

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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Olga Grygier – Siddons, PwC

# VISION 2050. THE NEW AGENDA FOR BUSINESS IN POLAND.

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## Vision 2050 – goals of the project

1. Supplementing the country's strategy documents which define development challenges to include a strong voice and the perspective of the business, with particular emphasis on sustainable development

2. Comparing the perspective of the challenges faced by the business with the challenges of the sustainable development defined in the new European strategy: Europe 2020

3. Creating space for dialogue and initiating cooperation between the business and the public sector as regards the country's sustainable development

4. Developing a document which will inspire and support strategic management of the companies, taking into account the principles of sustainable development

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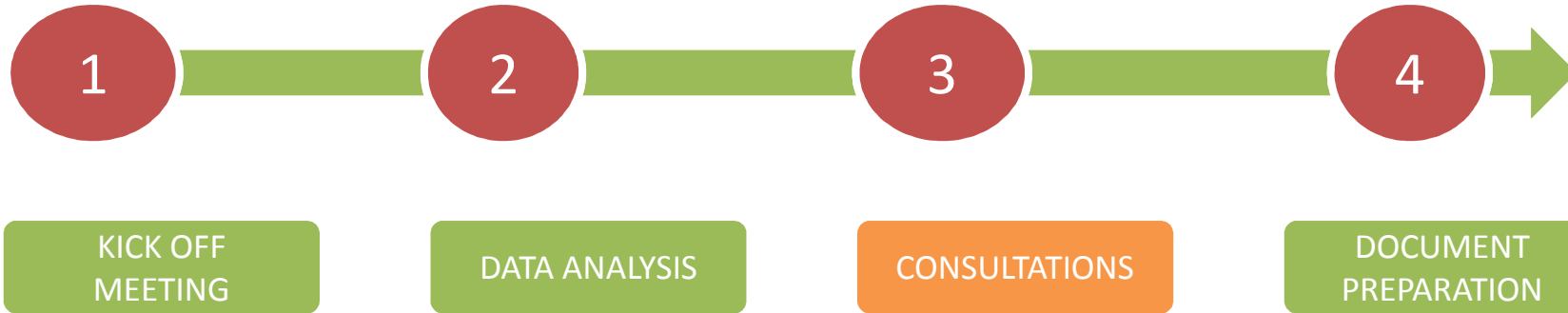
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## Vision 2050 - process



