



# The next frontiers of CSR

## *Enterprise 2020*

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**CSR MarketPlace 2011, Budapest, 2 June 2011**

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# 67 Corporate Members



# 28 National Partner Organisations



The image displays 28 national partner organizations arranged around a central map of Europe. The organizations are:

- Business Leaders Forum** (UK)
- CSR sweden** (Sweden)
- Business in the Community** (Ireland)
- resPACT** (Austria)
- BUSINESS & SOCIETY BELGIUM** (Belgium)
- SODALITAS** (Spain)
- RSE PORTUGAL** (Portugal)
- RESPONSIBLE BUSINESS FORUM** (Portugal)
- FORÉTICA** (Spain)
- ORSE** (France)
- SBC** (Scotland)
- BUSINESS LEADERS FORUM** (Belgium)
- econsense** (Germany)
- Club de Excelencia en Sostenibilidad** (Spain)
- Business in the Community Ireland** (Ireland)
- KÖVET** (Hungary)
- FiBS** (Finland)
- ims** (Croatia)
- Hrvatski poslovni savjet za održivi razvoj** (Croatia)
- CSR Norway** (Norway)
- IMS LUXEMBOURG** (Luxembourg)
- BUSINESS LEADERS FORUM SERBIA** (Serbia)
- Impronta Etica** (Italy)
- Hellenic Network for Corporate Social Responsibility** (Greece)
- grace** (Italy)
- corporate social responsibility association** (Slovenia)
- philiAS** (Greece)
- NEDERLAND** (Netherlands)

## Vision Enterprise 2020



The company of the future, Enterprise 2020, **operates profitably** through mainstreamed **responsibility** and **transparency**, and **innovates solutions** for the planet and its people in close **cooperation with stakeholders**. Together, they lead the **transformation** towards a smart, sustainable and inclusive society



# CSR Europe – A Platform For...

- **Connecting companies** to share and further develop best practice on CSR
- **Innovating collaborative projects** between business and stakeholders
- **Shaping the business and political agenda** on sustainability and competitiveness

# 15 Years of Business and Policy Engagement on CSR

EU leadership



**1993**  
Delors appeal



**2002**  
1st EC Communication  
Multi-Stakeholder Forum



**2006**  
2nd EC Communication  
European Alliance for CSR

**2010**  
Europe 2020

Business leadership

**1995**  
Business  
Declaration

**2000**  
Network  
renamed  
CSR Europe

**2005**  
Roadmap  
First MarketPlace

**2008**  
CSR Toolbox

**2010**  
Enterprise 2020



# Europe 2020 Strategy

Smart growth	Sustainable growth	Inclusive growth
<ul style="list-style-type: none"> <li>• Digital agenda for Europe</li> <li>• Innovation Union</li> <li>• Youth on the move</li> </ul>	<ul style="list-style-type: none"> <li>• Resource efficient Europe</li> <li>• <b>An industrial policy for the globalisation era</b></li> </ul>	<ul style="list-style-type: none"> <li>• An agenda for new skills and jobs</li> <li>• European platform against poverty</li> </ul>

**Renewed European Strategy on CSR** addressing emerging issues such as business and human rights and company disclosure of ESG information (**July 2011**)

## EU Definition

**“Corporate Social Responsibility (CSR) is a concept whereby companies**

- **integrate social and environmental concerns in their business operations AND Strategy, and in their interaction with their stakeholders **on a voluntary basis”****
- **Publish an annual CSR Report (comply or explain) as from 2012**

### Sources:

- European Commission (2006) Communications in 2002 and 2006
- CSR Europe meetings with EC in May 2011 in preparation of the next CSR Communication on 20 July 2011 and the EC legislative proposal on Non-Financial Information



