

Conference

# SHARED RESPONSIBILITY

– how to increase visibility and effectiveness of the EU CSR framework

The Polish Baltic Frédéric Chopin Philharmonic

5 / 9 / 2011

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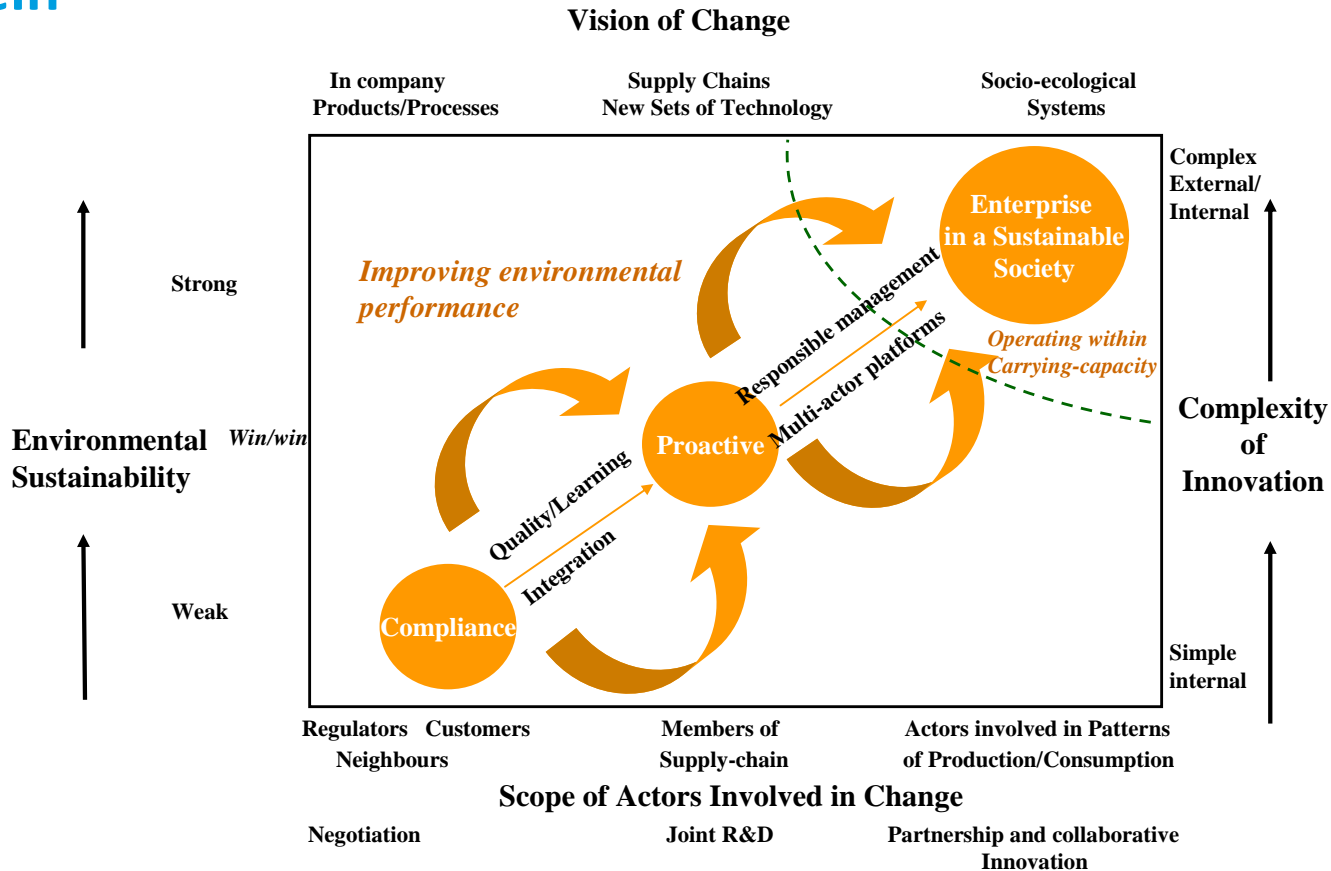
## A bold image for the future



