

## Fact sheet 2.2.3f

### CSR in SME – experience and critical reflection

For this exercise you may meet in the same groups as in the previous exercise. But it may be more motivational if you build new groups.

The commitment to Social Responsibility is not only found in big companies but also in SME.

Two real life examples will demonstrate it. These examples are taken from applications for the Fit for Future award of the Ministry of economics in Austria

#### First example: Inclusion

This is the story of an Austrian SME, which every year wants to give a disadvantaged young person the opportunity to start an apprenticeship training. They contact the Social Service “Jugend am Werk” for recruitment. They offer the job candidate a special apprenticeship with prolonged training.

The owner of the company states that the integration of the disabled young boy or girl changes the team climate in the company, the colleagues being more regardful.

#### Second example: Inter-generation dialogue

This is the story of an Austrian SME being in the neighbourhood of a retirement home for the elderly. The company wants to build good relations to the residents of this home and in addition giving their young employees the chance to come in contact with persons with long life experience. They arrange



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visits of their apprentices to residents of the retirement home. Young and old come together for talks and exchange their views.

Some young people committed having been a little shy at the beginning of the meetings but then benefited from the stories of the elder generation.

### **Collect more examples from your own experience!**

#### **Discuss the following questions:**

1. Which conclusions do you draw from the differences of the reasons, expectations and values of the companies which engage in CSR?
2. Debate controversially the pro and contra from the ethic point of view of CSR activities

### **Present the results in a short plenary session after this group work.**



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