# The Enterprise 2020 initiative

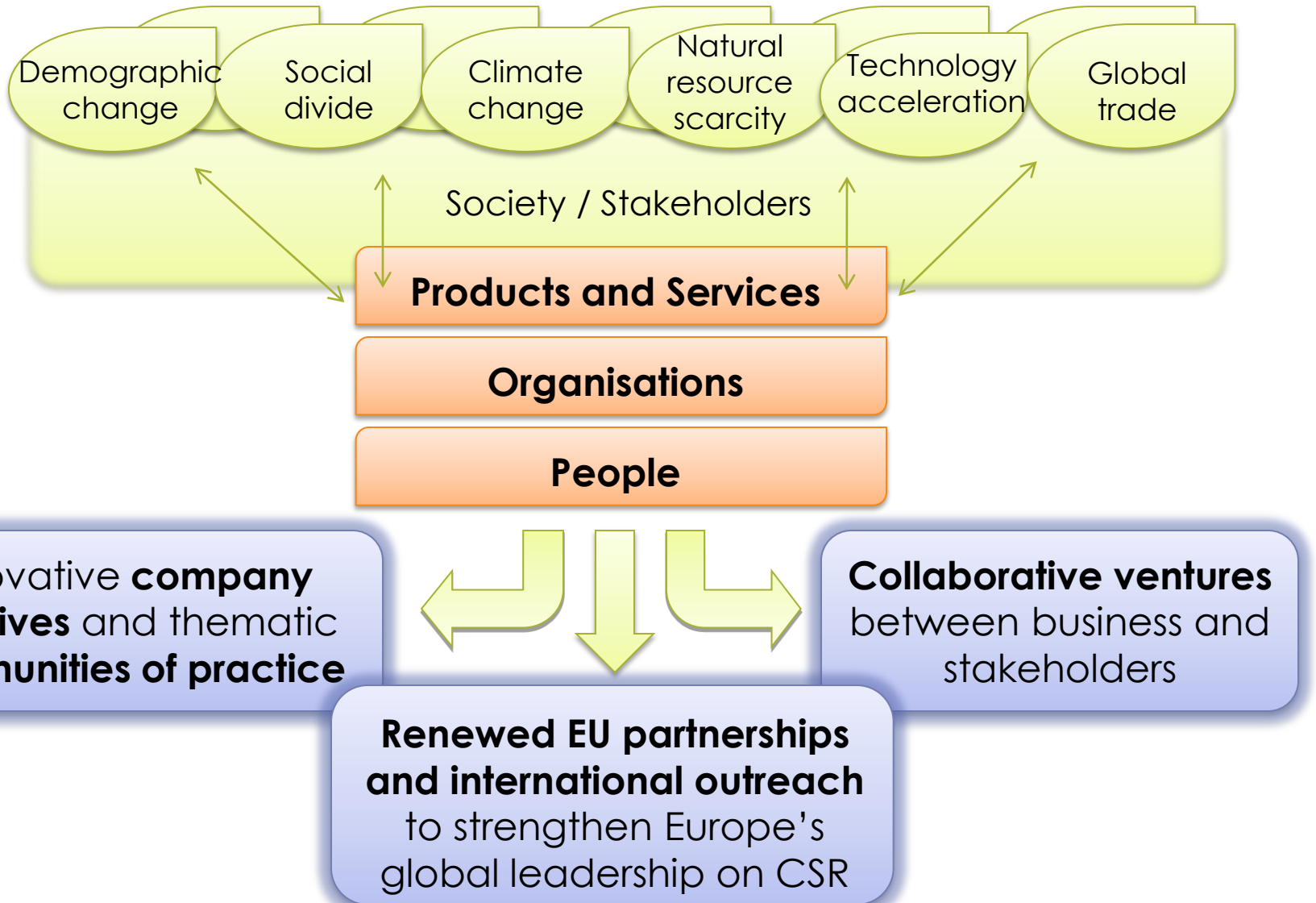
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# What is Enterprise 2020?