**Vision 2050 - the new agenda for business.  
Consultations in numbers:**

**14** sessions took place

Over **150** people took part in the sessions

**42** top managers took part in CEO's meeting

**9** various organizations hosted sessions

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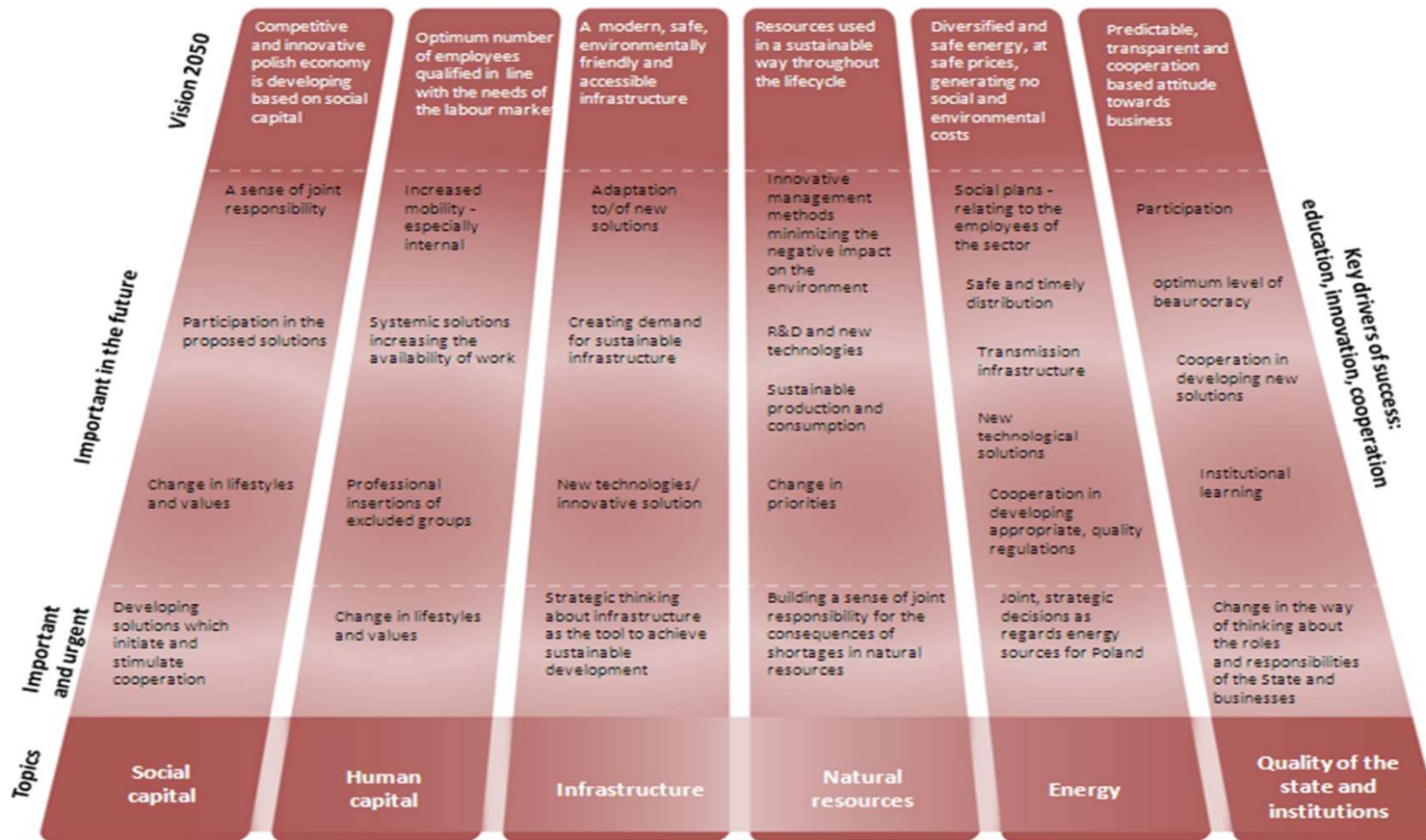
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# Vision 2050 - the new agenda for business in Poland

## Vision 2050



## The new agenda for business in Poland

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# Vision 2050 - the new agenda for business in Poland

A competitive and innovative Polish economy is developing based on social capital



## The new agenda for business in Poland

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Vision 2050



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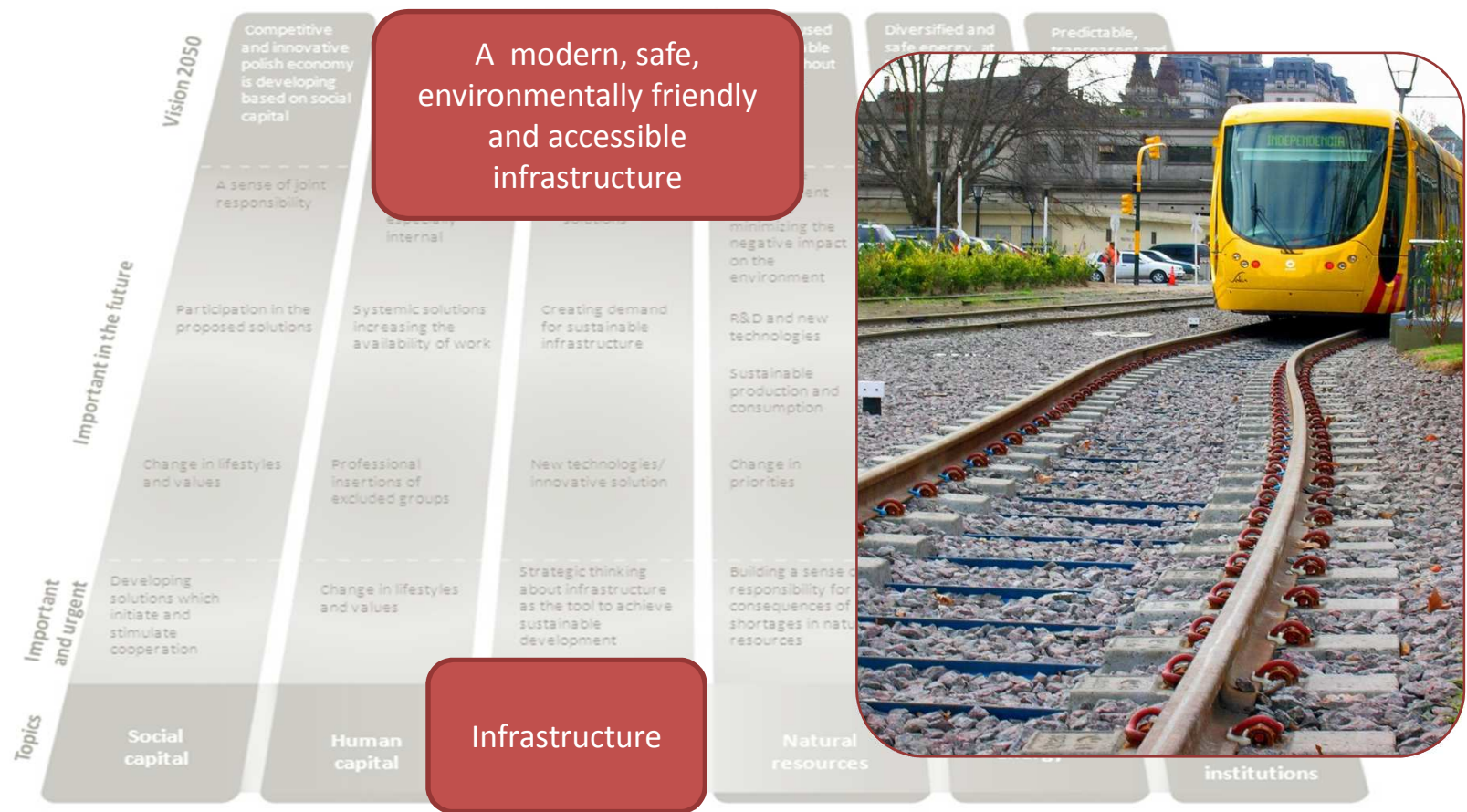


