



International Organisation of Employers
Organisation Internationale des Employeurs
Organización Internacional de Empleadores

Main Outcomes of CSR for All / IOE CSR Best Practice Collection

March 2014



Context

- As part of “CSR for ALL”, an EU-funded project to enhance capacity and build CSR awareness, the IOE has been compiling best practices from companies engaging in CSR.
- In national CSR-surveys in Croatia, Macedonia, Montenegro, Romania and Turkey (which were conducted within the “CSR for All” project) many companies stated that the major challenge to engage in CSR was uncertainty over what a comprehensive CSR policy looks like, or what it should contain.
- The aim of the best practice compilation is therefore to inspire other companies to set up best-in-class CSR programmes and initiatives and to enable them to learn from the experiences from peers.



- The call for best practice was sent to all project-partner organisations as well as to all 150 IOE member federations around the globe.
- A clear structure was given to participant with key questions, as for instance:
 - short description of the CSR project
 - objective, desired outcomes and impact of the project
 - project stakeholders (internal and external)
 - geographical scope of the project
 - What qualifies this project as best practice?
 - What were the key success factors of the project?
 - What were the challenges and how were they overcome?
 - If you had to repeat this initiative/project, what – if anything – would you do differently?
 - Describe how this CSR initiative/project aligns with your overall company strategy and how it is embedded into business operations



- Topics of particular interest were:
 - Supply chain management
 - Due diligence
 - Remedy processes
 - Stakeholder dialogue
 - Anti-corruption
 - Freedom of association
 - Human rights
 - Anti-discrimination
 - Child labour
 - Trafficking
 - Forced labour
 - Development
 - Occupational Safety and Health
 - Work-life balance of employees



Responses

- Until 31 March, a total of **63** best practices from **45** companies across **12** different countries, in both developed and emerging markets were received.
- Topics covered are:
 - Anti-corruption (1)
 - Anti-discrimination (4)
 - Child Labour (1)
 - Development (19)
 - Development – Employee Engagement (4)
 - Due Diligence (1)
 - Environmental Protection (6)
 - Human Rights (3)
 - OSH (3)
 - Stakeholder Dialogue (2)
 - Supply chain (1)
 - Work/Life Balance (1)



First preliminary observations

- Development and local community support seem to be a key priority. Most best practices submitted were in this field. The current CSR understanding seems to be still closely linked to philanthropy / charity / volunteering.
- Companies submitted their best practices with a lot of pride and passion. CSR drives engagement.
- Most projects are started out of an opportunity, an idea – there is limited reflection on why certain initiatives are started, what makes them successful, and how the overall CSR strategy should look like.
- CSR happens in companies of different sizes (from SME to MNEs). MNEs have more systematic approaches and seem to be more familiar with the relevant guidelines and frameworks (UN Global Compact, GRI, etc)



Success Factors

- Communication and Stakeholder Involvement have been described as a success factor in the majority of the projects. They are important at all stages of a project.
- Sponsorship of senior management makes success more likely.
- A link to the community (the national environment) that the company operates in and a link to the company's business are important.
- A proper understanding of the issues addressed by CSR and expertise are often rated as success factor.



- Doing a thorough due diligence helped companies to understand their possible negative impacts on society, the environment and the consumer and to identify the right CSR programmes.
- Involvement / engagement of the employees around the CSR projects lead to success.

Next Steps

- All best practice examples will be displayed on the “CSR for All” website.
- Many of the provided best practice examples will be used for publication in a brochure.
- Findings will be discussed in CSR events conducted within the “CSR for All” project. The analysis will be up-dated accordingly.



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A faint, light gray world map is visible in the background of the slide, showing the outlines of continents and countries.

**Thank you very much
for your attention!**