



Third National Conference on Corporate Social Responsibility

New Communication on CSR

Zagreb, 30 May 2012

By Sue Bird

DG Employment, Social Affairs and
Inclusion



A New Departure in CSR

- *Things have moved on since 2006*
- *Response to the crisis*
- *New opportunities*



Why a New Communication on CSR?

... In the interests of enterprises:

- *Competitiveness*
- *Anticipation*
- *Trust*

... and society:

- *Europe 2020*
- *Public services*
- *Employment*
- *Ethics*



Progress in CSR within the EU since 2006

- *Transnational company agreements from 79 (2006) to 140 (2011)*
- *EU enterprises in UN Global Compact from 600 (2006) to 1900 (2011)*
- *Business Social Compliance Initiative Membership from 69 (2007) to 700 (2011)*
- *European enterprises following Global Reporting Initiative from 270 (2006) to 850 (2011)*
- *Environmental Management and Audit Scheme (EMAS) registration from 3300 (2006) to 4600 (2011)*

...But more to be done

- *Balanced multi-stakeholder approach*
- *Clarify what is expected of enterprises*
- *Promote market reward*
- *Self and co-regulation*
- *Transparency*
- *Human rights*

A New Definition of CSR

- *The responsibility of enterprises for their impact on society*
- *Respect for legislation, collective agreements*
- *Maximise shared value*
- *Identify/prevent/mitigate adverse impacts*
- *New legislation not excluded*

CSR as Multi-dimensional

- *Human rights*
- *Labour and employment (training, diversity, gender equality, health and wellbeing)*
- *Environment (biodiversity, climate change, resource efficiency, life cycle assessment, pollution prevention)*
- *Bribery and corruption*
- *Consumer interests and privacy*
- *Volunteering*
- *Tax governance*

Actions - Visibility

- *Dialogue on employability, demographic change, active ageing, workplace challenges*
- *Sectoral approaches*
- *CSR Europe - Enterprise 2020*
- *Commission intentions: sectoral multi-stakeholder platforms, award scheme*

Actions - Trust

- *Irresponsible behaviour/exaggeration*
- *Insufficient understanding by companies and consumers*
- *Commission intentions:*
 - *"Greenwashing" and the Unfair Commercial Practices Directive*
 - *Debate on business in the 21st century, surveys of citizens trust*



Actions - Self and Co-Regulation

- *Promoting responsibility through accountability*
- *Commission intention: code of good practice for commitments, performance indicators, monitoring and review*

Actions - Market Reward

- *Consumption (information....)*
- *Public procurement*
- *Investment (invest for the longer-term)*
- *Commission intentions:*
 - *Review public procurement Directives*
 - *Requirement to inform on responsible investment criteria used*



Actions - Company Disclosure

- *Engagement with stakeholders/risk management/accountability*
- *Member States, GRI, IIRC initiatives*
- *Legislative initiative from Commission ...*



Actions - Education, Training and Research

- *Education establishments to integrate CSR, sustainable development, responsible citizenship into curricula*
- *Horizon 2020 - building the European Research Area*
- *Commission intention: financial support through education programmes and awareness-raising among educational professionals and companies*



Actions - National and Sub-national CSR Policies

- *Commission intention: peer review mechanism with Member States*
- *Commission invitation: Member States to update their own plans*



Actions - Aligning European and Global CSR

- *Internationally-recognised principles and guidelines (OECD Guidelines, ILO Tripartite Declaration, ISO 26000, UN Global Compact)*
 - Commission intention: monitor commitments made by major *European* enterprises
 - Commission invitations: 1) large European companies to make a commitment to at least one standard, 2) European-based multinational enterprises to commit to ILO Declaration
- *UN Guiding Principles on business and human rights*
 - Commission intentions: 1) sectoral and SME guidance, 2) report on EU priorities in implementation of GP
 - Commission expectations/invitations: 1) all European enterprises to respect human rights, 2) Member States to develop national plans for implementation of GP



Actions - Aligning European and Global CSR (continued)

- *Relations with other countries and regions*
 - *Accession*
 - *Trade and other dialogues*
 - *Development policy*
 - *Commission intention: identify ways to promote responsible business in sustainable growth initiatives in third countries*

And finally...

- *Commission report and review meeting mid-2014*
- *Open invitation to business leaders to foster more responsibility - targets for 2015 and 2020*