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# Vision 2050 - the new agenda for business in Poland

Vision 2050



## The new agenda for business in Poland



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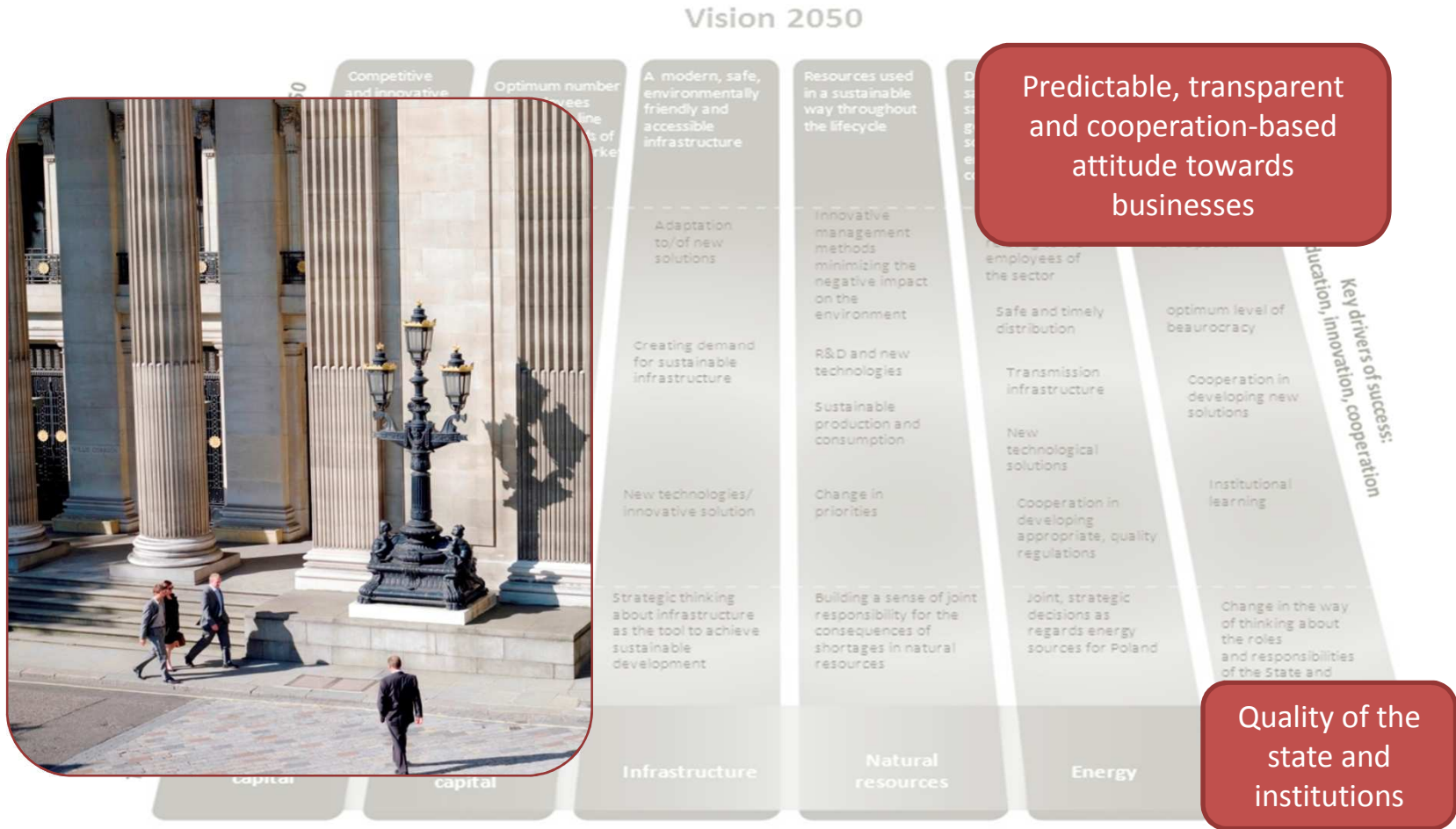
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# Vision 2050 - the new agenda for business in Poland



