



CSR Europe

*The European Business Network for
Corporate Social Responsibility*

CSR Europe is the leading European business network for corporate social responsibility (CSR), with around **80 multinational corporations** and **33 national partner organisations as members**. The organisation was founded in 1995 by senior European business leaders in response to an appeal by the European Commission President Jacques Delors. It has since grown to become an inspiring network of business people working at the very forefront of CSR across Europe and globally.

The Largest CSR Network in Europe

CSR Europe's network of national partner organisations brings together **33 membership-based, business-led CSR organisations** from around 30 European countries. In total, the network reaches out to more than 3,000 companies throughout Europe.



Enterprise 2020

In October 2010, CSR Europe launched a joint Enterprise 2020 initiative to **address societal challenges through collaborative action** and shape the business contribution to the European Union's **Europe 2020 strategy** for smart, sustainable and inclusive growth. Since its launch, Enterprise 2020 has become the **reference initiative for the ideal company of the future** and forms the umbrella for all CSR Europe activities.

A unique service delivery model

In order to help companies to progress towards Enterprise 2020, CSR Europe has designed a unique service delivery model, which aims to:

- 1. Support companies in building sustainable competitiveness** by providing a platform for innovation and exchange
 - Share and further develop best practice on CSR
 - Benefit from practical research and information services
- 2. Foster close cooperation between companies and their stakeholders** by exploring new ways of working together to create a sustainable future
 - Cooperate and co-build solutions with stakeholders in several topic platforms
 - Produce tangible results and models which can be shared externally across industries
- 3. Strengthen Europe's global leadership on CSR** by engaging with EU institutions and a wider range of international players
 - Shape European CSR policy development
 - Engage with CSR Europe's National and leading global CSR organisations

Find out more

www.csreurope.org



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Enterprise 2020: background and context

Today's European and global challenges are driving a profound transformation of our world. Within the next decade, they will increasingly bring into question our current patterns of living, working, learning, communicating, consuming and sharing resources.



It is against this background that CSR Europe launched its **Enterprise 2020 initiative** in October 2010. CSR Europe's **Enterprise 2020** initiative looks at how companies are responding to and proactively anticipating these global trends by effecting change in their products and services, organisations, and people.



Enterprise 2020 is there to act as an incubator and spin off for companies willing to innovate with peers and expert stakeholders on projects to produce tangible results and models which can be shared externally across industries.

"We welcome Enterprise 2020 as a significant contribution to engaging businesses and stakeholders in co-building practical solutions in support of the Europe 2020 strategy", Antonio Tajani, Vice-President of the European Commission, Enterprise 2020 Marketplace, October 2010.

Furthermore, in the context of the **EU's Europe 2020 strategy**, Enterprise 2020 highlights the contribution that businesses can make to achieve the EU goals for building a **smart, sustainable and inclusive economy** delivering high levels of employment, productivity and social cohesion by 2020.

