

# CELEBRATING CSR PARTNERSHIPS INNOVATION FOR SOCIAL AND BUSINESS IMPACT

First European CSR Awards Projects 2013



## Golden Book

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## Message from the European Commission

In October 2011 the European Commission published a new communication on corporate social responsibility (CSR). It defines CSR as “the responsibility of enterprises for their impacts on society.” In the Commission’s view, a coherent strategic approach to CSR is increasingly important to the competitiveness of enterprises and the development of CSR should be led by enterprises themselves. In order to fulfil their social responsibility, a lot of enterprises have in place a process to integrate social, environmental, ethical, human rights or consumer concerns into their business operations and core strategy, in close collaboration with their stakeholders. The aim is to maximise the creation of shared value for their owners and shareholders, their employees and their stakeholders. Thus, companies achieve a positive impact on society at large as well as minimise or avoid possible negative impacts.

To enhance the visibility of successful CSR activities and to disseminate good practices the Commission, alongside CSR Europe and Business in the Community UK, launched the European CSR Award Scheme for CSR partnerships between enterprises and other stakeholders.

The overall objective the European CSR Award Scheme is to give higher visibility to excellent practice in the field of CSR and to share such practice across the EU, thus encouraging more enterprises to follow these successful examples and cooperate with their stakeholders to better fulfil their social responsibility.

The award is therefore based on a series of national CSR award schemes in EU Member States and other European countries. As it is coordinated within a common European framework, this scheme has contributed to the establishment of new award schemes in countries where such schemes did not previously exist and brought a new European dimension to some existing national award schemes.

I am highly impressed by the huge variety of national projects submitted under this scheme and their achievements. Thus, this “Golden Book” is a compendium of know-how and great source of inspiration. I hope it will also serve as a rich source of good practice and encourage many more CSR partnerships between enterprises and their stakeholders.



*Antonio Tajani  
Vice-President of the European Commission,  
responsible for Industry and Entrepreneurship*

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## Foreword by the co-leaders

**This first European CSR Award Scheme is a unique initiative to bring together corporate social responsibility networks from 30 European countries to reward collaborative partnerships of business and non-business organisations. In 2012/2013, the awards received 749 applications – 259 in the SME and 490 in the large company categories – demonstrating innovative solutions for sustainability. Such a high number affords the opportunity to show the richness of collaboration for sustainability in this year’s Golden Book of CSR excellence.**

Initiated and funded by the European Commission, coordinated by CSR Europe and Business in the Community, supported by Alliance Boots, and implemented by National Award Partners together with national stakeholders, the Award Scheme will raise global awareness of the positive impact that partnerships can have on society and on business operations; and inspire collaboration between enterprises and stakeholders for innovation and impact.

It is important for all businesses and societal actors to recognise that by working collaboratively they create the necessary change to transform and scale up the way businesses approach sustainability. Cooperation with non-business partners:

- allows a company to better identify and measure its own impact as well as societal challenges and expectations;
- creates openness and understanding, which can lead to cost savings;
- provides external expertise which helps to improve internal corporate processes;
- opens new business opportunities and initiates innovative solutions which may lead to delivery of new products and services, establishing new markets and gaining new customers
- enhances the trust needed between business and society for them to work together towards a more sustainable future.

*“Assessing the social impacts of CSR through this golden book of excellence is an invaluable resource for understanding the impact of CSR solutions across a variety of industrial sectors in 30 European countries. The depth and breadth of partnerships and innovation highlighted through the awards not only serves as a source of future inspiration to business and communities, but also rewards those who have chosen issues of relevance to the core business to make unique contributions and bring value to business and society.”*

– Etienne Davignon, Minister of State, President of CSR Europe

However, the ability to scale up – to have more impact – remains the biggest benefit and a challenge at the same time. Companies are continuously confronted with problems at a macro and micro level, but enhancing collaboration between companies can help companies deal with issues together to find a sustainable answer to the question: “how can we replicate solutions on a wider scale?” This year, more than one third of the winning partnerships included more than one business partner, so there is still room for improvement. Critically, the award coordinators, CSR Europe and Business in the Community, must continue to support European business and the CSR community to develop numerous meaningful partnerships.

