



CSR IN THE EU : THE NEXT STEPS

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CSR IN THE EU : THE NEXT STEPS

OUTLINE

1. **THE CSR PROCESS (2000-2004) WITHIN THE EU**
2. **THE EU-CSR MULTISTAKEHOLDER FORUM : AN ASSESSMENT**
3. **MAIN OPEN ISSUES**
4. **MAIN CHALLENGES AHEAD FOR THE COMMISSION AND FOR THE EUROPEAN STAKEHOLDERS**
5. **CONCLUSIONS**

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1. THE CSR PROCESS (2000-2004) WITHIN THE EU

1.A. THE MAIN STEPS :

- LISBON (2000-2002) AND SUSTAINABLE DEVELOPMENT (2001) STRATEGIES
- CSR GREEN PAPER (2001) AND COMMUNICATION ON CSR-EU STRATEGY (2002)
- THE MULTISTAKEHOLDER CSR FORUM (October 2002 – July 2004)
- SOME COMMISSION SERVICES CSR INITIATIVES (2001-2004)
- THE FUTURE EU-CSR ACTION PLAN (SPRING 2005)

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1. THE CSR PROCESS (2000-2004) WITHIN THE EU (continued)

1.B. SOME EU COMMISSION SERVICES INITIATIVES :

- SMEs EXCHANGE OF BEST PRACTICES
- EU 25+ AWARENESS-RAISING CAMPAIGN ON CSR FOR SMEs
- REVIEW OF THE OECD GUIDELINES FOR MULTINATIONALS
- AD-HOC EVENTS/PROJECTS
- ANNUAL PRESIDENCIES CSR CONFERENCES

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2. THE EU-CSR MULTISTAKEHOLDER FORUM : AN ASSESSMENT

- The PROCESS : VERY POSITIVE, INNOVATIVE (ALTHOUGH COMPLEX)
- THE CONTENT :
 - Enriched DEFINITION/UNDERSTANDING of the CSR CONCEPT
 - Comprehensive identification of DRIVERS, OBSTACLES and SUCCESS FACTORS for the promotion/dissemination of CSR PRACTICES
 - 3 SETS OF AGREED RECOMMENDATIONS on the following AREAS :
 - Raising AWARENESS and improving KNOWLEDGE
 - Building CAPACITIES in STAKEHOLDERS and INTERMEDIARIES
 - Enabling a proactive FRAMEWORK for the implementation of CREDIBLE CSR PRACTICES
 - 4 SETS OF OPEN ISSUES TO BE FURTHER DISCUSSED, IN THE 4 ROUNDTABLE REPORTS.

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2. THE EU-CSR MULTISTAKEHOLDER FORUM : AN ASSESSMENT (continued)

- SOME AREAS FOR IMPROVMENT :
 - STRONGER PROACTIVE (NOT REACTIVE)) COMMITMENT from ALL STAKEHOLDERS
 - BETTER AND MORE EFFICIENT DISSEMINATION EFFORTS :
 - at SECTORAL/REGIONAL levels
 - at KEY INTERMEDIARY ORGANISATIONS level
 - at INVESTORS/CONSUMERS levels
 - at MEDIA level (in a “RESPONSIBLE” way)
 - MORE TRANSPARENCY AND STAKEHOLDER INVOLVMENT : NEED TO AVOID AN EXCESSIVE/EXCLUSIVE REPUTATION STRATEGY
 - MORE INTERNATIONAL/GLOBAL INITIATIVES

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3. MAIN OPEN ISSUES

- 3.A. Better QUANTIFICATION of the “BUSINESS CASE”**
- 3.B. Better MEASUREMENT and REPORTING of the “CSR-RELATED” INTANGIBLE ASSETS**
- 3.C. Wider CONVERGENCE on the INDICATORS FOR REPORTING/EVALUATING the CSR PRACTICES**
- 3.D. Better identification of SIMPLIFIED CSR TOOLS for SMEs**
- 3.E. Role of the EU PUBLIC AUTHORITIES :**
 - Within the EU
 - Globally (in particular, in DEVELOPING COUNTRIES)

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4. MAIN CHALLENGES AHEAD

4.A. TWO MAIN OBJECTIVES SHARED BY ALL STAKEHOLDERS:

- INCREASING SUBSTANTIALLY THE NUMBER OF EU COMPANIES (including SMEs) WHICH IMPLEMENT CSR PRACTICES IN A STRATEGIC WAY
- IMPROVING THE CREDIBILITY AND MARKET RECOGNITION OF CSR PRACTICES and INSTRUMENTS, WITHIN THE EU and GLOBALLY

4.B. MAIN CHALLENGES FOR ALL STAKEHOLDERS

- HOW TO DISSEMINATE THE CSR PRINCIPLES AND PRACTICES TO ALL EU COMPANIES (?) :
 - Awareness Raising campaigns : role of MEDIA (Press, TV...)
 - Websites/portals/e-Networks
 - CSR Instruments :
 - at sectoral/horizontal/SMEs,... levels,
 - at global/regional (EU,...)/national levels

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4. MAIN CHALLENGES AHEAD (continued)

- How to improve the **KNOWLEDGE/SKILLS** on **CSR PRACTICES**:
 - In individual companies ?
 - In intermediary organisations (business, Trade Unions, NGOs, Investors, Consumers, Universities,...) ?
 - In Public Authorities at all levels ?
- How to promote sufficient **CONVERGENCE** and **TRANSPARENCY** of the different **CSR INSTRUMENTS** :
 - By **VOLUNTARY AND PROACTIVE** Multistakeholder initiatives ?
 - By ad-hoc **INCENTIVES** ?
 - By **MANDATORY** measures, if sufficient progress is not achieved ?
 - By a **MIXTURE** of all these approaches ?

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4. MAIN CHALLENGES AHEAD (continued)

4.C. MAIN CHALLENGE FOR THE EU COMMISSION

→ HOW TO FACE THESE CHALLENGES and to FACILITATE THE CSR PROCESS IN THE EU and GLOBALLY ?

→ THE ANSWER IN TWO FORTHCOMING DOCUMENTS :

- » COMMUNICATION on the EU-CSR ACTION PLAN
- » EU COMMISSION 2004 SUSTAINABILITY REPORT

→ MORE DETAILS : IN THE DEBATE.....

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5. (PERSONAL) CONCLUSIONS

- THE REAL CHALLENGE IS AN INDIVIDUAL ONE, for EACH EUROPEAN CITIZEN in his/her different roles as :
 - Employee/manager/owner/shareholder of a COMPANY
 - Member of a BUSINESS ORGANISATION/a TRADE UNION/
a CIVIL SOCIETY NGO
 - CONSUMER/INVESTOR
 - CIVIL SERVANT/POLITICAL LEADER in an European, National, Regional, Local PUBLIC AUTHORITY
 - CITIZEN/VOTER/MEMBER of a Political Party
 - ELECTED POLITICIAN
- ➔ **“WE ALL HAVE TO BE “SUSTAINABLY RESPONSIBLE”**
- ➔ **TOWARDS AN IMPROVED CSR TERM “CORPORATE SUSTAINABLE RESPONSIBILITY” ?**



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THANKS FOR YOUR ATTENTION

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CSR Website of DG Enterprise :

[HTTP://europa.eu.int.comm/enterprise/csr.index.htm](http://europa.eu.int.comm/enterprise/csr.index.htm)