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## **UNICE SUPPORTS THE EUROPEAN ALLIANCE FOR CSR**

Today Commissioners Verheugen and Spidla and members of the business community launched an European Alliance for CSR.

The Alliance builds on the understanding that CSR is a voluntary and business-driven practice that can enhance the innovative potential and competitiveness of companies, provided it is tailor-made.

The Alliance is meant to bring together companies that wish to contribute to advancing CSR through their own actions, and through concerted actions with others. It will help inject a new dynamism into CSR activities in Europe and shift the focus from political debate to concrete action. Therefore, the Alliance addresses itself in the first place to companies in their capacities as the main CSR players.

*“The Alliance will help to put into practice a large number of the joint recommendations of the final report of the European Multi-stakeholder Forum on CSR. Moreover, it will enable both interested companies and their stakeholders to work together on key issues, such as supply chain and transparency challenges”* said Philippe de Buck, Secretary General of UNICE, at the Alliance launch meeting on 22 March.

UNICE welcomes the Alliance and is prepared to support it in various ways: by acting as a multiplier, being an interface between the Commission and companies and helping coordinate the activities of the Alliance in cooperation with other business organisations.

### **NOTE TO THE EDITOR**

UNICE is the voice of more than 20 million small, medium and large companies. Active in European affairs since 1958, UNICE's members are 39 central industrial and employers' federations from 33 countries, working together to achieve growth and competitiveness in Europe.

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