



Enterprise 2020



CSR EUROPE

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CSR Europe's Corporate Members



...and 37 National Partners

Reaching out to +5.000 companies in Europe



Enterprise 2020: 2014-2015

Platform of 5000 companies

Shared value creation

**European Business Campaign:
Sustainable living in cities**

**European Business Campaign:
Skills for jobs**

Social innovation

Product and services
innovation

Workplace innovation and
employment

Governance and accountability

for improved economic, social and
environmental performance

**European hub on
performance and
reporting**

**European hub on Business
and Human Rights**

For Smart, Sustainable and Inclusive Growth

in support of
Europe 2020



Services to members

Skills for Jobs Campaign: *Why?*

‘Making Europe the Best Place For Work ‘

- Bringing companies and National Partners across Europe together to provide a strong answer to compelling business risks related to skills and employability.
- Mobilising CSR Europe’s pan-European network to scale up and improve existing company initiatives in two key focus areas:
 - 1) Pathways to jobs:** forging stronger collaborations and partnerships with the educational system for closing the skills gap by ensuring sustainable 21st century skills development
 - 2) Workplace innovation:** dealing with longer working lives by enabling career long employability throughout all life-stages.

Steering Group :



Skills for Jobs Campaign:

Projects

Deploy Your Talents

Partners:



Leaders:



Deliverables

- Improve the impact of existing STEM projects by developing an **assessment tool** to identify strengths and gaps
- Tackle **gender stereotypes** surrounding STEM education and careers by expanding an established model for business-school collaboration across Europe
- Develop a **learning network** on the impact of STEM projects
- Increase the **number of business – teacher contacts** to forge impactful educational partnership and collaboration
- Increase business involvement in the **policy dialogue** on skills education

Engage in the project

- Gain access to and benefit from proven models and the experience of relevant actors in this field
- Share and discover best practices in the area of business-school collaborations aiming to stimulate young people to choose a career/study in STEM
- Support the replication of a successful model to tackle gender stereotypes related to STEM to other European countries (NPOs)

Entrepreneurship for Job Creation

Partners:



Leaders:



- Mapping of existing company projects on **entrepreneurship** and analysis of key success factors
- Best practices publication will collate approaches to entrepreneurship education and employment skills training
- New level of international assessment – an Entrepreneurial Skills Pass (ESP)
- Submit your best practice solution and participate in best practice sharing roundtable to enhance entrepreneurship education and employment skills training
- Boost internal job opportunities and training for ESP's successful candidates
- Learn from stakeholder dialogues on key success factors about the implementation and impact of the ESP

Skills for Jobs Campaign: *Workplace Innovation*

Projects	Deliverables	Engage in the project
Quality Internships & Apprenticeships Partners:  Leaders:  	➤ Benchmark tool for companies based on the European Quality Charter on Internships and Apprenticeships ➤ Publication with the results of the benchmark conducted with the tool and the methodology to use it as a self-assessment	➤ Assess the quality and effectiveness of the internship/apprenticeship schemes that exist within your company and benchmark your results against peers ➤ Learn how other companies approach internships/apprenticeships internally and how this can bring concrete benefits for your company
Rethinking Careers: How to deal with longer working lives in HR processes Leaders:      	➤ Optimise employees' employability internally (across life stages) and externally (flexible exit & entry in a company)	➤ Assessment and benchmark of company's ability to integrate life-long age management into HR processes ➤ Learning network on lifelong career management ➤ EU policy dialogue

Sustainable Living in Cities Campaign: *Why?*

Already more than **50%** of all people live in an urban areas, a number which is set to increase to **70%** by 2050.

Cities will increasingly become points of convergence.

for sustainability issues

Resource scarcity, demographic change, climate change, population growth & migration, poverty & equality, mobility, environmental degradation, ...

for opportunities to solve these issues

Circular economies, smart infrastructure & management, sustainable mobility, collaborative consumption, inclusive business models, ...

Sustainable growth needs a territorial dimension...