# Europe 2020 Strategy

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# Action Plan Enterprise 2020

## **Transforming Markets**

Driving sustainable  
internal and external  
markets

## **Inclusive Societies**

People development  
and social inclusion

## **Health & Wellbeing**

Improving quality of life

## **Transparency for Trust**

Measuring and communicating  
environmental, social and  
governance (ESG) performance

# Collaborative Ventures

## Transforming Markets

- Managing Sustainable Supply Chains
- Enabling Technologies for Environmental Sustainability
- Creating Value at the Base of the Pyramid
- Integrated Framework for Energy and Environmental Corporate Policy

**13 new projects** addressing societal challenges through business/stakeholder cooperation

## Inclusive Societies

- Using Potential – Jointly Tackling Demographic Change in Europe
- European Employee Volunteering Awards – Measuring and Recognising Employee Volunteering
- Science in Schools

## Health and Wellbeing

- Health Literacy
- Business Contribution to the European Year for Active Ageing

## Transparency for Trust

- Valuing Non-Financial Performance
- Community Footprint – Measuring Local Socio-Economic Impact
- Embedding CSR in Public Companies
- Financial Capabilities for Europe's Youth and Retirees

# Sustainable Supply Chain Management

**Transforming Markets**  
Driving sustainable internal and external markets

## Leaders:



## Objectives:

- CSR Europe portal
- UNGC portal
- E-learning tool

The screenshot shows the website interface for the Portal for Responsible Supply Chain Management. The header includes the United Nations Global Compact logo and navigation links: 'About This Site', 'Initiatives', 'Resources', 'Corporate Practices', and 'Login/Register'. Below the header is a banner image of workers in hard hats with the text 'Portal for Responsible Supply Chain Management'. A navigation bar contains links: 'Home', 'About', 'Engage', 'Guide', 'Laboratory', 'Events', 'Partners', 'Contact', and a 'Text only' button. The main content area features a 'Browse' sidebar with categories like 'Key Topics', 'Supply Chain Programmes', and 'Reference Materials'. The central section is titled 'Equip yourself for a responsible supply chain' and includes a 'BUYER' section with sub-topics: 'Understanding & Responsibilities', 'Communication', 'Strategy', 'Analysing Risks', 'Monitoring &', and 'Continuous'. A 'SEARCH' bar is located on the right. A 'Welcome' message states: 'The portal for responsible supply chain management is an important outcome...'. At the bottom right, there is a 'Standards' section listing 'HP Audit preparation for suppliers SER' and 'L'Oréal Template Reporting'.

## Applying for EU



# Using Potential – Jointly Ta Demographic Change in

**Inclusive Societies**  
People development  
and social inclusion

## Leaders:



## Objectives:

- Promoting multi-stakeholder dialogue
- to share solutions on how to use the potential of Europe's workforce



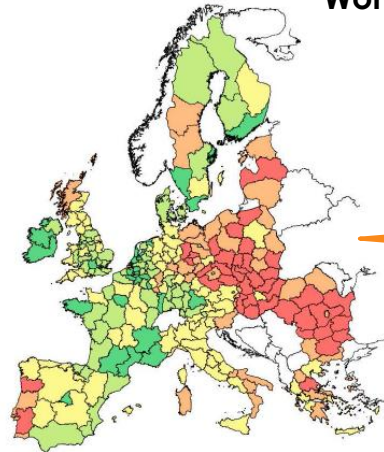
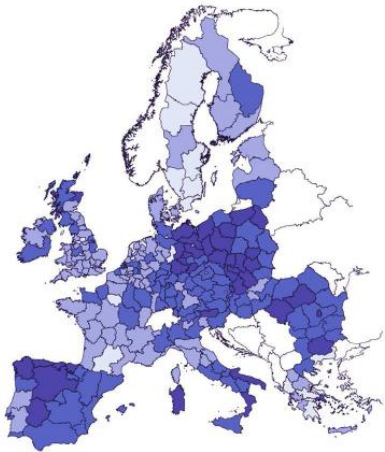
Women



Younger workers



Older workers



[www.demographic-risk-map.eu](http://www.demographic-risk-map.eu)