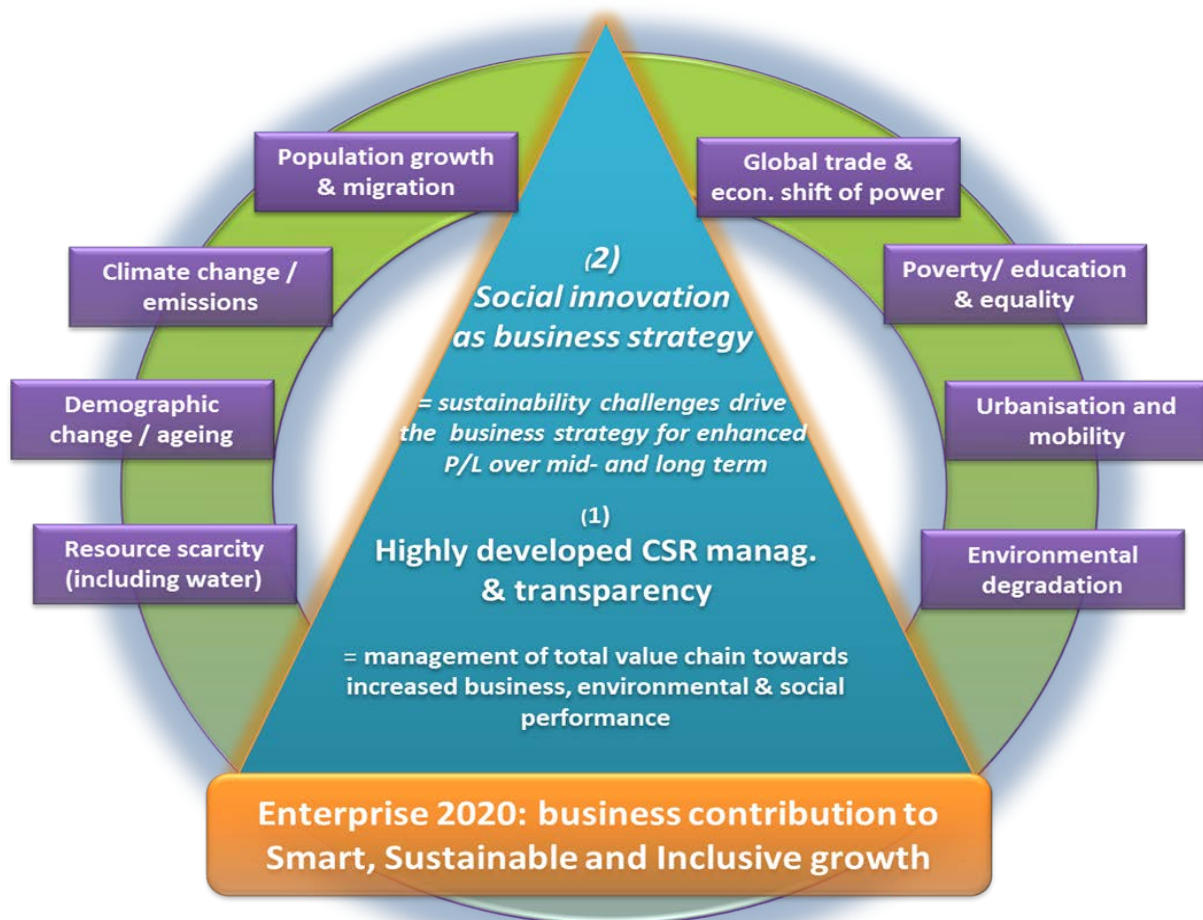
Enterprise 2020: Smart, Sustainable and Inclusive

Based on a shared vision of the **enterprise of the future**, Enterprise 2020 is a **new reference initiative** for companies committed to developing innovative business practices and working together with their stakeholders to **provide solutions to emerging societal needs**.

CSR Europe, with its **corporate members** and **National Partners**, provides a platform for connecting companies to share best practice on CSR, innovating new projects between business and stakeholders, and shaping the modern day business and political agenda on sustainability and competitiveness. Our activities are driven by members' demand and needs and reflect the breadth and diversity of CSR across Europe. These activities fall under the umbrella of our Enterprise 2020 strategy.

Through Enterprise 2020, our ambition is clear: to **drive company action towards a smart, sustainable and inclusive Europe**. CSR Europe believes that there are two basic requirements for the ideal company towards Enterprise 2020.