“entreprises et territoire”

Sustainable Living in Cities Campaign:

Five campaign action projects with purpose

➤ Connect the dots

1. **Marketplace** event 20 March 2014, to stock take and showcase existing best practice
2. **Impact map** – open online platform to visualize and share best practices across Europe
3. **Learning network** on business-city partnerships: webinars and workshops

➤ Stimulate action

3. **European Road Show** with National Partners to boost local engagement and shared learning across Europe
4. **European Social Intrapreneurship Programme** with assessment tool and learning network to support business innovators to build a more sustainable city living
5. **Healthy Lifestyles** network to promote healthy lifestyles at work

➤ Enrich policy dialogue

- Member engagement with local and territorial alliances and with EU policy makers
- Results presentation to European leaders in Summit November 2015

Sustainable Living in Cities Campaign: *Projects*

Projects

Deliverables

Engage in the project

European Social Intrapreneurship Programme

Partners:



BMW Foundation
Herbert Quandt

- Assessment tool for companies to measure how much their environment is enabling employee-driven innovation
- Road show to showcase the results and discuss key challenges and solutions at local level

- Participate in joint learning initiatives to discuss how to make social intrapreneurship an integral part of your business: discuss key challenges for business and how to overcome them
- Gain visibility in EU dialogue to position social innovation in the EU CSR Agenda 2015-18
- Attend partners' events

Healthy Lifestyles

Partners:

prevent:



Leaders:

Baxter



- This project will pioneer a practical study for replication across Europe to promote healthy lifestyles at work and in communities through several workstreams

- Learning network series with several workshops in Brussels and at local level to discuss the gaps and solutions in terms of health management

- Development and implementation of an Assessment Tool to evaluate your corporate health and wellbeing strategy with practical recommendations for improvement

- Establish a smart dialogue with companies, EU officials and health-related stakeholders
- Measure the impact of your health and wellbeing strategy to create systemic and behavioural change in the long term
- Empower your employees by engaging them pro-actively in their health and wellbeing management (eg. Blueprint for Business Action on Health Literacy, BITC Workwell Campaign, Sodalitas Workplace Health Promotion Manual, etc.)
- Improve healthy nutrition by involving your employees in the EU FOOD (Fighting obesity through offer and demand) project

European Hub on Business and Human Rights

- **Enhance collaboration with National Partner Organisations and their member companies across Europe** creating a unique network of business professionals and experts
- Coordinate approaches and actions to **address the gap in practical guidance for companies dealing with human rights**, adapting them to national contexts and expectations
- Reach out to **CSR, Human Resources, Procurement and Risk Assessment professionals within companies** to promote cross-sectorial and peer-to-peer knowledge exchange
- **Provide access to expertise, learning opportunities, and best practice sharing** to a wide network of practitioners, building a stronger connection between European and national levels

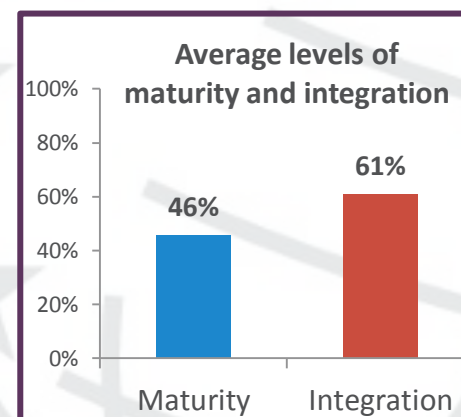
European Action Plan on Non-Financial Reporting and Integrated Performance

By acting jointly and aligning their assets to yield more synergy the GRI, the IIRC, the WBCSD and CSR Europe aim:

- 1) **To improve the clarity, simplicity and cohesion** in using and leveraging non-financial reporting towards more integrated thinking and performance;
- 2) **To improve access to information and capacity building** for companies, governments, associations, investors, analysts and financial markets;
- 3) **Thus to ensure that over 18,000 large enterprises in Europe:**
 - a) **can reach maturity** in integrating financial and non-financial performance and
 - b) **to be transparent** about it.



THE CHALLENGE:
quality & quantity
of integrated performance
& reporting



European Hub on Non-Financial Reporting and Integrated Performance



- Mission: develop and execute EU-wide workplan & national dissemination of awareness raising and capacity building
- Partners: CSR Europe, GRI, IIRC, WBCSD
- Activity: operational work coordinating awareness raising and capacity building activities according to the workplan



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EU's Strategy on CSR



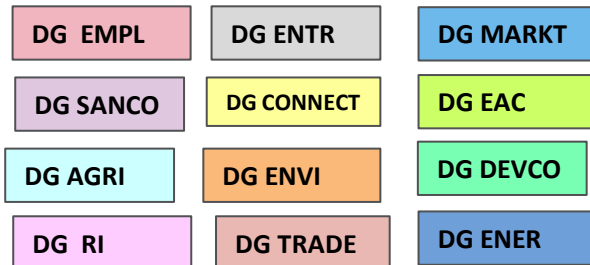
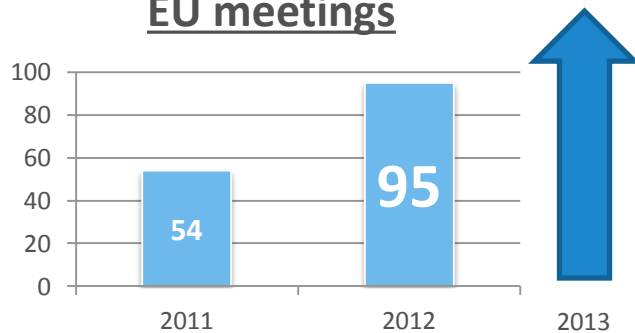