As the only network endorsed by the European Commission in its CSR strategy, CSR Europe and its National Partner Organisations mobilise a platform of 5,000 companies across Europe. In the same spirit of promoting multistakeholder partnerships for enhanced impact, CSR Europe is currently rolling out two campaigns related to ‘Skills for

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Jobs' and 'Sustainable Living in Cities' to scale up its members' positive impact on society and to ensure long term growth.

As a co-leader of this initiative Business in the Community (BITC) stands for responsible business. It is a unique business movement - the largest business-led charity of its kind - committed to building resilient communities, diverse workplaces and a more sustainable future. It works locally, nationally and internationally with members to transform businesses and transform communities. It believes that responsible leadership is the ability to balance doing both. BITC convenes the CSR360 Global Partner Network, the largest global network of not-for-profit organisations championing Responsible Business, comprising over 120 independent organisations from 64 countries.

We appreciated the support of Alliance Boots, whose partnerships play a pivotal role in shaping the company CSR agenda. They provide a good example of how such a multi-stakeholder approach to activities work. Whether supporting the fight against cancer through its pan-European partnership with the European Organisation for the Research and Treatment of Cancer (EORTC) Charitable Trust or working in partnership with local communities in over 25 different countries to help improve their health and wellbeing, Alliance Boots believes that it has the biggest impact when working with others.

*"Corporate social responsibility forms a natural part of Alliance Boots business culture. Built on strong values with a deep commitment to making a difference, we strive to be a Group that our people, our customers and the communities we serve can be proud of."*

– Ornella Barra, Chairman of the social responsibilities committee, Alliance Boots

a long-lasting and powerful legacy and succeed in changing mind-sets across Europe.

To make this legacy endure beyond the borders of the 30 participating countries and 749 applying partnerships, we encourage all businesses, NGOs, academic and public institutions to use the best practices highlighted in this Golden Book and replicate them in their environment or join forces with existing partnerships.

*"This inaugural European CSR Award Scheme co-led by BITC and CSR Europe with the support of Alliance Boots shows, that businesses are successfully engaging in innovative collaborations. These partnerships successfully tackle complex social and environmental issues such as their environmental footprint, the sustainability of their supply chains, and social exclusion, benefiting both society and businesses. We believe that celebrating these partnerships will inspire other businesses to further develop robust partnerships on the ground and increase the number of businesses addressing sustainability issues wherever they operate."*

– Stephen Howard, CEO, Business in the Community

CSR Europe and Business in the Community will continue to promote the tangible outcomes of the European CSR Award Scheme, including those best practices identified through the award process, and through their long-term vision Enterprise 2020 and the Business in the Community's 9 Billion Challenge (formally known as Visioning the Future 2050). We are confident that with a strong, collective effort, this unique European CSR Award Scheme will achieve

[www.csreurope.org](http://www.csreurope.org)  
[www.bitc.uk.org](http://www.bitc.uk.org)  
[www.allianceboots.com/CorporateSocialResponsibilityReport2011-12](http://www.allianceboots.com/CorporateSocialResponsibilityReport2011-12)

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# Introduction to the European CSR Award Scheme

## Objectives of the European CSR Award Scheme

The aim of the European CSR Award Scheme is to enhance existing or establish new National CSR Award programmes under an inclusive and unique European Scheme, bringing into focus the best European CSR multistakeholder projects and in doing so transforming the exchange of best practices into concrete action on the ground.

This exciting and pioneering initiative focuses on successful partnerships between business and non-business organisations, with particular emphasis on collaborative programmes that tackle sustainability through innovation. The main goals are to:

- Give higher visibility to CSR excellence and raise global awareness on the positive impact that business can have on society
- Bring the best European CSR multi-stakeholder projects into focus
- Enhance the exchange of CSR best practice across Europe
- Encourage CSR collaboration between enterprises and stakeholders
- Create innovative solutions to tackle sustainability issues

Appreciating that companies and their stakeholders need to better understand how to effectively address crucial sustainability and social issues, the consortium enables mutual learning between countries participating in Entrepreneurship and Innovation Programme and beyond. Together, we wish to inspire, engage and support companies and their stakeholders to collaborate and replicate highly impactful, innovative and advanced multistakeholder CSR initiatives.

