

2nd National Conference on Corporate Social Responsibility

Zagreb, 6 June 2011

CSR in the European Union

By Sue Bird
European Commission
DG Employment, Social Affairs and Inclusion

Social Europe



European Commission

CSR – a part of the European Social Model

Based on 2 pillars:

- European sustainable development strategy
- Europe 2020 – smart, sustainable and inclusive growth
 - Employment
 - Youth
 - Skills and Jobs
 - Restructuring
 - Social considerations in public procurement – inclusion agenda

Background to CSR in Europe

- Communication March 2006
“Implementing the partnership for growth and jobs: making Europe a pole of excellence on corporate social responsibility”
- New Communication in 2011



European Philosophy on CSR

- Europe 2020: economic growth, more and better jobs, long-term prosperity, fairness
- Need for competitiveness and social and environmental sustainability
- CSR: companies voluntarily integrate social, environmental concerns in business operations
- Solidarity, cohesion, social stability, and community well-being
- With all stakeholders



New CSR Communication

- Build on achievements of 2006 Communication
- Recognise that the world has moved on
- More geographical and thematic focus
- Expectations from stakeholders
- Provide new impetus to a key policy area

Issues to be dealt with in the new Communication

- International context
- Responsible consumption
- Socially-responsible public procurement
- Socially-responsible investment
- Reporting and disclosure
- Education and research
- Business and human rights

European Commission Activities – DG's EMPL & ENTR coordinate

- Awareness-raising and best practice exchange
 - Calls for proposals
 - Presidency conferences 2008-2011
- Cooperation with Member States
 - High Level Group
 - Tender on responsible supply chain management, sustainability reporting, public procurement, compendium of Member State activities
- Consumer information and transparency
 - DG SANCO

European Commission Activities

(continued)

- Research
 - Framework Programme: Conference 22 April 2010
- Education
 - Lifelong Learning Programme
- SMEs
- The international dimension of CSR
 - Link with ILO, OECD, UN, ISO 26000
- Guide on social considerations in public procurement

Social Europe



European Commission

Multi-Stakeholder Forum

- Brings together employers, business organisations, trade unions, NGOs; academics, investors
- European strategy for CSR
- Sounding board for the Commission
- Awareness-raising



European Alliance for CSR

- Political umbrella for CSR by companies and stakeholders
- Open vehicle for mobilising and enabling partnership around CSR
- Enhance transparency, visibility, and credibility of CSR practices
- Win-win for companies and society
- Work through 20 “Laboratories” – many “social” issues dealt with, including local development
- “Responsible enterprise 2020” (“transforming markets”, “inclusive societies”, “health and well-being”, “transparency for trust”)

New Communication - next steps

- Interservice and inputs of Commissioners' offices
- To Commission before or after summer break
- Implementation ...