## The new agenda for business in Poland

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## Key success factors - education

Formal and informal education, combining theoretical knowledge and practice and responding to the current challenges and needs of the labour market

### The business sees its role in:

- Cooperating with schools and universities in sharing practical knowledge and skills and in defining the needs of the business in terms of the competencies and skills of the graduates
- Participating in the development of new forms of informal education enabling people to acquire competencies currently needed on the market

### The business needs:

- Employees trained in practical competencies necessary on the labour market from the first years of their education
- Aligning education with the market needs through closer cooperation between science and business, and creating an institutional framework for such actions

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MINISTRY  
ECONOMY



RESPONSIBLE  
BUSINESS  
FORUM

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Grupa Żywiec

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CISZEWSKI



Coca-Cola



KONTEKST



Lemon



PŁODILEU



Zielone Węglarstwo



EUROPEAN UNION

## Key success factors - innovation

Innovation as a filter for all decisions made both by the companies and the public sector, to promote development

### The business sees its role in:

- Changing the way of thinking and conducting business based on innovation rather than on minimised costs
- Implementing innovative solutions
- Cooperating with the public sector in promoting Poland as an innovative economy in the global arena

### The business needs:

- Developing mechanisms which reward innovative thinking and behaviour as favourable for the country's economic development
- A wide cooperation across sectors (especially with the science, but also with the public sector) to develop innovative solution

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## Key success factors - cooperation

Cooperation on many levels and in many dimensions, enabling synergies for actions and the development

### The business sees its role in:

- Promoting social activity and cooperation by developing market mechanisms rewarding such activity
- Developing and implementing tools for the dialogue between the business and its environment
- Developing, within organizations, solutions and models based on cooperation, and thus developing such an attitude among employees

### The business needs:

- Mechanisms rewarding cooperation between business entities, but also cooperation across sectors
- Partners to cooperate with based on equal treatment and consistent working standards

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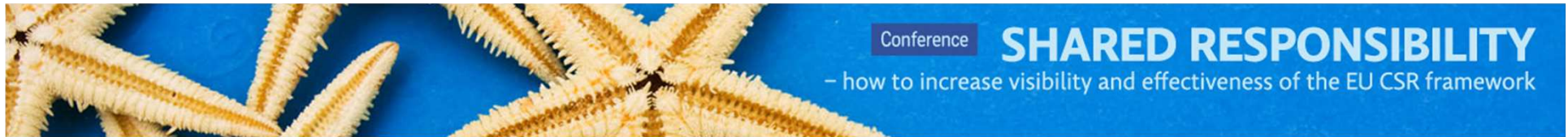


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## Vision 2050 – what next?

Vision 2050 - the new agenda for business:

- Basics for strategic decisions on long term, sustainable development for business
- Support and input for governmental long term strategies

Document available for everyone interested since the end of September on:

- PwC
- Forum Odpowiedzialnego Biznesu
- Ministry of Economy

sites

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# THANK YOU

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