






CSR EUROPE SERVICES PORTFOLIO 2011-2012

Product	Generic Services		Paid Services	
	Service	Deliverables	Service	Deliverables
 <p>1. EU and Issues Insights</p> <p>Timely and relevant information on key CSR topics and solutions at an EU and international level</p>	a) EU Insights	<ul style="list-style-type: none"> Information sheets Informational calls/ webinars Minutes 	d) Stakeholder dialogue	<ul style="list-style-type: none"> Project management - start to completion Stakeholder mapping Dialogue session facilitation Session summary
	b) Issues Insights	<ul style="list-style-type: none"> Information sheets Informational calls/ webinars Minutes 	e) Tailored issues specific research	<ul style="list-style-type: none"> Research report Presentations/ workshops
	c) EU consultation and EU-member networking	<ul style="list-style-type: none"> Roundtables/ meetings/ conferences 	f) Tailored company workshops and bespoke meetings	<ul style="list-style-type: none"> Project management – start to completion

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 <p>2. Best practice and tools exchange</p> <p>Access to centralised platforms for CSR tools and best practice to foster learning and exchange</p> 	a) Online best practice and tools database	<ul style="list-style-type: none"> Best practice case studies Tools and templates Member contacts database 	f) Report benchmarking and review	<ul style="list-style-type: none"> Benchmarking analysis highlighting strengths and improvements
	b) CSR Europe marketplace events*	<ul style="list-style-type: none"> Best practice exhibition Topical breakout sessions Networking opportunities 	g) Event sponsorship opportunities	<ul style="list-style-type: none"> Tiered sponsorship package offering various sponsorship levels
	c) Collaborative ventures - 6 driven by Secretariat <small>(2011/2012: supply chain; active ageing; health literacy; business models at Base of the Pyramid; Valuing non-financial performance)</small>	<ul style="list-style-type: none"> Project oversight Dedicated resource to steer and facilitate CSR Europe driven pan-EU communications Project evaluation 		
	d) Collaborative ventures - 6 driven by companies or NPOs	<ul style="list-style-type: none"> Best practice exchange Networking opportunities Update calls and news articles Communications cascade of tools and outputs developed 		
	e) NPO meetings and webinars	<ul style="list-style-type: none"> Bi-annual meetings Best practice exchange Topical sessions NPO networking opportunities NPO member webinars 		

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<p>3. Business innovation projects</p> <p>Drive value-add projects that deliver business practice change in CSR</p>	<ul style="list-style-type: none"> Set up and implementation of projects that practically change the business practices Topics (tbc) include: supply chain, human rights, base of the pyramid, health and food education, urban mobility, smart cities Explore and incubate new business innovation projects 	<ul style="list-style-type: none"> Project management - start to completion

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 <p>4. Visibility and communications</p> <p>Create visibility and enhance the reputation of members and CSR Europe by profiling with key stakeholders and wider audiences</p> 	a) CSR Europe's Newsbundle	<ul style="list-style-type: none"> eNewsletter issued every two weeks 	f) Event sponsorship opportunities	<ul style="list-style-type: none"> Tiered sponsorship package offering various sponsorship levels
	b) CSR Europe's website	<ul style="list-style-type: none"> News and information on the website - public domain and member only section 		
	c) External representation and speaking opportunities	<ul style="list-style-type: none"> Selected pan-EU and international conference/ event speaking opportunities 		
	d) Enterprise 2020 Awards* (tbc)	<ul style="list-style-type: none"> Award process, criteria and application framework Award recognition ceremony and networking opportunities Winners case study videos and brochures Media/ press release 		
	e) Media relations	<ul style="list-style-type: none"> CSR Europe related media articles in selected media publications 		

* Event model(s) to be evaluated and aligned