

## The European Alliance for CSR



The European Alliance for CSR is an open partnership for companies and their stakeholders to promote corporate social responsibility (CSR) and support its integration into mainstream business practice. The Alliance was launched in 2006 by the European business community with the strong backing of the European Commission.

### A New Political Approach

On 22 March 2006, the European Commission published its second communication on CSR, stressing the potential of CSR to contribute to the **Lisbon Strategy for Growth and Jobs** and announcing backing for a European Alliance for CSR.

The Alliance marks a **new political approach to CSR**, based on a double commitment. On the one hand, the European Commission will strengthen a business-friendly environment. On the other hand, through a voluntary approach, companies further their efforts to innovate their CSR strategies and initiatives, in cooperation and dialogue with stakeholders.

So far, **more than 260 companies and organisations** have expressed their support to the Alliance. CSR Europe is one of the three organisations chosen by the European Commission to coordinate and facilitate the Alliance.

### An Alliance for Action

The Alliance serves as a political umbrella for mobilising the resources of large and small European companies and their stakeholders in and around **10 priority areas**:

- Fostering innovation and entrepreneurship
- Helping SMEs to flourish and grow
- Integrating CSR in business operations
- Developing skills for employability
- Diversity and equal opportunities
- Improving working conditions, also in the supply chain
- Innovating in the environment field
- Enhancing stakeholder dialogue and engagement
- Improving transparency & communication
- Operating responsibly outside the EU

### The Power of Collaboration: CSR Laboratories

At the heart of the Alliance are the CSR Laboratories, **business-driven and action-oriented projects** which aim to address **socio-economic challenges** by bringing together business practitioners, stakeholders and representatives of the European Union to share experience and explore joint operational projects.

December 2008 will mark the end of the first phase of the existing **20 CSR Laboratories**. During the past 18 months, the Laboratories have produced a range of research reports, online resources, collaborative network models, practical guides and other CSR tools which will be jointly launched at the **'Equipped for CSR'** event on 4 December 2008.

**More information:** [www.csreurope.org/alliance](http://www.csreurope.org/alliance)

## CSR Laboratories and Their Deliverables

At the 'Equipped for CSR' event on 4 December 2008, CSR Laboratories launched under the umbrella of the European Alliance for CSR will present some of their first deliverables outlined below. More information: [www.csreurope.org/alliance](http://www.csreurope.org/alliance)

### Employability

- **European Alliance on Skills for Employability:** aims to enhance opportunities as well as improved social inclusion of the people who are deemed 'at-risk'  
Deliverable: Proposal of European Model for Employability
- **Enhancing Science Teaching in Schools:** addresses the need to increase the number of graduates in science, engineering and maths  
Deliverable: Networks in 10 Countries, Teacher Professional Development Resources, Models for Collaboration
- **Recruitment & Ethical Management of Foreign Workers:** aims to meet socio-economic challenges and contribute to the economic wellbeing of the destination countries  
Deliverable: Stage-by-Stage Guide
- **Skills for Employability Enhanced through Employee Community Engagement:** aims to explore the value of employee volunteerism through case study analysis  
Deliverable: Report on Findings Based on Pan-European Cases
- **Demographic Change:** employs innovative dialogue formats to exchange views and develop solutions to aid companies and regions in tackling this challenge  
Deliverable: Online Forum, Demographic Risk Map, Regional Atlas on Demographic Location Risk

### The International Dimension of CSR

- **Sustainable Business at the Base of the Pyramid:** focuses on essential products and services, new jobs and economic opportunities to the poor, thereby contributing to the UN Millennium Development Goals  
Deliverable: Policy Recommendations and Project Proposal
- **Responsible Supply Chain Management:** aims to promote a cascade of responsible business behaviour in the supply chain  
Deliverable: Online Portal for Responsible Supply Chain Management

### Stakeholder Engagement and Transparency

- **Corporate Responsibility and Market Valuation:** aims to improve the communication process of non-financial indicators to investors  
Deliverable: EU Academic Action Research, Framework for Metrics, Policy Recommendations
- **Proactive Stakeholder Engagement:** addresses the corporate challenge of identifying and engaging with relevant stakeholders  
Deliverable: Mapping of Current Practices, Report on Conclusions
- **Sectoral CSR Reporting:** produces standardised information on CSR reporting in the Spanish savings banks sector  
Deliverable: Research Report

## Employee Wellbeing

- **Wellbeing in the Workplace:** aims to identify the key areas related to wellbeing issues in the workplace  
Deliverable: Guide to Wellbeing at Work

## Mainstreaming Diversity

- **Mainstreaming Diversity in the Company:** aims to mainstream diversity management  
Deliverable: Booklet for HR Managers, 'How-To' List for Diversity Employment Fairs, Guidebook for Local Events on Diversity
- **Employment of People with Disabilities:** aims to support the development effective recruitment and employment solutions for people with disabilities  
Deliverable: Booklet of Best Practices
- **Equality between Men and Women:** aims to increase the importance of equality between men and women at work as a priority both for governments and businesses  
Deliverable: Report on Research Findings, Guidance Toolkit for Companies

## Innovation and Entrepreneurship

- **R&D Innovation Networks Involving SMEs:** aims to apply the concept of 'open innovation' paradigm to expand the impact of the knowledge economy through cooperation and exchange of knowledge  
Deliverable: Guidance toolkit for Establishing Networks, SME Innovation Awards Ceremony, Methodology for Awards Ceremony
- **Financial Inclusion:** aims to develop frameworks consisting of shared values and knowledge that will increase the economic inclusion of those identified as excluded  
Deliverable: Sectoral Research Report, Best Practices, Policy Recommendations
- **Business Involvement to Enhance Social Inclusion at the Local Level:** addresses the difficulty of many European communities to support vulnerable and low income groups in becoming active participants in society and economy  
Deliverable: Report on Core Principles
- **Stimulating an Entrepreneurial Mindset and Promoting Entrepreneurship Education**  
Deliverable: Collection of Best Practice

## Environment

- **Eco-Efficiency:** addresses challenges associated with climate change including awareness-raising, improving energy-efficiency and sharing best practices  
Deliverable: Database Software (CD) for SMEs
- **Environment and the Financial Sector:** explores the environmental impacts of the financial sector  
Deliverable: Research Report