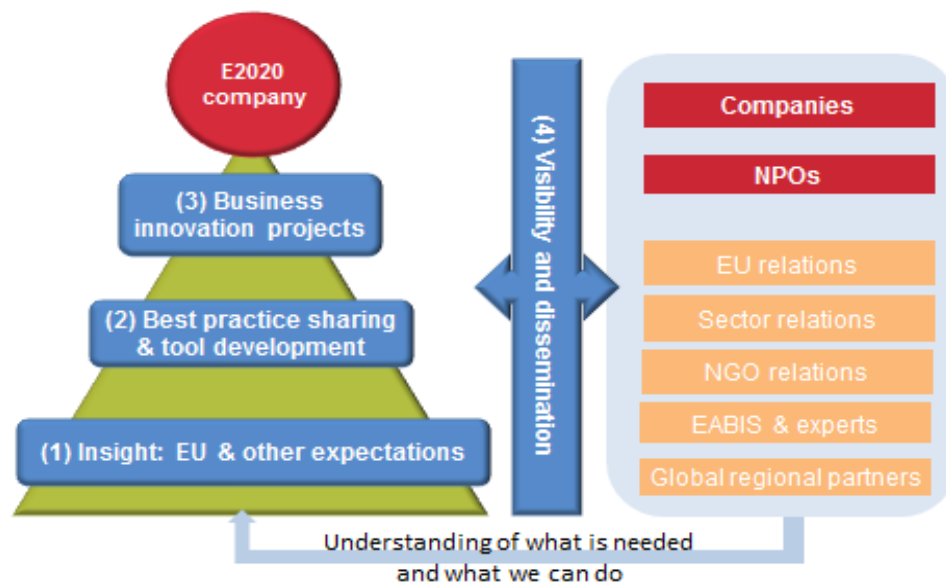
- (1) Highly developed CSR Management and transparency
- (2) Social innovation



A unique service delivery model

In order to help companies to progress towards Enterprise 2020, CSR Europe's **service delivery model** is designed to help companies in the management of their total value chain towards increased business, environmental and social performance.

This delivery model, pictured below, consists of **four main elements**: **(1)** Insight: EU and Other expectations; **(2)** Best practice sharing and tool development; **(3)** Business innovation projects; and **(4)** Visibility and dissemination.



(1) INSIGHT: EU & OTHER EXPECTATIONS

CSR Europe is a **lead partner of the EU institutions in defining the European CSR agenda** and is also a key partner of other stakeholders on CSR/Sustainability issues, e.g. through the European Alliance for CSR and the European Multi-Stakeholder Forum on CSR. It continues to strengthen the agenda through its Enterprise 2020 initiative which is being positioned as a strategic contribution to the **European Commission's Strategy for 2020**.

Thomas Lingard, Global External Affairs Director at Unilever is positive about the value from CSR Europe membership. *"CSR Europe is uniquely placed to host the conversation between progressive business and the European institutions on how the greatest challenges of maintaining responsible and sustainable economic growth within environmental limits can be achieved."* He adds *"Never has it been more urgent for leading organisations to be part of this conversation."*

- CSR Europe helps members **engage directly with EU institutions**, e.g. through **high level meetings with leaders** of European Commission Directorate Generals (DGs): DG Employment, Social Affairs and Inclusion, DG Enterprise and Industry, DG Internal Market and Services, DG Education and Culture, DG EuropeAID Development & Cooperation, DG Health and Consumers, DG Environment as it relates to respective thematic areas of work.

- Regular **dial-in EU update sessions** inform members on the latest and upcoming EU policy initiatives and opportunities to engage in the debate.
- Regular **EU issue insights** explaining key developments at European level. Previous editions include: *'Business and Human Rights: the next frontier of CSR?'* And *'Will Europe opt for mandatory reporting?'*
- CSR Europe engages in **European thematic projects**, co-financed by the European Commission, with its national partner organisations, and it involves member companies according to their interests.
- Dial in to regular **conference calls and webinars** on recent CSR developments and topics, i.e. ISO26000, Forest Footprint Disclosure, Measuring Carbon Footprint in the Supply Chain, etc.