## About the Consortium Participating countries (National Award Partners)

The first pan-European CSR Award Scheme was initiated and funded by the European Commission and coordinated by CSR Europe and Business in the Community with the support of Alliance Boots. The Awards Scheme is delivered by a consortium of 31 National CSR organisations to achieve the European CSR Award Scheme for Partnership, innovation and impact.

<b>Austria</b> (respACT)	<b>Luxembourg</b> (IMS Luxembourg)
<b>Belgium</b> (B&S Belgium)	<b>Macedonia</b> (Association Zenith)
<b>Bulgaria</b> (UNGC Bulgaria)	<b>Montenegro</b> (ADP-Zid)
<b>Croatia</b> (HR BCSD)	<b>Netherlands*</b> (The Punchy Pack)
<b>Czech Republic</b> (BfS CZ)	<b>Norway</b> (CSR Norway)
<b>Denmark</b> (CSR Fonden)	<b>Poland</b> (RBF Poland)
<b>Estonia</b> (RBF Estonia)	<b>Romania</b> (CSR Romania)
<b>Finland</b> (FIBS)	<b>Serbia</b> (SMart Kolektiv)
<b>France</b> (IMS-Entreprendre pour la Cité)	<b>Slovakia</b> (Pontis Foundation)
<b>Germany*</b> (BMAS)	<b>Slovenia</b> (Ekvilib Institute)
<b>Greece</b> (HNCSR)	<b>Spain</b> (Forética)
<b>Hungary</b> (Követ)	<b>Switzerland</b> (Philiias Foundation)
<b>Ireland</b> (BITC Ireland)	<b>Turkey</b> (CSR Turkey)
<b>Italy</b> (Sodalitas)	<b>Ukraine</b> (Centre for CSR Development)
<b>Kosovo</b> (Kosovo CSR Network)	<b>UK</b> (BITC & Scottish BC)

\* Countries that joined the European CSR Award Scheme at a later stage

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## Implementation of the Scheme

Building upon their experience and expertise, CSR Europe and Business in the Community supported National Award Partners in participating countries to ensure the quality, impact and visibility of the European CSR Award Scheme.

The National Award offered two categories: partnerships involving small and medium-sized enterprises (SMEs) and partnerships involving larger companies.

Partnerships had to involve at least one business and one non-business partner and to fall under the theme 'Corporate Social Responsibility: Partnership, Innovation and Impact'. They were assessed by a multistakeholder jury (e.g. employer federation, trade union, academy, NGO, public authority, media, business, etc). Jury members selected projects based on the positive impact their multistakeholder partnership brought to both society and business. Judges were looking for innovative and sustainable initiatives that could be replicated effectively.

Winners were celebrated at both a National CSR Award Ceremony, as well as at the overall European CSR Award Ceremony in Brussels on 25 June 2013, organised by the European Commission.

The European Award Ceremony in Brussels is not the end of the European CSR Award Scheme because the long term impact and legacy of the European CSR Award Programme is paramount. In order to ensure that the Consortium will continue to promote the tangible outcomes of the European CSR Award Scheme, it:

- Compiled this pioneering Golden Book of the winning case studies that includes an analysis of trends and impact of innovative and impactful CSR partnerships;
- Developed guidelines on how to create a National CSR Award Scheme to enable more of these programmes to be replicated globally by governments, NGOs and businesses;
- Identified ambassadors who will share the outcomes of the European Award Scheme with a wider audience at the conferences and events identified as most relevant.

If you wish to learn more about the European CSR Award Scheme or your organisation would like to replicate the Award Scheme visit [www.europeancsrawards.eu](http://www.europeancsrawards.eu) or contact the co-leaders:

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## EUROPEAN CSR AWARDS IN AUSTRIA

### ABOUT THE NATIONAL AWARD PARTNER

respACT the Austrian business council for sustainable development, is Austria's leading platform for CSR and sustainable development. respACT currently represents 250 member companies.

respACT stands for "responsible action" and supports its member companies on their way to implementing socially responsible actions into their daily business. The platform caters for businesses of all sizes, which are based in Austria. The council's most important activities are thought leadership on CSR and sustainability, the exchange of best practices, knowledge transfer and education as well as the development and administration of a national CSR network.

