

The European Alliance for CSR

**Make Europe a Pole of Excellence on
Corporate Social Responsibility**

**Activities 2006
&
Next Steps 2007**



**Overall coordination by
CSR EUROPE – BUSINESSEUROPE – UEAPME**

8 February 2007

Why a European Alliance for CSR?



Contributing to competitiveness & sustainable development

On 22 March 2006, the European Commission published a new communication on CSR "Implementing the Partnership for Growth and Jobs: Make Europe a Pole of Excellence on CSR". The same day and as part of its communication, the European Commission together with business leaders launched the European Alliance for CSR. The Alliance is based on a shared vision that:

- **Europe needs a public climate in which entrepreneurs are appreciated** not just for wealth creation but also for addressing the challenges of increasing global competition, demographic trends and a sustainable future
- Through voluntary CSR activities, companies can **contribute to competitiveness and sustainable development**
- Whilst enterprises are the primary actors on CSR, **dialogue & engagement with relevant stakeholders is essential** as they can help companies to anticipate and deal with social and environmental issues which may affect future competitiveness

The Alliance is to be a catalyst for European enterprises to enhance their commitment to CSR complementarily with the Commission's and member states' own commitment to make progress on the Strategy for Growth and Jobs.



A twofold strategy

The European Alliance for CSR builds on a twofold strategy:

- That the European Commission and Member States **strengthen a business friendly environment** in which enterprises can flourish and grow
- That - through a **CSR voluntary approach** – **more enterprises in Europe and internationally will further learn and innovate** with regards to their governance, management, stakeholder dialogue and product development

Practically, the Alliance is intended to help cast a light on innovative CSR practices, stimulate new ones, further ease private initiatives in this area, enable networking, the exchange of experiences and knowledge, capacity building and the development of joint projects between companies and their stakeholders. Several priority areas for action are set in the Alliance, without being exclusive:

- Innovative products & technologies to address societal needs
- Help SMEs to flourish and grow
- CSR integrated in all business operations
- Skills for employability
- Diversity & equal opportunities
- Eco efficiency & energy savings in product & service creation process
- Working conditions in supply chain
- Pro-active dialogue & engagement with relevant stakeholders
- Transparency & communication
- CSR outside EU borders

Progress 2006 and next milestones 2007



Further to the communication about the Alliance by BUSINESSEUROPE & CSR EUROPE together with their respective members across Europe, **nearly 150 businesses and over 60 business organisations** have already expressed their voluntary support to the Alliance which is an open partnership for enterprises (see attached list). CSR EUROPE, BUSINESSEUROPE & UEAPME make up the three organisations chosen by the European Commission to help in the overall coordination and communication of the Alliance. While numerous enterprises and business organisations have continued to develop their CSR-related activities through various activities and channels, partners of the Alliance have developed and are planning further activities which are bringing the Alliance to life. To review progress on the Alliance and to continue their debate, the Vice President of the European Commission Günter Verheugen and European Commissioner Vladimir Spidla invited business leaders to the first High Level Meeting of the Alliance, in Brussels on 8 February 2007.

Raising awareness and exchange good practice

○ Major European Events , Online Information and capacity building

On 22 June 2006, CSR EUROPE gathered over 450 business practitioners and stakeholders at the **European Marketplace on CSR**, for sharing innovative solutions around the ten priorities areas of the Alliance. Since its creation in 2005, participants carried out over 3,000 transactions and 1,150 practitioners are already registered to the **Online Marketplace on CSR** which they use for benchmarking, profiling and as a knowledge base. Nearly 500 concrete solutions are made fully available to corporate members of CSR and partly to the wider public. The next CSR Marketplace Event will be organised on **29 November 2007**, with strong focus not only on practical solutions but also on the way enterprises are exploring joint solutions with expert stakeholders through the CSR Laboratories (see here next section).

Member federations of BUSINESSEUROPE have themselves also developed their CSR related activities, whereby a strong focus has been put on regular awareness-raising and capacity-building activities on CSR, through **numerous seminars, conferences, guidelines and joint projects with stakeholders**. Due to the high number and wide variety of activities, only a few examples can be highlighted here:

- development of guides on CSR for SMEs, on sustainable development, on anticorruption, on CSR in conflict zones as well as of online tools on supply chain management and human rights issues
- provision of advice to companies on CSR issues and training on CSR
- organisation of awards and CSR days.

Capitalising on its 2 years European Campaign on CSR for SMEs, UEAPME is in the process of developing an ambitious project to promote a **Tool for SMEs** on CSR with a focus on the 10 new European Member States.

