



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

EU CSR Strategy 2011 - 2014

March 2014



Context

- EU Commission started to deal with CSR in 2001 with the publication of the “Green paper - Promoting a European framework for corporate social responsibility”, in which it defined “Corporate Social Responsibility (CSR) as “a concept whereby companies integrate social and environmental concerns in their business operations and in their interaction with their stakeholders on a voluntary basis”.
- The EU Commission subsequently established the European Multistakeholder Forum on CSR (2002-2004), which confirmed the voluntary nature of CSR in June 2004.



- In 2006, the EU Commission published a new policy whose centrepiece was strong support for a business-lead initiative called the **European Alliance for CSR**.
- BUSINESSEUROPE as well as national Employers Federations were very actively engaged in promoting and implementing the Alliance through the exchange of experience and the facilitation of partnerships.
- In 2011 the EU Commission adopted a new CSR Strategy for the period 2011-2014, which marked in many ways a new approach towards CSR.



A new definition for CSR

- In its 2011 CSR-Strategy, the EU Commission put forward a **new definition of CSR as:**

“the responsibility of enterprises for their impacts on society”.
- Respect for applicable legislation and for collective agreements between social partners is a prerequisite for meeting that responsibility.



- To fully meet their corporate social responsibility, enterprises should have a process in place to integrate social, environmental, ethical, human rights and consumer concerns into their business operations and core strategy in close collaboration with their stakeholders, with the aim of:
 - maximising the creation of shared value for their owners/shareholders and for their other stakeholders and society at large;
 - **identifying, preventing and mitigating their possible adverse impacts.**
- To maximise the creation of shared value, the EU Commission **encouraged enterprises to adopt a long-term, strategic approach** to CSR.



- To identify, prevent and mitigate their possible adverse impacts, large enterprises are encouraged by the EU Commission **to carry out risk-based due diligence, including through their supply chains.**
- The EU Commission at the same time recognises that “for most **small and medium-sized enterprises**, especially microenterprises, the CSR process is likely **to remain informal and intuitive**”.



The Commission invites

- All large European enterprises to make a commitment by 2014 to take account of at least one of the following sets of principles and guidelines when developing their approach to CSR: the **UN Global Compact**, the **OECD Guidelines** for Multinational Enterprises, or the **ISO 26000 Guidance** Standard on Social Responsibility.
- All European-based multinational enterprises to make a commitment by 2014 to respect the **ILO Tri-partite Declaration** of Principles Concerning Multinational Enterprises and Social Policy.



EU Commission's Agenda for Action with regards to CSR

- Enhancing visibility and disseminating good practice
 - European Multistakeholder platforms on corporate social responsibility were established in the fruit juice, the machine tools and social housing sectors.
 - Moreover, DG CONNECT has launched a thematic network/platform called ICT4Society, to ensure coherent and consistent coordination of CSR issues in the ICT sector, in order to encourage and enable enterprises across the EU to apply and promote CSR, through strategic partnerships with relevant stakeholders, based on good practices that show the societal benefits that can be delivered by ICT.
 - Launch annual CSR awards: The first European CSR awards ceremony successfully took place on 25 June 2013 in Brussels



- Improving and tracking trust in business
 - Launch debate on role and potential of business and surveys of trust in business: CSR Eurobarometer Survey
 - A Eurobarometer survey was carried out in late 2012 and its results published in April 2013, showing inter alia that EU citizens feel uninformed about company's social activities and that in general they believe that SMEs do a better job in CSR than large companies.



- Improving self and co-regulation processes
 - A set of Principles for Better Self- and Co-Regulation was published in February 2013, further to a public consultation and an open meeting with stakeholders.
 - A Community of Practice has been set up, with an online platform up and running. This is a place where companies, industry associations, NGOs, universities, researchers or other organisations can exchange ideas and best practices about better self- and co-regulation actions.
- Enhancing market reward - public procurement
 - Proposal for **revision of public procurement directives** published by the Commission in December 2011, including new provisions for use of social and environmental criteria, and on market access for SMEs.



- Disclosure of social and environmental information
 - EU directive on the Disclosure of non-financial information.
- National and sub-national CSR policies
 - The EU Commission asked Member States to prepare national CSR Action Plans. 24 EU Member States will have or already have such a CSR Action Plan.
- Aligning EU and global approaches - principles and guidelines
 - The EU Commission monitors EU enterprise commitments > 1,000 employees to take internationally recognised CSR principles and guidelines into account .



- Aligning EU and global approaches - UN business and human rights framework
 - The EU Commission developed **sector guidance on the issue of business and human rights** for the employment and recruitment agencies, ICT, and oil & gas sector, as well as for SMEs.
 - The EU Commission invited EU Member States to develop national plans for implementation of UN Guiding Principles for Business and Human Rights.



Next Steps

- In April/May 2014 the EU Commission will launch a new open consultation on the content for a post-2014 CSR Strategy.



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