### ABOUT THE AWARD

TRIGOS is the most important Austrian award for corporate social responsibility. Since 2004, it is awarded to enterprises which go beyond the CSR regulatory framework and are socially engaged.

It raises the profile of CSR and sustainability in Austria and motivates other companies to incorporate CSR into their business model. Since 2004, more than 1,400 companies have participated in the award and 200 were awarded on the national and regional level. In 2013 TRIGOS was awarded in three categories: "Best Partnership" (39 entries), "Holistic CSR-Approach" (122 entries) and "Social Entrepreneurship" (27 entries).

TRIGOS is a multistakeholder initiative and platform of Caritas, the Austrian Red Cross, SOS-Kinderdorf, Umweltdachverband, the Austrian Federal Economic Chamber, Business Data Consulting Group, the Federation of Austrian Industries, GLOBAL 2000, respACT and Diakonie Österreich.

### ABOUT THE NATIONAL SPONSOR

TRIGOS is supported by the **Austrian Professional Association of Management Consultancy and Information Technology (UBIT)**. Founded in 1985, it represents more than 61,000 companies and self-employed entrepreneurs, holding one or more business licenses as Management Consultants, Information Technology Providers or Self-Employed Accountants, and is part of the Austrian Federal Economic Chamber, with more than 456,000 companies throughout Austria. Through its activities, UBIT represents consulting and IT industries in negotiations with Austrian trade unions. Together these partners find collective agreements on wages, working conditions etc.



[www.respect.at](http://www.respect.at)  
[www.trigos.at](http://www.trigos.at)



## WINNING PARTNERSHIP IN THE SME CATEGORY: CLIMATE NEUTRAL ONLINE BUSINESS & SERVICES

### ABOUT THE PARTNERSHIP

**Leading company:** Johannes Herbsthofer Malerei + Onlinefarben Handels KG

**Sector of leading company:** Construction, Retailer – general

**Non-business partners:** Ökoregion Kaindorf, Joanneum Research, Graz – Institute for Energy Research

**Year of implementation and impact:** 2009 - present

**CSR issues addressed:** Resource efficiency, energy & climate change, environmental protection, biodiversity, product & services, stakeholder engagement

### SUMMARY OF THE PROJECT

The partnership between Johannes Herbsthofer painting company, Ökoregion Kaindorf and Joanneum Research, Graz developed a holistic model of regional CO<sub>2</sub> compensation, which makes an important contribution to the environment, recycling lifecycle in the region and organisational transparency.

CO<sub>2</sub> emissions of companies can be offset by the creation of humus (an organic matter in soil which is able to bind CO<sub>2</sub>) which is produced by Kaindorf farmers. Companies can buy CO<sub>2</sub> compensation certificates through Ökoregion Kaindorf and local farmers receive financial payment if they accumulate sufficient amounts of humus.

Purchased CO<sub>2</sub> emissions are not tradable and have no value after the compensation period expires. A company involved in the system can advertise itself as “CO<sub>2</sub> neutral” for this period.

### INNOVATION AND IMPACT

This project invests in the real reduction of CO<sub>2</sub> emissions through the sustainable absorption of CO<sub>2</sub> in humus. Johannes Herbsthofer painting company has succeeded in voluntarily compensating for its emissions at a regional level and in involving local farmers. As a result the company has become the



first climate-neutral company in Austria. It remains the first climate-neutral painting company and the first climate-neutral dye merchant in Austria due to the fact that it annually compensates its operational emissions and all its climate-relevant emissions from the products it sells and processes. In addition to that the company inspires other companies to get involved in the CO<sub>2</sub> compensation system.

Around 170 farmers are currently registered in the system. Since 2010 they compensated for 641.1 tonnes of CO<sub>2</sub>. They reached an impressive result of 91.58 tonnes of CO<sub>2</sub> compensation per farmer and 61.64 tonnes CO<sub>2</sub> per hectare of land. Region’s recycling economy is promoted, and a significant improvement in the quality of agricultural soil and products grown in it has been achieved.

