will be translated in the respective countries' languages and will be printed as 1000 copies for each to be distributed over the local events.

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