In September 2006, the EABIS **Annual Colloquium** has offered a unique forum for research and reflection to 300+ academics, business practitioners, policy-makers and other stakeholders. While the theme was on “Corporate sustainability, strategic management and the stakeholder view of the firm”, the 2007 Colloquium will address “the emerging global governance paradigm”. Mid 2007, EABIS will also launch the “**European Business in Society Gateway**”, an open portal which will include for instance a directory mapping the state of corporate responsibility education in Europe and a database to raise awareness of accumulated research and literature.

○ The European Cartography on CSR Innovations, Gaps and Future Trends

Based on a survey of **545 business solutions and 140 business networking activities**, members of CSR EUROPE published a European Cartography providing valuable indications on how and where in Europe CSR innovation takes place within business. **53%** of the CSR solutions indicate that companies are bringing about **change in internal management systems** including reviewing procedures, adopting new management tools and/or innovating technology and products. **45% yield direct bottom line benefits** to business (e.g. improved profits, cost savings, operational efficiencies and gaining new business opportunities). **Less innovative solutions were collected on diversity and health & safety** compared to those on environment or employability. Complementary to this, another contribution to the Alliance is the Catalogue presenting the European Network on CSR which Econsense, Business & Society Belgium and BITC coordinated together with CSR EUROPE. It describes how **1800 enterprises** mostly with stakeholders are engaging in awareness raising, learning and benchmarking activities around the priority areas of the Alliance.

- **Input to the European Multistakeholder Forum on CSR**

Partners in the Alliance have supported the organisation of the **initial review meeting** of the European Multi-stakeholder Forum on CSR which took place on **7 December 2006**. CSR EUROPE, BUSINESSEUROPE, UEAPME, Eurochambres, ERT, FTA, CEEP, Eurocommerce, the European Federation of Savings Banks, EABIS, and WBCSD have ensured an active participation of companies in the meeting and provided a wealth of information on how businesses and business organisations have contributed to addressing the different recommendations of the final Forum report which was published in 2004. This allowed the European Commission to compile a **European Compendium with more than 600 Actions by Stakeholders** that was decided to analyse in 2007. Similarly, partners in the CSR Alliance will support future Forum review meetings.

- **CSR beyond Europe**

In October 2006, the French network ORSE in partnership with CSR EUROPE published a first **Report on CSR in China**, to help foreign companies and stakeholders develop CSR strategies, practices and partnerships in this region. In November 2006, CSR EUROPE made a **special contribution on CSR to the EU-Africa Business Forum** launched by European Commissioners Louis Michel and Peter Mendelson. Another interesting initiative is the **Directory of 48 International Framework Agreements on CSR** showing how European parented companies in particular are trying out new types of dialogues and engagements with trade unions on an international basis.

CSR Laboratories

At the heart of the Alliance are the CSR Laboratories aimed at bringing together business practitioners, stakeholders and representatives of the EU to share experience, explore joint operational projects and propose new options and solutions for improved private, public and civil cooperation. Following a four months consultation, nearly **20 proposals** for such Laboratories have already been identified of which some are being launched as of February 2007 (see attached working document). Starting with the Alliance themes of **diversity, supply chain, employability, and climate change**, other thematic laboratories will follow in a phased approach. CSR EUROPE, BUSINESSEUROPE and UEAPME will communicate about the process and progress of the Laboratories on a regular basis, in close cooperation with the companies and organisations which have agreed to lead and facilitate them.

Engage with universities & business schools

In 2006, senior business leaders and academic thought leaders have contributed to a special edition of the Corporate Governance Journal launched by EABIS, examining the strong **correlation between corporate responsibility and competitiveness at the macro-, meso- and micro-levels**. In the meantime, over 100 managers and 24 senior executives collaborated with a research team led by Ashridge Business School to identify the **knowledge, skills and attitudes** that will increasingly underpin successful responsible corporate leadership in the years to come.

Regarding the Curriculum Development for Mainstreaming CSR, two initiatives whose results are being expected mid 2007 are worth to be highlighted. The European Survey & Directory on corporate responsibility research, education and initiatives from over **600 European Business Schools and Universities**. The initiative led by the London Business School to develop degree and executive programme designs and teaching material that will assist the process of **mainstreaming corporate responsibility across all management disciplines**.