### MORE INFORMATION

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## WINNING PARTNERSHIP IN THE LARGE COMPANY CATEGORY: THE BANK FOR PEOPLE WITHOUT A BANK

### ABOUT THE PARTNERSHIP

**Leading company:** Die Zweite Wiener Vereins-Sparcasse (Zweite Sparkasse)

**Other company involved:** Erste Bank und Sparkassen (Sparkassengruppe)

**Non-business partners:** Debt advice centres recognised by state, Caritas, MA 40, Neustart association, Dialog association, Hilfswerk

**Year of implementation and impact:** 2006 - present

**CSR issues addressed:** Community engagement, employment, education, products & services

### SUMMARY OF THE PROJECT

Zweite Sparkasse was launched by the foundation ERSTE Stiftung in 2006. In cooperation with non-profit organisations such as debt advice centres and other partners, it offers people who, for a variety of reasons, have lost their bank account and the opportunity to access bank services again. A credit account without an overdraft facility is an important step towards re-integration to the financial market.

Debt advice centres advise their customers to use this service offered by Zweite Sparkasse, which provides a credit account and a free insurance package (liability and legal protection). Customers are advised about how to deal with their account and money and are also assisted by social workers. Around 400 employees and the supervisory boards of the collaborating banks work for Zweite Sparkasse on a voluntary basis.

### INNOVATION AND IMPACT

It is estimated that 40,000 people in Austria do not possess a bank account and would like to open one. They suffer from an inability to use modern financial and banking services and social stigmatisation. As a pioneer in tackling this issue, Zweite Sparkasse has already opened a bank account for 10,000 people. Around 1,000 of these people have already transferred their account to a



standard bank account. Zweite Sparkasse together with the organisation "Jugend am Werk" have also been raising awareness of youth through its debt prevention programme "I €AN".

Zweite Sparkasse's 400 employees who volunteer in the scheme feel proud of "their" Zweite Sparkasse. Staff in Erste Bank and Sparkasse also identify themselves strongly with their employer's social commitment.

Zweite Sparkasse enables Erste Bank and Sparkasse banks to differentiate themselves from the rest of the banking institutions in the Austrian market by offering a financial product which is not oriented towards profit making. Their customers also appreciate the social "added value" that they associate with Erste Bank and Sparkasse banks. This leads to greater customer satisfaction and loyalty.

### MORE INFORMATION

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[www.erstestiftung.org/zweite-sparkasse](http://www.erstestiftung.org/zweite-sparkasse)



## EUROPEAN CSR AWARDS IN BELGIUM

### ABOUT THE NATIONAL AWARD PARTNER

**Business & Society Belgium** is a leading network for businesses that strive, in collaboration with different stakeholders, to create an inclusive, green and responsible economy for a sustainable society. The network is a benchmark for corporate social responsibility in Belgium and provides a support and tools to businesses by sharing good practices, developing new CSR solutions and communicating with stakeholders on different aspects of CSR.

*Business & Society Belgium and KAURI have joined their networks' forces in order to organise the Sustainable Partnerships Award.*

**KAURI** is a Belgian multistakeholder network for sustainable development. It is a platform of more than 260 companies, civil society organisations, governmental institutions and research centers. The diversity of actors allows KAURI to improve mutual confidence and establish ties between businesses and other social actors.

### ABOUT THE AWARD

In 2013, the Sustainable Partnerships Award attracted 25 partnerships which represent the variety of corporate approaches towards company collaboration with civil society. It has been discovered that imagination is the only real limit to a projects' setup when considering its social objectives, types of partnerships and partners involved.

A number of applicant companies have already reached a certain level maturity in the way they develop their social projects. By now the sustainability dimension has become a unique selling point for businesses. It has resulted in a new analysis of the entire and complex chain of processes which involves external partners from non profit organisations.



