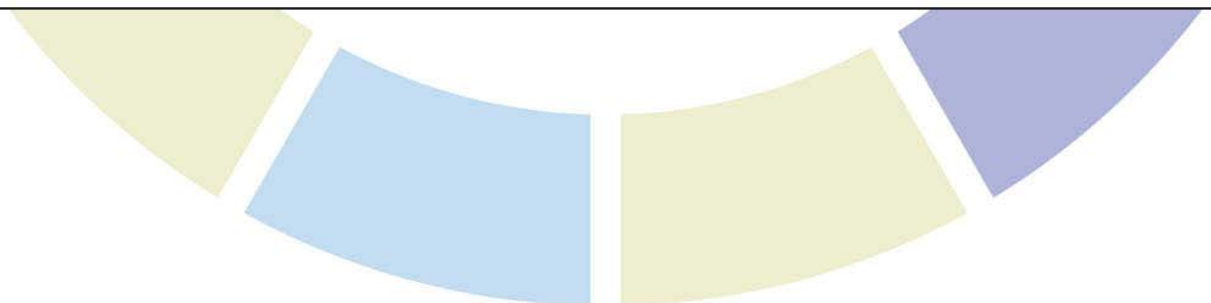




# **CSR in commerce – a business association's approach**

## **2<sup>nd</sup> national conference on CSR**

Jürgen Noack  
Zagreb, 6 June 2011



# Outline

1. About EuroCommerce and the commerce sector
2. Why do companies get involved with CSR?
3. EuroCommerce's view on CSR
4. Stakeholders and cooperation partners
5. Examples: website, CSR laboratory, REAP, Social Dialogue
6. Future challenges

# About EuroCommerce

- Founded in 1993
- Represents retail, wholesale and international trade sectors at European level
- Member associations/companies in more than 30 European countries
- Employers' organisation and recognised social partner, engaged in sectoral social dialogue for commerce since 1998



# About commerce

- Commerce as the link between manufacturers and the 500 million consumers in the EU
- Dynamic and labour-intensive sector, generating 11% of the EU's GDP
- Over 30 million people work in commerce
- More than 95% of the 6 million enterprises in commerce are SMEs



# Why do companies get involved with CSR?

Large variety of reasons, reflecting the diversity of the commerce sector:

- Philanthropy
- Image
- Cost saving/competitive advantages
- Increased customer/staff loyalty
- Stakeholder/shareholder/customer expectations
- Pressure from media/NGOs

# EuroCommerce's view on CSR

- Voluntary concept: flexible approach; companies go beyond legal requirements and implement social and environmental initiatives
- Policy should create a business-friendly environment that encourages the uptake of CSR initiatives and promote dialogue among stakeholders
- Commerce's unique position: link between manufacturers and consumers; rooted in local communities; relying on global supply chains

# CSR Expert Group

- CSR managers and experts from member companies and associations
- Meets 3-4 times per year
- Discussion on developments at EU and national level
- Exchange of best practice
- Dialogue with stakeholders

# Stakeholders and cooperation partners

- EU Multistakeholder Forum on CSR
- European Alliance for CSR
- Business associations/initiatives, e.g. BusinessEurope, UEAPME, Eurochambers, CSR Europe, BSCI
- Trade unions and NGOs
- Policy makers, e.g. Commission, Parliament

# CSR website

Launched in 2010 → [www.csr-in-commerce.eu](http://www.csr-in-commerce.eu)

- News and events (newsletter)
- About EuroCommerce
- EuroCommerce and CSR
- CSR at EU level
- 175 good practice cases
- Document library
- Stakeholder forum

## CSR in Commerce

### Welcome to EuroCommerce's internet platform on Corporate Social Responsibility!

EuroCommerce and its members are highly committed to CSR. Retail, wholesale, and international trading companies have a long tradition of initiating and implementing a broad spectrum of responsible practices in co-operation with their stakeholders. We believe that commerce can make a significant contribution to the promotion of CSR. With this website we aim to accomplish three goals:

1. Further promote CSR
2. Facilitate dialogue with the different stakeholders
3. Provide access to a wide range of relevant documents

We hope you will find the information that you are looking for and that this website will inspire as well as inform! Please feel free to contact us with any questions or comments you would like to make.

#### Acknowledgement

EuroCommerce wishes to thank the European Commission for its financial support on this project.



#### News & events

[Smarter use of scarce resources: Commission launches flagship initiative for sustainable growth](#)

[EuroCommerce: Final meeting of CSR laboratory on local engagement](#)

[EU ratifies UN Convention on disability rights](#)

[Multistakeholder Forum discusses future EU CSR policy](#)

[Draft Guiding Principles for business & human rights posted for consultation](#)



**CSR is a journey without a destination.**

Xavier R. Durieu,  
Secretary General of  
EuroCommerce

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# CSR laboratory

- Topic: “local engagement of commerce companies”
- Placed under the umbrella of the CSR Alliance
- June 2009 – February 2011
- 5 workshops: kick off meeting, corporate giving/volunteering, employment/social cohesion, education/further training and crime prevention
- Deliverable: guidebook for commerce companies, to be published in coming weeks

# REAP

- Retailers' Environmental Action Programme, launched in 2008
- Retail Forum plus Matrix of environmental action points
- Goal: promote responsible consumption, exchange of good practices and dialogue with stakeholders
- Issue papers, code of conduct, regular meetings plus annual event

# CSR in the social dialogue

- Joint Statement by EuroCommerce and UNI Europa Commerce on Corporate Social Responsibility (2003)
- Stop it! Preventing third party violence in commerce - A toolkit (2009)

# Challenges

- Responsible consumption
- International dimension of CSR
- New Commission communication on CSR
- CSR reporting

# Thank you for your attention!

**Jürgen Noack**

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