CSR Europe's engagement with the European Institutions



Major Achievements

EU meetings



Highlights

2013	Meetings with EC, EP, MS
16.04.13	EC adopted proposal for directive on non-financial reporting
20.12.13	EC + 28 Member States + Stakeholders reviewed the EU CSR strategy

1st EU CSR Awards: CSRe + BITC + NPOs

EC Transparency Proposal 16 April 2013

- EC Proposal mirrors members' concerns and expectations

Development

- EC agrees to play active role to convene private and public donors on inclusive business models

Health and Wellbeing

- CSR Europe sets the business case on active ageing in EYAA
- CSR Europe puts Health Literacy on the radar of DG SANCO, CONNECT, ENTR and EMPL

Growth and Jobs

- President Barroso, Commissioner Andor and Kroes make strong appeal for collaboration with business

Business and Human Rights

- CSR Europe acts as main gate for companies & EC to align the MATERIALITY of HR and the UNGP + Focus on GRIEVANCE

The EU Strategy on CSR

CSR Europe: co-founder of the EU CSR Multistakeholder Forum

CSR High-Level Group



Governments

Consensus building to:

- Co-develop and review EU Strategy on CSR
- Review progresses on national action plan
- Align EU strategy with international framework initiatives

Meetings CSR Coordination Committee + Conference 2014

- 14 February
- 21 May
- 29 October
- 20 November (large conference)

CSR Europe plays a proactive role
Enterprise 2020 embedded in EU CSR strategy

International organizations

- [UN](#)
- [ILO](#)
- [ISO26000](#)
- [OECD](#)
- [UNGC](#)
- [EP](#)

European Commission

DG DEVCO DG ENV DG R&I DG EMPL DG ENTR DG MARKT DG CONNECT DG TRADE

Stakeholders

CSR EUROPE

EABIS
ETUC
ECCJ (e.g. Amnesty International; Friends of the earth)

UEAPME
CEEP
Saving Banks

EU Strategy on CSR: *2011 - 2014*

- Strategic approach to CSR seems to become increasingly important (e.g. brand reputation, risk management)
- 80% of action proposals of the EU CSR Strategy have been achieved (e.g. CSR Awards, CSR for SMEs, CSR reporting, human rights)
- Eurobarometer Citizens Survey: EU citizens think they have biggest influence on CSR strategies through their consumer behaviour
- Through Enterprise 2020 many companies have taken a proactive role in developing management tools, assessment & benchmarking instruments
- Encourage voluntary action to create shared value (partnership activities, collective action)



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National Action Plans on CSR



National Action Plans on CSR:

Current overview

**Countries with
current CSR NAPs:**
*BE, BG, CY, DE, DK,
EE, FI, FR, IT, LT, NL,
PL, SE, UK*

Absence of
NAP does
not mean
absence of
CSR policies!

**Countries with CSR
NAPs close to
finalisation:**
*AT, CZ, ES IE, HU,
MT*

**Countries with
CSR NAPs under
development:**
*EL, HR, LV, RO,
SI, SK*

National Action Plans: *Next steps*

- New compendium of National Action Plans on CSR should be produced in 2014
 - Compendium: balance between national and thematic & cross-cutting focus
- 25 out of 28 Member States prioritized to put together a National Action Plan on CSR
- Focus on supporting SMEs → long-term effort & insufficient trust of local communities
- 20 November 2014: Plenary Meeting of the CSR Multi-stakeholder Forum (Review Meeting of the implementation of the CSR Communication)

Factors influencing Member States' priorities on CSR

National priority setting is influenced by a number of factors:

- Definition of CSR
- Existing policy and regulatory framework
- Level of awareness of CSR
- Structure of policy making (central vs. regional & local responsibilities)
- Level of institutionalisation of stakeholder engagement
- Economic/sectoral structure (e.g. predominance of SMEs or micro-companies; prevalence of stated owned companies; exposure to international trade etc.)
- Economic development/impact of the crisis

Thank you very much for your attention!

For more information on CSR Europe please contact
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