“EU CSR Strategy 2020 and the work of CSR Europe”

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"Towards a new EU CSR Strategy 2020"

1. EU Strategy on CSR 2011-2014 and Enterprise 2020

2. EC Public Consultation on the EU CSR strategy 2011-2014 and CSR Europe's overall assessment

3. CSR Europe's proposals for the new EU CSR strategy 2020

1. EU CSR Strategy 2011-2014

9 Priority areas and 30 Action Proposals:

1. Visibility & good practice
2. Trust in business
3. Self and co-regulation
4. Public Procurement
5. Responsible consumption
6. Responsible investment
7. Transparency
8. CSR in Education, Training and Research
9. Aligning EU & global approaches (12 action proposals):
    1. Request for and monitor commitment
    2. Business & Human Rights
    3. Inclusive growth in 3rd countries

2.2 EC Public Consultation on the EU CSR strategy 2011-2014

Results (1)

- 83% EC to continue to engage in CSR;
- 2/3 found the impact of policies useful;
- For 80% CSR impacts EU medium-/long-term competitiveness and its sustainability;
- The Commission should focus on three priorities for the future:

  (1) working at the international level;

  (2) raising awareness;

  (3) improving transparency measures

2.2 EC Public Consultation on the EU CSR strategy 2011-2014 Results (2)

Stakeholders believe CSR is important for companies:

- **Develop long term strategy**;
- **Increase innovation** – new products and services, increased diversity in workforce to identify new social needs;
- **Reduce long-term costs** - better anticipating and managing environmental and societal risks;
- **Company image and loyalty** - consumers' confidence and trust + social license to operate.

Stakeholders believe CSR is important for society:

- **Empower** all stakeholders and make society co-responsible
- **Ensure** society's survival
  - CSR forces long term thinking towards inclusive economic growth
  - CSR as driver of job creation and skills development
  - CSR to reduce inequalities and improving living standards
- **Create a virtuous cycle** – from supply of sustainable products towards sustainable consumption

2.3 CSR Europe's overall assessment (1)

Key success factors identified by CSR Europe:

- A clear definition of CSR;
- A broad Agenda for Action;
- Shared responsability across various EC Directorate-Generals;
- Strong consensus and leadership among organizations to support the EC directive on the disclosure of non-financial information;
- CSR Europe's flagship initiative, **Enterprise 2020,** which secured strong business participation and visibility.

2.3 CSR Europe's overall assessment (2)

Current shortcomings:

- **Insufficient focus on workplace and employability** (skills, youth, demographic change) as well as on social innovation of products and services;
- No clear direction on **how to leverage on the "social innovation" dimension of CSR** as a way to create new products, services and business models
- Unsuccessful implementation of actions in relation to **enhancing market reward** in public procurement and investment;
- **Integration of CSR into education, training and research**

EU Multistakeholder Forum, Brussels
3-4 February 2015

Governments

- *BEUC*
- *Eurochambres*
- *Eurosif*
- *BusinessEurope*
- *EABIS*
- *ETUC*
- ***CSR EUROPE***
- *ECCJ*
- *UEAPME*
- *CEEP*
- *Saving Banks*

Stakeholders

500 stakeholders helping defining new EU CSR Strategy 2020

How?

- European Public Consultation (~ 520 replies)
- 40 Position papers including CSR Europe's memorandum
- Forum's Recommendations
- + Davignon and CSRe's members in 1-1 meetings with EC

International organizations

- **UNGP**
- **ILO**
- **ISO 26000**
- **OECD**
- **UNGC**
- **EP**

European Commission

DG DEVCO DG ENV DG RTD DG EMPL DG ENTR DG MARKT DG CONNECT DG TRADE

CSR EUROPE

3. CSR Europe's proposals for the new EU CSR strategy 2020 (1)

1. Have Enterprise 2020/Manifesto being referenced in EU CSR Strategy 2020 to ensure business awareness, capacity building and leadership
2. Compliance **AND** Innovation
3. International (Human Rights) **AND** Europe (social)

3. CSR Europe's proposals for the new EU CSR strategy 2020 (2)

1. **Give the European CSR Strategy a human face**
   - Move quickly to a second edition of the **European CSR Awards**, focusing on partnerships between business, local governments and city actors;

2. **A European CSR Strategy balancing CSR "compliance" and CSR "innovation**
   - Practical action proposals to **support companies' efforts to develop products and solutions** that create shared value and sustainable living for all.

