



Parallel Session - SR

PREPARE/RAC-CP THEMATIC GROUPS WORKSHOP

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Objectives

1. Highlight policy priorities on SR at EU level
2. Promotion of SR in SMEs
3. Share tools for implementation and standardization of SR (ISO, etc.).





1. Policy framework

EC's definition: "A concept whereby companies integrate social and environmental concerns in their business operations and in their interaction with their stakeholders on a voluntary basis."

- CSR covers social and environmental issues, in spite of the English term corporate social responsibility;
- CSR is not or should not be separate from business strategy and operations: it is about integrating social and environmental concerns into business strategy and operations;
- CSR is a voluntary concept;
- an important aspect of CSR is how enterprises interact with their internal and external stakeholders (employees, customers, neighbours, non-governmental organisations, public authorities, etc.)





1. Policy framework



- Communication from the Commission concerning Corporate Social Responsibility, March 2006. Implementing the Partnership for Growth and Jobs: Making Europe a pole of excellence on CSR
- Communication from the Commission concerning Corporate Social Responsibility, July 2002. A business contribution to sustainable development
- Official Consultation on CSR, July 2001. Corporate Social Responsibility Green Paper, Promoting a European Framework for Corporate Social Responsibility





2. SR in SMEs



- Small and medium-sized enterprises are the predominant form of enterprise in the European Union (absolute numbers, contribution to GDP, contribution to employment).
- If Europe and its enterprises are to reap the full benefits of CSR, it is vital to make sure that SMEs are fully engaged and that what they do is fully recognised.
- This is a particular challenge because CSR as a term and as a definable business concept has been created mainly by and for larger companies.
- The support and encouragement of CSR amongst SMEs is one of the priority areas of the European Commission's policy on CSR.



2. SR in SMEs



- MONDRAGON COOPERATIVE CORPORATION:
Management Model

(www.mcc.es/ing/quienessomos/modelo/index.html)



Business group made of 264 companies and entities organised in three sectorial areas: Financial, Industrial and Distribution, together with the Research and Training sectors. Leading Industrial Group in the Basque Country and 7th in the ranking in Spain.

**Sales: 13,266 million euros
Workforce: around 100.000**





3. Tools for SR



- EUROPEAN COMMISSION: CSR Toolkit for SMEs (http://ec.europa.eu/enterprise/csr/campaign/documentation/index_en.htm)
- VADEREGIO: CSR for regional public authorities. www.csrvaderegiotoolkit.net
- ISO 26000 (www.iso.org/sr)