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Make Europe a Pole of Excellence on CSR

Overall coordination by CSR EUROPE, BUSINESSEUROPE and UEAPME

The following companies have expressed their support to the Alliance:

ABB	Danone	Metso Corporation
Adelco SA	Dar Holding NV	Microsoft
Air France-KLM	Deloitte Holding BV	Mytilineos Holdings SA
Akritas SA	Deutsche Bahn AG	Nestlé
Alares	Deutsche Bank AG	Nokia
Amgen	Deutsche Telecom AG	Nordiconad
Arcelor	Degussa AG	Norsk Hydro
Association of Hellenic Plastics Industries	DHL	Obiettivo Lavoro
Alantis Consulting SA	Dimiourgiki S.A.	OMV Aktiengesellschaft
Argon Sette	DNB Nor	Oracle Hellas AEE
Autogrill	Edison	Pfizer Ltd
Aviva	EFT Hellas AE	Piacenza 74
Axel Springer AG	Eko Elda SA	Pirelli
Badacsonyi and Kiraly Ltd	Elbisco SA	Pireus Bank
Banca Monte dei Paschi di Sienna	Elcoteq SE	Poste Italiane
Bancaja	El Monte	PWC Business Solutions Hellas SA
Banco Santander Central Hispano	Elefsis Shipbuilding & Industrial	Rabobank Nederland
BASF	Enterprises SA	RAG Aktiengesellschaft
Bausparkasse Schwäbisch Hall AG	Enel	Randstad
Bayer AG	ENI	Rautaruukki Corporation
BBVA	Epson	Red Electrica de España
Bettina SA	Eurobank EFG	Repsol YPF
BNP Paribas	ExxonMobil	Robert Bosch GmbH
BP	Ford-Werke GmbH	RWE AG
BMW AG	Fortis SA/NV	S&B Industrial Minerals SA
Bracco	Gjensidige	Scs Azioninnova spa
British American Tobacco	Granarolo	Semco AS
Bosch Siemens Hausgeräte GmbH	Gruppo Falck	Shell Hellas SA
BT	Groupe La Poste	Skretting Norway
Caixa Catalunya	Heidelberg Cement AG	Sodexho
Caixa Galicia	Hellenic Fabrics SA	Solvay
Caja de Ahorros del Mediterráneo	Hera spa	Sony
Caja Castilla La Mancha	Holcim (Italia) SpA	STMicroelectronics
Caja España	HP	Storebrand ASA
Caja Extremadura	Ibercaja	Suez
Caja Granada	IBM	Symantec
Caja Madrid	Indesit	Tapiola Group
Caja Navarra	Infote	Telecom Italia
Caja San Fernando	Intel	Telefónica S.A.
Camst	Interbeton SA	The Cotton Group
Cargill	Intracom SA	Thyssen Krupp AG
Casino	Intralot SA	Titan
Chimar Hellas SA	Invexico	Total
Citigroup	Janssen Pharmaceutica	Toyota Motor Europe
CMB	Johnson & Johnson	TUI AG
Coca Cola HSB	KPMG	Unipol
Conad	KarstadtQuelle AG	Unión Fenosa S.A.
Concretio	Kesko Corporation	Valio Ltd
Coop Adriatica	Kremalis-Law Firm	Vetco Aibel AS
Coop Ansaloni	Kutxa	Vivartia SA
Coop Consumatori Nordest	La Caixa	Volkswagen
Cosmote SA	Lloyds TSB	Wartsila Corporation
DaimlerChrysler AG	Manutencoop	
	Metro Group	

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Make Europe a Pole of Excellence on CSR

The following organisations have offered their support to the Alliance:

Europe	CSR EUROPE BUSINESSEUROPE UEAPME Eurochambre Foreign Trade Association/BSCI European Round Table of Industrialists European Federation of Savings Banks European Confederation of Public Enterprises (CEEP) Eurocommerce European Academy of Business in Society (EABIS) Post Europ	Hungary	Confederation of Hungarian Employers and Industrialists
Austria	RespACT Industriellenvereinigung (I.V).	Ireland	Business In The Community Ireland Irish Business and Employers Confederation (IBEC)
Belgium	Business & Society Belgium Fédération des Entreprises de Belgique – Verbond van Belgische Ondernemingen (FEB-VBO)	Italy	Sodalitas Impronta Etica Italian Banking Association Confederazione Generale dell' Industria Italiana – CONFINDUSTRIA
Bulgaria	Bulgarian Industrial Association– Union of the Bulgarian Business	Luxembourg	Fédération des Industriels Luxembourgeois (FEDIL)
Croatia	Croatian Employers' Association (HUP)	Lithuania	Lithuania Confederation of Industrialists (LPK)
Cyprus	Employers & Industrialists Federation Cyprus (OEB)	Latvia	Employers' Confederation of Latvia (LDDK)
Czech Republic	Czech Business Leaders Forum Confederation of Industry of the Czech Republic (SPCR)	Malta	Malta Federation of Industry (MFOI)
Denmark	Confederation of Danish Industries (DI) Confederation of Danish Employers (DA)	Netherlands	Samenleving & Bedrijf
Estonia	Estonian Employers' Confederation (ETTK)	Norway	Green Business Network Norway Confederation of Norwegian Enterprise (NHO)
Finland	Finnish Business in Society Confederation of Finnish Industries (EK)	Poland	Responsible Business Forum Polish Confederation of Private Employers Lewiatan (PKPP)
France	IMS - Entreprendre pour la Cité Observatoire sur la Responsabilité Sociétale des Entreprises (ORSE) Mouvement des Entreprises de France (MEDEF)	Portugal	RSE Portugal Associação Industrial Portuguesa (AIP) Confederação da Indústria Portuguesa (CIP)
Germany	Econsense Verband der Chemischen Industrie (German Chemical Industry Association) Bundesverband der Deutschen Industrie e.V. (BDI) Bundesvereinigung der Deutschen Arbeitgeberverbände e.V. (BDA)	Romania	Alianta Confederatiilor Patronale din Romania (ACPR) Associazione Nazionale dell'Industria Sammarinese (ANIS)
Great Britain	Business in the Community Confederation of British Industry (CBI)	Republic San Marino	Sammarinese (ANIS)
Greece	Hellenic Network for CSR Federation of Greek Industries (SEV)	Scotland	Scottish Business in the Community
		Slovakia	Slovak Business Leaders' Forum Republikova Unia Zamestnavateľov (RUZ)
		Slovenia	ZDS (Employers' Association of Slovenia)
		Spain	Club de Excelencia en Sostenibilidad Foretica Confédération des Employeurs Espagnols (CEOE)
		Sweden	Swedish Jobs & Society
		Switzerland	Philias Foundation Fédération des entreprises suisses – Economiesuisse Confederation of Swiss Employers
		Turkey	Turkish Confederation of Employer Associations (TISK) Turkish Industrialists and Businessmen Associations (TÜSIAD)

EU ALLIANCE FOR CSR
Working Document

Overview of selected laboratory clusters (by companies and NPOs)

CSR Europe proposal

Alliance theme	Proposed lab(s)	Leader(s)	Facilitation*	Starting date (est.)
Innovation (includes B2B cooperation and alliances)	Bottom of the pyramid	Danone	1 CSR Europe	June / Nov 2007
	Financial inclusion services	ABI, MPS	3 Sodalitas	
	Innovative products and services	Fonebak, Envirofresh	3 BITC	
	R&D innovation networks with Universities and SMEs	Edison, Telecom Italia	3 Sodalitas	
Supporting entrepreneurship and SMEs	CSR and SMEs & Entrepreneurship	HP, Titan	3 CSR Sweden, HNCSSR	
CSR in supply chain	CSR in the supply	Volkswagen, HP, Titan	3 FTA/BSCI (tbc) HNCSSR	June 2007
Employability	Skills for employability	Microsoft, Randstad, Toyota, Cisco	1 CSR Europe NPOs across Europe (eg Business and Society Belgium, Sodalitas, IMS, Forética)	January 2007
	Science Education	IBM	1 CSR Europe NPOs across Europe (tbc)	June 2007
	Community engagement,		3	

Alliance theme	Proposed lab(s)	Leader(s)	Facilitation*	Starting date (est.)
	ENGAGE		BITC	
	Access to employment for young people from suburbs		3 IMS	
Diversity and equal opportunities	Mainstreaming diversity in the company	L'Oréal	2 CSR Europe, IMS, BUSINESSEUROPE (tbc)	January 2007
	Equality for men and women	Telecom Italia, Pirelli	3 HNCSR, Sodalitas	
	Employment of people with disabilities	O2 (tbc)	3 BITC Ireland, Business and Disability Europe (tbc)	
Working conditions, health and safety	Better working conditions for temporary workers in the supply chain		3 Sodalitas	
Climate change	Climate change/eco-efficiency	Intel, HP	2 CSR Europe, Econsense	June / Nov 2007
Proactive dialogue and engagement with stakeholders	Dialogue and engagement with stakeholders	Epson	3 ORSE	
Transparency and communication	Transparency and communication	Lloyds, Telecom Italia, Epson	2 CSR Europe, EABIS (tbc) Sodalitas, ORSE (tbc)	June 2007

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FOR MORE INFORMATION

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