European Commission
Communication on CSR –
initial ideas and draft outline
Background and context

• Last communication 2006
• Europe 2020
• Economic and financial crisis
• New international developments (global instruments, 3rd countries)
• Expectations of Member States, European Parliament, different stakeholders
Possible structure

• Introduction:
  ▪ CSR in context of Europe 2020: smart, sustainable and inclusive growth
  ▪ Progress and remaining challenges in the field of CSR
  ▪ The need for a new communication / European added value

• A modern understanding of CSR
  ▪ including the role of public authorities

• An agenda for action
A modern understanding of CSR

- Requires engagement with and transparency towards stakeholders
- Must be based on respect for legislation and collective agreements
- Has responsibility/accountability dimension and opportunity/innovation dimension
- Creating shared value for owners/shareholders and for other stakeholders/society at large
The role of public authorities

- CSR must be lead by business. Public authorities and others play supporting role.

- Public authorities:
  - Encourage and facilitate
  - Articulate minimum expectations
  - Set policies and regulations necessary to create market incentives and ensure corporate accountability

- Public authorities use smart mix of mainly voluntary and where necessary regulatory instruments. CSR cannot be comprehensively and effectively imposed by law.
Agenda for action: the basics

• Commitments from Commission itself and proposals for enterprises, Member States and other stakeholders
• Promote demand/reward for CSR, and supply of CSR from enterprises
• Take account of differences SMEs / other enterprises
Agenda for action: content (1)

- Recognising and enhancing the societal impact of business
- Improving and tracking levels of trust in business
- Focusing on respect for internationally agreed CSR instruments
Agenda for action: content (2)

- Shaping the market by promoting responsible consumption
- Shaping the market by promoting responsible public procurement
- Shaping the market by promoting responsible investment
Agenda for action: content (3)

- Improving company disclosure of social and environmental information
- Implementing the UN Business and Human Rights Framework
- Emphasising CSR in relations with other countries and regions in the world
Agenda for action: content (4)

- Further integrating CSR into education and research
- Emphasising the importance of national and sub-national CSR policies
- Coordination and Monitoring