## Smart, Sustainable, Inclusive



“We can’t solve problems by using the same kind of thinking we used when we created them” – Albert Einstein



Adapted from Roome (2004)

## Vision Enterprise 2020

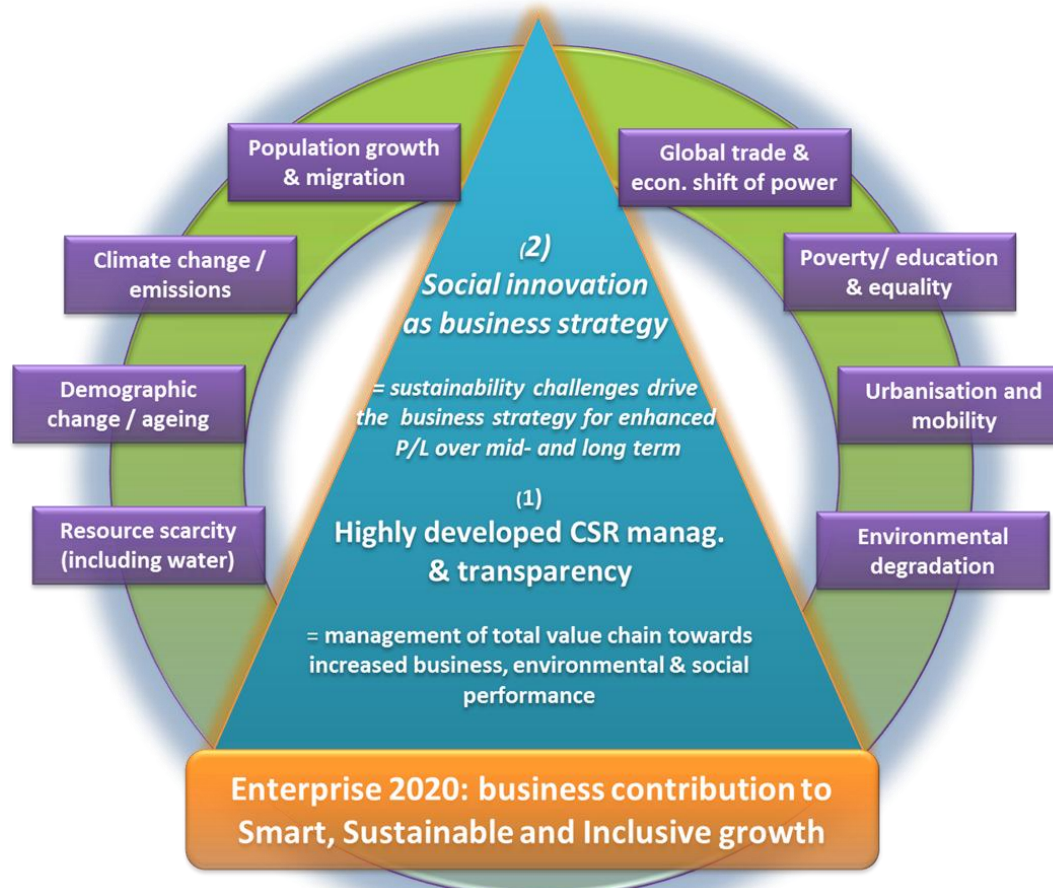


The company of the future, Enterprise 2020, **operates profitably** through mainstreamed **responsibility** and **transparency**, and **innovates solutions** for the planet and its people in close **cooperation with stakeholders**.

Together, they lead the **transformation** towards a smart, sustainable and inclusive society.

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# Enterprise 2020 as the “ideal company “ to support transition to a sustainable economy



