

Material 2.2.5m

GLOBAL AND EU PRINCIPLES AND GUIDELINES FOR CORPORATE SOCIAL RESPONSIBILITY (CSR)

Green Paper (2001): Promoting a European framework for Corporate Social Responsibility

Key Issues:

- Corporate social responsibility: the internal dimension
 - Human resources management
 - Health and safety at work
 - Adaptation to change
- Corporate social responsibility: the external dimension
 - Local communities
 - Business partners, suppliers and consumers
 - Human rights
 - Environmental Responsibility
 - Sustainable development
- Social responsibility integrated **management**
- Socially responsible investment

Human resources management (EU Green paper)

- 33. A major challenge for enterprises today is to attract and retain skilled workers. In this context, measures developed by companies to motivate employees include life long learning, empowerment of employees, better information throughout the company, better balance between work, family, and leisure, greater work force diversity, equal pay and career prospects for women, profit sharing and share ownership schemes, and concern for employability as well as job security. Active follow up and management of employees who are off work due to disabilities or injuries have also been shown to result in cost saving.
- 34. Responsible recruitment practices, involving in particular non-discriminatory practices, should facilitate the recruitment of people from ethnic minorities, older workers, women and the long term unemployed and people at disadvantage. Such practices are essential in relation

to achieving the European Employment Strategy objectives of reducing unemployment, raising the employment rate, and fighting against social exclusion.

- 35. In relation to life-long learning, businesses have a key role to play at several levels: contributing to a better definition of training needs through close partnership with local actors who design education and training programmes; supporting the transition from school to work for young people, for example by providing apprenticeship places; valuing learning, in particular in the Accreditation of Prior and Experiential Learning (APEL); and providing an environment which encourages lifelong learning by all employees, particularly by the less educated, the less skilled and older workers.
- 36. Those practices which improve quality in work can have a direct impact on profits through increased productivity, lower staff turnover, less resistance to change and greater innovation, higher quality and reliability of products and services. A better working environment leads to a highly committed workforce where employees have the incentive to take risks, be creative, and take pride in what they produce. All of these factors can lead to superior company performance. At the same time, implementing corporate social responsibility needs commitment from the top management and involvement of all levels of staff in a two-way dialogue that can structure permanent feed-back and adjustment.

UN Global Compact Principles

Human Rights

- Principle 1: Businesses should support and respect the protection of internationally proclaimed human rights; and
- Principle 2: make sure that they are not complicit in human rights abuses.

Labour

- Principle 3: Businesses should uphold the freedom of association and the effective recognition of the right to collective bargaining;
- Principle 4: the elimination of all forms of forced and compulsory labour;
- Principle 5: the effective abolition of child labour; and
- Principle 6: the elimination of discrimination in respect of employment and occupation.

Environment

- Principle 7: Businesses should support a precautionary approach to environmental challenges;
- Principle 8: undertake initiatives to promote greater environmental responsibility; and

- Principle 9: encourage the development and diffusion of environmentally friendly technologies.

Anti-Corruption

- Principle 10: Businesses should work against corruption in all its forms, including extortion and bribery.

ISO 26000 Guidance on Social Responsibility

- It is a stepping stone for organizations in both the public and private sectors who want to implement ISO 26000 as a means of achieving the benefits of operating in a socially responsible manner.
- ISO 26000 provides guidance for all types of organization, regardless of their size or location, on :
 1. Concepts, terms and definitions related to social responsibility
 2. Background, trends and characteristics of social responsibility
 3. Principles and practices relating to social responsibility
 4. Core subjects and issues of social responsibility
 5. Integrating, implementing and promoting socially responsible behavior throughout the organization and, through its policies and practices, within its sphere of influence
 6. Identifying and engaging with stakeholders
 7. Communicating commitments, performance and other information related to social responsibility
- ISO 26000 is not a management system standard. It does not contain requirements and, as such, cannot be used for certification. Any offer to certify, or claims to be certified, against ISO 26000 would be a misrepresentation of its intent and purpose.

OECD (2011) Guidelines for Responsible Business

- Human Rights
- Employment and Industrial Relations
- Environment
- Combating Bribery, Bribe Solicitation and Extortion
- Consumer Interests
- Science and Technology
- Competition

- Taxation