3. **A European Pact for Youth**
   - EU CSR Strategy 2020 to include a strong action proposal to support enterprises, schools and governments collaborating to **enhance youth employability through STEM, Entrepreneurship and Apprenticeships**.
   - Joint commitment of EU leaders and selected CEOs to reach practical results and impact

3. CSR Europe's proposals for the new EU CSR strategy 2020 (3)

4. Put employees at the heart of the European CSR Strategy

- Support the creation of "European Laboratories" for businesses, sector associations, social partners, public authorities and intermediary organisations on **rethinking careers for active ageing; diversity in business; wellbeing and stress at work in companies.**

5. A pragmatic Strategy supporting capacity building on Transparency

- European Action Plan (EAP) on Non-Financial Reporting and Integrated Performance, which could ensure an **efficient and effective implementation of the EU Directive** on the Disclosure of Non-Financial information.

6. A pragmatic strategy supporting capacity building on Business & Human Rights

- EU CSR Strategy 2020 to include proposals and possible funding for actions at European AND local level to support the **integration of human rights in the core business,** across different functions and establish effective dialogue between business and civil society organizations.

The European Business Campaigns on:

1. Skills for Jobs
2. Sustainable Living in Cities

1. European Business Campaign on Skills for Jobs

VISION: A **European economy** in which **companies can flourish** in an environment in which **skills and talents** are used to their full potential on a **life-long basis**

1. Pathway to Jobs

2. Workplace Innovation

Business Challenge

- **Skills mismatch**
- **Youth unemployment**
- **Longer working lives:** Postponed retirement ages force companies to rethink existing HR processes

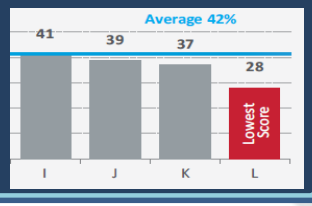
Project Solution

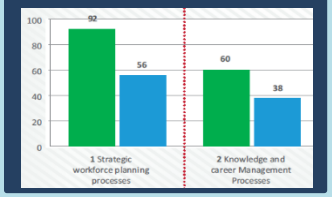
- **Deploy Your Talents - STEM**
- **Entrepreneurship and Job Creation**
- **Quality Internships & Apprenticeships**
- **Rethinking Careers:** Optimize employees' employability across life stages
- Learn & inspire through a **European Impact Map**
- **European policy dialogue & funding opportunities**

Skills for Jobs: Goals and targets

GOAL
By 2016
5 million - especially young – people
are better skilled through business engagement

Deploy Your Talents STEM	Entrepreneur-ship and Job Creation	Quality Internships & Apprentice.	Rethinking Careers
3.75 million through 20.000 business-teachers alliances	**1 million**	**50.000**	**200.000**
STEM- π Asses. Tool	Entrp. Skills Pass	QIA Asses. Tool	LEA Asses. Tool





2. European Business Campaign on Sustainable Living in Cities

GOAL

The campaign goal is to create and implement a framework to bring business representatives closer to the urban stakeholders in **developing new or advancing existing local sustainability strategies.**

2. European Business Campaign on Sustainable Living in Cities

OBJECTIVES

The campaign objectives are to:

- define a **new model of urban multi-stakeholder partnership** by analyzing the opportunities and challenges of existing urban partnerships;
- mainstream the approach by implementing the new model in 10 cities in 10 European countries.

Thank you for your attention!