(2) BEST PRACTICE AND TOOL DEVELOPMENT

Since its establishment, CSR Europe has played an important role in providing a platform for companies to exchange company best practice initiatives. In the past, CSR Europe members have benefited from learning about individual company experiences, which has helped them to develop an up-to-date CSR approach and tools to help overall strategy implementation. Our members consider the sharing of best practices as a key part attributing to the success of any organisation

As a member company, you are welcome and invited to participate in:

- CSR Europe's **online best practice and tools database**
- CSR Europe [Marketplace events](#)
- Other issue specific meetings and webinars
- Exchange experiences and best practice with your peers through **business to business groups**, e.g. on Communicating CSR www.csreurope.org/b2b
- Members are also invited to suggest **areas of focus for new working groups**, upon which CSR Europe will explore interest among other members and relevant stakeholders, and facilitate the cooperation).

Benefit from tailored services

CSR Europe also provides members with on-demand and tailored services to help them further enhance internal CSR expertise:

- Dedicated account manager** to support and advise you, and **connect you with peers from other companies** within our network of around 70 corporate members and 30 national partner organisations.
- Individual services** – every member has an annual credit of 5 working days support, which can be used e.g. for in-depth CSR report reviews, specialised research studies, etc.
- Extended services** such as organisation and facilitation of a **stakeholder dialogue session** are offered to members only at a discounted rate.

Tailored services

e.g.

- *CSR report review*
- *CSR report benchmarking*
- *Research reports, such as:*
 - *National climate change policies and regulation*
 - *Sustainable Public Procurement*
 - *CSR Awards in Europe*
 - *Sustainability branding*
 - *Etc.*

(3) PARTICIPATE IN BUSINESS INNOVATION PROJECTS

Under Enterprise 2020, CSR Europe has launched a series of **Collaborative Projects**. These are jointly led by a group of companies, stakeholders and policy makers on specific CSR topics as suggested through the contributions to Enterprise 2020.

Focus topics 2011-2013

1. ESG disclosure and reporting
2. Ageing & demographic change
3. Bottom-of-the-pyramid
4. Health & well-being
5. Supply chain & human rights
6. Financial capability

Potential topics

- Joint social investment for Bottom-of-the-pyramid
- Health and food education; food security
- Supply chain project for common approach to shared suppliers
- Urban mobility / Smart cities.

The aim of these Collaborative Projects is to (1) focus on innovation and partnership in dealing with socio-economic and environmental challenges, and (2) develop thought leadership and practical tools for companies and their stakeholders.

Through joint cooperation, members are also able to build closer working relationships with stakeholder.

Going one step further

As a member of CSR Europe, you will also be given an opportunity to initiate and participate in innovative business projects, aimed at delivering **practical change within existing business processes** in order to tackle key sustainability issues.

These innovative business projects go beyond best practice sharing through **practical collaboration** and can be either cross-sector or sector specific.

CSR Europe also works to ensure that this practical work will contribute significantly to the **EU policy debate on CSR**.

(4) VISIBILITY AND COMMUNICATIONS

- Receive the bi-weekly **Newsbundle** and profile your company's CSR activities to an audience of over 1,200 CSR practitioners and key stakeholders.
- CSR Europe offers its members **speaking opportunities** at key events in Europe and beyond
- CSR Europe's **website**: access to **CSR best practices** and a range of **reports and publications** and various profiling opportunities for your company and its CSR initiatives.
- CSR Europe also endeavours to position members in key CSR media articles.

- *20,000+ unique visitors every month at www.csreurope.org*
- *More than 700 company initiatives showcased on online CSR solutions database*
- *Regular 'Focus on a Member' interviews*
- *Members only section of the website*

JOINING CSR EUROPE

CSR Europe's annual membership fee is €17,500. New members pay an additional entry fee of €5,000. A reduction of 50% on the entry fee applies should your company already be a member of a CSR Europe national partner organisation (see <http://www.csreurope.org/pages/en/nationalpartners.html>).

For more information, please contact Colleen Fletcher, Director of Membership and Stakeholder Relations at cf@csreurope.org or +32 2541 1615.

*** www.csreurope.org ***

CSR Europe Corporate Members



CSR Europe National Partner Organisations