[www.businessandsociety.be](http://www.businessandsociety.be)  
[www.kauri.be](http://www.kauri.be)





## WINNING PARTNERSHIP IN THE SME CATEGORY: HUMAN-CAPITAL CARD

### ABOUT THE PARTNERSHIP

**Leading company:** Ertzberg

**Sector of the company:** Human Development

**Non-business partner:** 't Lampeke

**Year of implementation and impact:** 2012 - present

**CSR issues addressed:** Community impact/engagement, stakeholder engagement, products & services, social insertion, training & education

### SUMMARY OF THE PROJECT

Ertzberg defines itself as a holding company of entrepreneurs invested in urban development, who pay great attention to social issues. The SME employs 30 people and it carries out renovation projects in a sustainable manner. 't Lampeke employs the same number of people and is an association for local intervention in Leuven (Belgium), that works with disadvantaged people in a number of ways: a daycare centre, a children's centre with an after school homework class, a support structure for adolescents and youngsters and, finally, a community centre with a social restaurant.

Together, these two partners developed the Human-Capital Card, a unique mechanism of guidance or assistance on demand. Ertzberg provides 't Lampeke with the equivalent of €25,000 (approximately 300 working hours), which the association uses in areas where it does not possess the necessary resources and expertise. Every time an expert intervenes, this work time is deducted from the (remaining) "value" on the card.

### INNOVATION AND IMPACT

In 2012, twelve of Ertzberg's collaborators were consulted by 't Lampeke in legal issues, communications, ICT and project management. In addition to supplying human resources, the company also provides the association with a EUR 25,000 budget for the realisation of its social projects.



The leverage effect is very important in this project too. For instance, for a work site of 't Lampeke, Ertzberg managed to mobilise commercial partners who supplied human and material resources. Also, the expert intervention for finding the best way to manage the association's energy use will have a positive impact in the long run. The partnership goes beyond its initial purpose. The company provides its premises to host artistic events where collaborators, commercial partners and Ertzberg's clients meet the social group which benefits from 't Lampeke services. Also, the company's shareholders are personally invited to the events organized by the association.

### MORE INFORMATION

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## WINNING PARTNERSHIP IN THE LARGE COMPANY CATEGORY: 100% SUSTAINABLE FISH

### ABOUT THE PARTNERSHIP

**Leading company:** Delhaize

**Sector of the leading company:** Retailers – General

**Non-business partner:** World Wildlife Fund

**Year of implementation and impact:** 2009 - present

**CSR issues addressed:** Environmental protection, biodiversity, products & services, Education, risk management, training & education

### SUMMARY OF THE PROJECT

Overfishing is the biggest threat to marine life after global warming. The project estimated that 70% of Europe's fish population is affected by excessive fishing. Without a radical change in fishing methods, 91% of fish will be endangered by 2020. In 2009, following the initiative of Pierre-Olivier Beckers (CEO of Delhaize Group), who is engaged in a global campaign for responsible fishing, Delhaize Group committed itself to offer only 100% sustainable fish to its customers. The company cooperates with WWF in order to achieve its goal.

Project partners chose to negotiate with the fishing sector instead of banning sales of fish which do not meet their standards. A list of criteria to be respected, in order to avoid the damage caused by overfishing, has been put in place. Only those species of fish which are abundant are accepted, scarce species are not purchased and offered to end consumers by Delhaize. Also, WWF offered its expertise in this project and supported the change towards increased sustainability. The Mer du Nord (North Sea) Foundation carried out an audit of Delhaize fish supply chain. ILVO & Natuurpunt, a lobby network for sustainable fishing, helped Delhaize's suppliers to adapt their boats accordingly.

### INNOVATION AND IMPACT

Results from 2012 show that 100% of the fresh fish and 80% of the frozen fish sold in Delhaize markets are products of sustainable fishing. The company hopes to make this 100% for frozen fish in 2013. The initiative benefits from maximum visibility. Since 2010, a fish barometer has been edited and updated annually. This is a table that shows in three columns (green, orange and red), the "environmental" value of the consumption fish. The internal and external communication also regularly communicates the initiative towards the general public and commercial partners.