# Business contribution to the European Year of Active Aging 2012

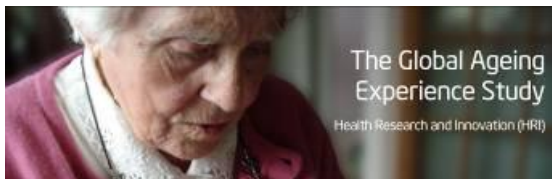
Health & Wellbeing  
Improving quality of life

## Leaders:



## Objectives:

- Showcase existing practices and demonstrate commitment
- Building up the business case for older workers
- Workshop on integrating, developing, mainstreaming HR policies targeted at older workers and on independent living principles and solutions targeted at communities at large



**WHO Report**  
The World Health Organization (WHO) has published a report on the state of the world's ageing population. The report highlights the need for a global strategy on ageing and health, and calls for a more holistic approach to ageing and health.

**Conclusion:**  
The report calls for a more holistic approach to ageing and health, and calls for a more holistic approach to ageing and health.



Global distribution of people aged 65

# Valuing Non-Financial Performance

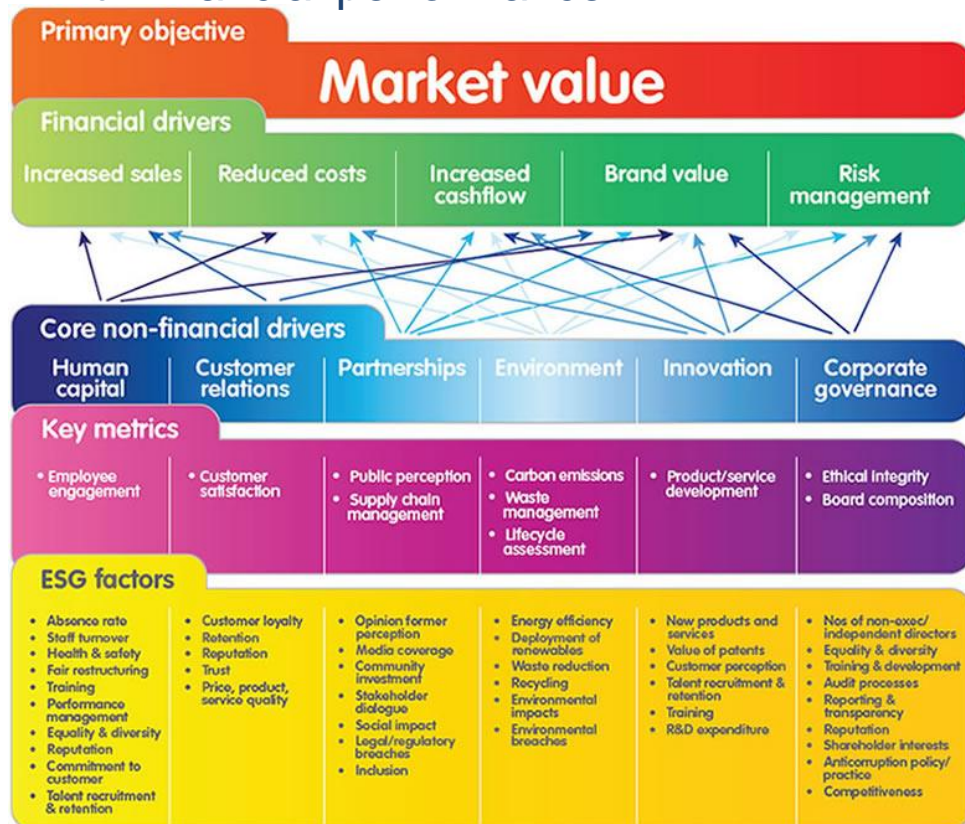
**Transparency for Trust**  
 Measuring and communicating environmental, social and governance (ESG) performance

## Leaders:



## Objectives:

Framework for managing and communicating key areas of non-financial performance, highlighting the link with financial performance



[www.investorvalue.org](http://www.investorvalue.org)



Thank you  
very much for your attention!

More information can be found on [www.csreurope.org](http://www.csreurope.org) or  
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Senior Advisor External Relations, CSR Europe

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