## REQUIREMENTS

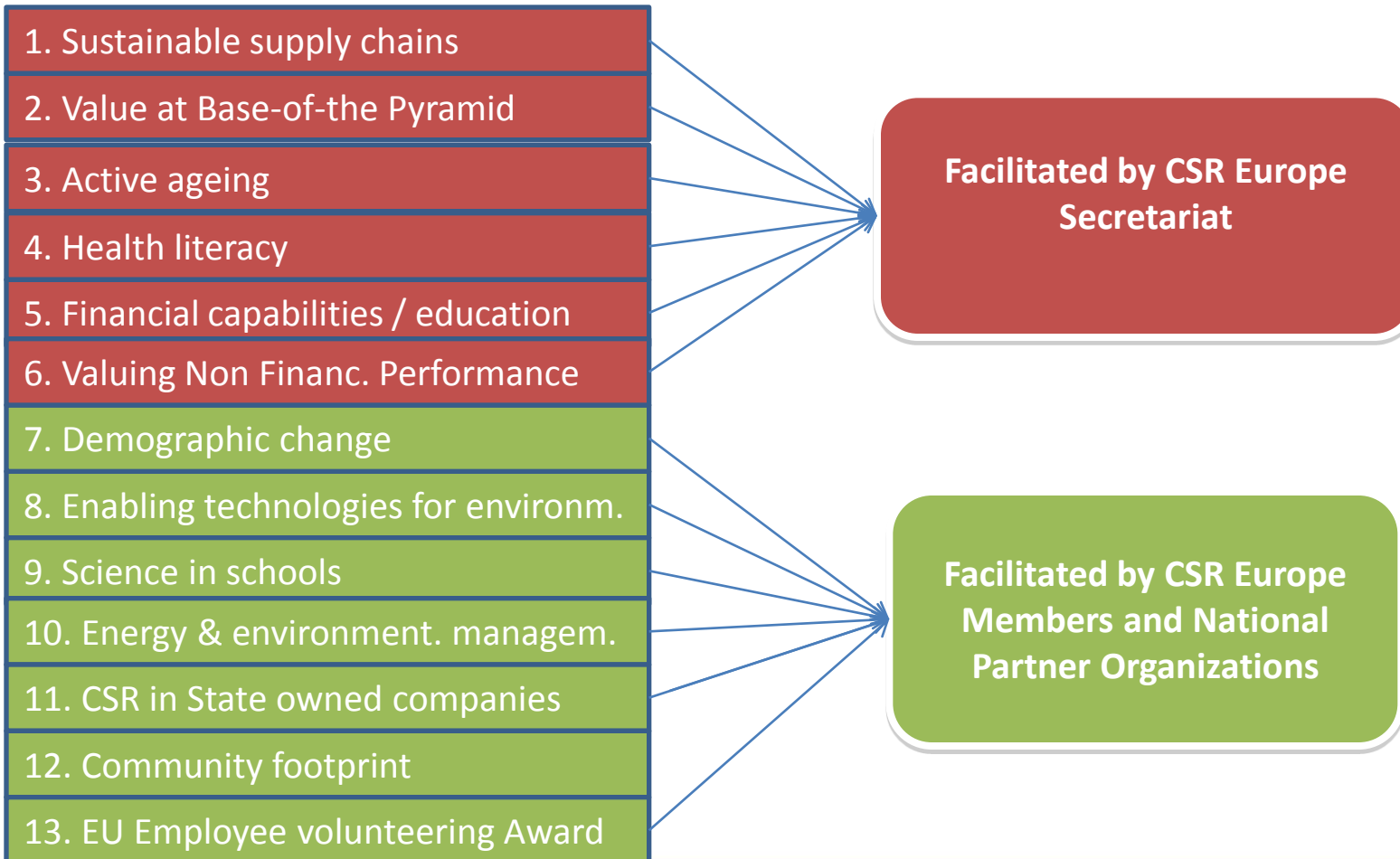
- Focus on mid- and long term business growth
- Complex partnerships & collaboration
- Capability to measure & manage
- Governance
- Integration in business planning
- Incentive

### Social innovation

= new ideas, business models, products & services that resolve existing sustainability challenges



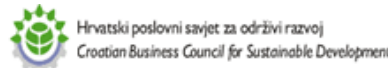
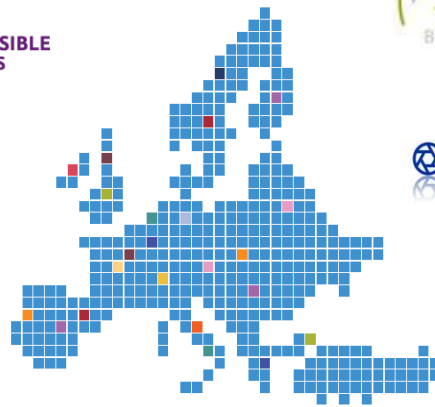
## 13 Collaborative Ventures - Joint leadership by Companies & Stakeholders



## Corporate Members



## National Partner Network



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## The importance of collaboration

*“Corporate social responsibility is a significant pillar of Europe's economic and social future and a key element in ensuring sustainable growth. 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”,* said **Antonio Tajani, Vice-President of the European Commission responsible for enterprise and industry**, in his endorsement of the initiative.

