



Corporate Social

DEFINITION

COOPERATE SOCIAL RESPONSIBILITY (CSR)

European Commission : (*)

«the responsibility of enterprises for their impacts on society»

- Respect for applicable legislation
- Respect for collective agreements between social partners
- Integration of social, environmental, human rights and consumer concerns into:
 - Business operations
 - Core strategy
 - In close cooperation with their stakeholders

WITH THE AIM OF:

Maximising the creation of shared value for their owners/shareholders and for their other stakeholders and society at large;
Identifying, preventing and mitigating their possible adverse impacts.

(*) A renewed EU Strategy 2011-14 for Corporate Social Responsibility, 25.10.2011



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Responsibility for All

OUR APPROACH

A BUSINESS RESPONSE TO CHANGING WORLD!

- Voluntary action!
- Multi dimensional concept (social, economic, environmental)
- Engagement with stakeholders
- Going beyond simple legal compliance but;
- Neither an alternative to regulation nor a transfer of governmental responsibilities!
- Business driven
- No «one size fits all»
- Core aspect of business activities
- Freedom and flexibility to develop innovative approaches
- Difference between large and small



Project (CSR for ALL)

Overall Objective is

to contribute for a more dynamic civil society organizations who are actively participating in public debate on democracy, human rights, social inclusion and the rule of law and with capacity to influence policy and decision-making processes.

Specific Objectives are

to build awareness and capacity in partnership/network of employer organizations (EOs) in South East Europe region 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.

Implementation Period: 01.12.2012 to 01.12.2014
(24 Months)

Total Budget : € 908,507.32

ESTIMATED RESULTS OF THE PROJECT

Supporting package developed for capacity building of employer organisations on CSR for helping the enterprises, influencing decision making process and developing joint strategic programmes with the aim of adding value to EO efforts and achieving sustainable outcomes.

Capacity of partner EOs enhanced on CSR in order to perform timely consultations with other stakeholders, including governmental bodies and international networks.

Selection criteria for CSR best practices identified and piloted at local level in line with latest EU developments in order to promote sustainable outcomes and innovative initiatives.

Awareness of enterprises and other stakeholders raised throughout thematic areas of CSR by developing EO strategies, and encouraged visibility and disseminated actions.

PROJECT PARTNERS

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Corporate Social Responsibility for All Project (CSR for ALL)



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