CORPORATE SOCIAL RESPONSIBILITY

“Thattract to have or Must have ?”

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1999 Seattle

2001 Genoa

WTO: Fix it... or Nix it!
Why now? Why a must?

- Globalization has increased expectations
- 53 from the top 100 economies today are corporate
- Consumers become more and more sensitive in “responsibility issues”
- “There is no prospect of any kind of development within a dead environment”
Defining CSR

"CSR is the voluntary commitment of enterprises to include in their business practices social and environmental activities that go beyond what is imposed by legislation and are related to all those who are influenced by their activities (employees, shareholders, collaborators, suppliers, investors, consumers, communities in which they operate, etc.)"

E.U. Green Paper on CSR, 2001

“Corporate Social Responsibility is the continuing commitment by business to behave ethically and contribute to economic development while improving the quality of life of the workforce and their families as well as of the local community and the society at large”.

World Business Council For Sustainable Development, 2000
Defining CSR

**WHAT IS NOT**
- Compliance with the law
- Sponsorships and philanthropy
- Public relations exercise
- A contradiction to core business objective (creating wealth)

**WHAT IS**
- Continuous investment in building trust with stakeholders
- Enhancing integrity through transparency and active communication
- Living and acting with values
- Focus upon creating added value and long-term perspectives
Beyond legal compliance

CSR

SOCIAL CONTRACT

COLLECTIVE AGREEMENTS

LAW
Defining CSR

Sustainability and Competitiveness

Financial performance
Social Performance
Environmental Performance

= Sustainability
The CSR movement
The CSR movement in Greece

- 1999: Joined efforts to establish CSR Hellas
- 2000: 13 companies and 3 business organizations form the Hellenic Network, National Partner of CSR Europe
- 2001: 1st European Conference on CSR in Athens
- Publishing the outcomes of the first public opinion, qualitative survey on CSR
- "CSR means to have social consciousness"
- 2003: The Network supports the publication of an opinion on CSR by the Greek Economic and Social Committee
- 2004: Joining the U.N. Global Compact Initiative
- Launching new means for cooperation with governmental and non-governmental organizations, i.e. organizing "seeing is believing study visits", open communication meetings, etc.
- 2006: "Mainstreaming CSR in SMEs", a 2-year long program to enhance participation of SMEs in the CSR movement
- 2007: Leading LABs in the framework of E.U. Business Alliance on CSR
- 1ST CSR MARKETPLACE in ATHENS
Aims and objectives

“To promote and expand the CSR culture, principles and practices in Greece”

To meet its aims the Network has defined its priorities as:

- Continuous updating and dissemination of information on the concept of CSR
- Networking and collaboration with enterprises, unions and other organizations at all levels for the exchange and dissemination of information
- Raising the awareness of the business community and the general public on enterprise social activities and contributions at the local, national and international level
- Mobilization and development of collaborations for the promotion of joint social projects and the combating of social problems
- Transfer, adaptation and dissemination of best practice in the area of social cohesion and CSR
- Promotion of all enterprise activities conducted for the accomplishment of Network objectives

- The registering of projects and best practice developed by Greek enterprises in the area of CSR, the philosophy behind them, their main objectives, the methodologies used and their achieved results
- Collection and archiving of new data regarding CSR
- Raising awareness and supporting enterprises, specially the SME's in their effort to develop a CSR philosophy
- Support and dissemination of the European Alliance for CSR
- Attraction and enrolment of new members to the Network
- The development of collaborations with public organizations
Conclusions and / or Questions :

- “CSR is like beauty, there is no single definition for beauty, but when something or someone is beautiful, every body can see”

- There is no single CSR model to fit all. Every company has to find its own way in this long, demanding trip.
Useful CSR links

- U.N. GLOBAL COMPACT INITIATIVE
  WWW.GLOBALCOMPACT.ORG
- GLOBAL REPORTING INITIATIVE – GRI
  WWW.GLOBALREPORTING.ORG
- WORLD BUSINESS COUNCIL FOR SUSTAINABLE DEVELOPMENT
  WWW.WBCSD.CH
- BUSINESS FOR SOCIAL RESPONSIBILITY
  WWW.BSR.ORG
- TRANSPARENCY INTERNATIONAL
  WWW.TRANSPARENCY.DE
- CSR EUROPE
  WWW.CSREUROPE.ORG
- HELLENIC NETWORK FOR CSR
  WWW.CSRHELLAS.GR