**Thomas Lingard, Global External Affairs Director at Unilever** is positive about the value of collaboration *“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.”* Speaking at the CSR Europe General Assembly event in June 2011.





## Enterprise 2020 in support to Europe 2020



Synergies identified to-date include:

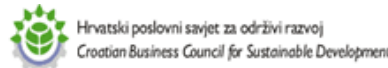
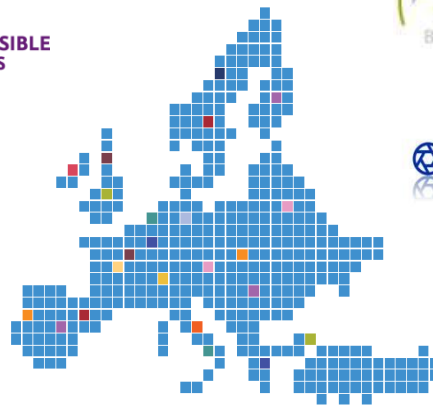
| Europe 2020                                  | Enterprise 2020   |
|--|---|
| Innovation Union                             | <ul style="list-style-type: none"> <li>• Base of the Pyramid</li> <li>• Sustainable supply chains</li> <li>• Health literacy</li> </ul> |
| Youth on the move                            | <ul style="list-style-type: none"> <li>• Demographic change</li> <li>• Financial capabilities</li> </ul>                                |
| Digital Agenda for Europe                    | <ul style="list-style-type: none"> <li>• Active ageing (facilitation of lifelong learning)</li> </ul>                                   |
| Resource efficient Europe                    | <ul style="list-style-type: none"> <li>• Enabling technologies for environment</li> <li>• Energy &amp; environment. managem.</li> </ul> |
| An industrial policy for a globalisation era | <ul style="list-style-type: none"> <li>• Sustainable supply chains</li> <li>• Valuing non-financial performance</li> </ul>              |
| European platform against poverty            | <ul style="list-style-type: none"> <li>• Base of the pyramid</li> </ul>   |
| Agenda for new skills and jobs               | <ul style="list-style-type: none"> <li>• Demographic change</li> <li>• Active ageing</li> </ul>   |

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## Examples of Governmental National CSR Plans/Initiatives



## National Partner Network



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## [www.csreurope.org](http://www.csreurope.org)

### ❖ Platform for practical change

- Share and further develop CSR best practices with peers – enhance business contribution to a sustainable society
- Thought leadership through practice platform and action
- Implementation of projects that practically change business practices

### ❖ Multipartner approach in all of its activities

- Cooperate and co-build solutions with stakeholders in several topic areas
- Strong relationships with EU, EABIS, NGOs, sector organisations and other experts
- Largest CSR Network in Europe – 29 National Partners and a global network of regional partners

### ❖ Providing added value to members

- Benefit from benchmarking and research services to support your company's CSR strategy and initiatives
- Receive regular information updates on news and events and share your company news
- Benefit from our account management system – your personal account manager supports in maximising your membership benefits





**Dziękuję bardzo za uwagę!**  
**Thank you very much for your attention!**

More information can be found on [www.csreurope.org](http://www.csreurope.org)

## ORGANIZERS

MINISTRY  
ECONOMYRESPONSIBLE  
BUSINESS  
FORUM

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LOTOS

## INDUSTRY PARTNER



Grupa Żywiec

## PARTNER



Enea

## SUPPORTING PARTNERS



CISZEWSKI



Coca-Cola



KONTEKST



Lemon



MTT



Zielone Wyzwolenie



EUROPEAN UNION