Guy Denon, responsible for purchasing fish for Delhaize explains: *"Either the fishers, Belgian or foreign, have an MSC certificate (Marine Stewardship Council, an independent organisation that guarantees the fishing's sustainable origin) or they have an equivalent certificate in terms of sustainability requirements."* The company also represents the European distribution companies in the Alliance for Common Fisheries Policy Reform. The Alliance was set up by WWF in order to encourage change in the EU's fishing policy.

### MORE INFORMATION

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Global Compact Network  
Bulgaria



## EUROPEAN CSR AWARDS IN BULGARIA

### ABOUT NATIONAL AWARD PARTNER

**Global Compact Network Bulgaria Association** was founded in September 2010 as a step to further consolidate the efforts of 20 leading companies and organisations. These business leaders were members of the UN Global Compact in Bulgaria, who were willing to join forces to promote and popularise responsible and sustainable management principles. The organisation coordinates the local network of Global Compact in Bulgaria which consists of more than 140 multinationals and local SMEs, NGOs and representatives of academia. Its members are taking the lead to promote social responsibility behaviour in Bulgarian society and help to balance the three pillars of sustainable development – economic growth, societal development and environment protection.

### ABOUT THE AWARD

In 2013, UNGC Bulgaria implemented the European CSR Award in Bulgaria for the first time. The award was greeted with enthusiasm and a total of 53 applications were received - 40 for the large company category and 13 for the SME category. UNGC Bulgaria believes that this is start of a tradition which will inspire other companies to establish partnerships with non-business partners to create innovative solutions to both business and societal challenges.



[www.unglobalcompact.bg](http://www.unglobalcompact.bg)



## WINNING PARTNERSHIP IN THE SME CATEGORY: CHANCE FOR EQUAL QUALITY OF LIFE AND HAPPINESS FOR ALL

### ABOUT THE PARTNERSHIP

**Leading company:** “EO DENT” Dental Clinic

**Sector of leading company:** Health care

**Other companies involved:** “Dentatehnika” LLC, Bredent – Medical

**Non-business partners:** Daily Care Centre for Children with Disabilities “Dobro surce”, daily centre for adults with disabilities, Family Type Accommodation Centre – 1 and 2, home for children deprived of parental care “Radost”, social-educational professional centre “Knyaz Boris I”, 4<sup>th</sup> Special School – Boarding house “Prof. Dimitar Katsarov”

**Year of implementation and impact:** 2010 - present

**CSR issues addressed:** Community impact/ engagement, stakeholder engagement, education, health & wellbeing



### INNOVATION AND IMPACT

The project “Chance for Equal Quality of Life and Happiness for All” is innovative because it provides a new approach for treatment of disadvantaged people and an opportunity for parents to smile and eat freely. It achieves great results through partnership and teamwork. Through using mobile dental clinics, partners managed to offer modern treatment to more people in remote areas. The project also helped to improve the health literacy of the population through free lectures on oral health, hygiene, implants etc.

Thanks to the partnership of Bredent and Dentatehnika with the continuing willingness of EO Dent to further improve its service delivery, disadvantaged individuals receive free dental implants, improve their nutrition, communicative skills and social contacts. It has given them greater business security and confidence. This project consolidated the positive image of EO Dent and its partners as socially responsible companies with clear social commitments. It increases both the staff motivation and the number of patients.

### SUMMARY OF THE PROJECT

The project is divided into two streams – Treatment of Children and Elderly People with Disabilities and Quality Life for our Parents. In the first stream, partners have been conducting free examinations and providing treatment for youth and elderly citizens. Good communication and coordination between EO Dent and partners of the project led to positive results with public and social significance. In the second stream of the project partners have been conducting free medical examinations and implant consultations.

Part of the corporate strategy of EO Dent and its partners is to support health awareness by conducting lectures and discussions on health issues to improve the oral health of more people through innovative treatment. The main business objectives of the project are: expansion of corporate activities, continuous training of employees; investment to modern equipment; creation of a mobile dental clinic for the people from remote areas to provide them with an equal opportunity for a good quality treatment.

### MORE INFORMATION

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[www.unglobalcompact.bg/wp-content/uploads/2013/03/Doc-AA\\_Award-Application1\\_final2\\_02.pdf](http://www.unglobalcompact.bg/wp-content/uploads/2013/03/Doc-AA_Award-Application1_final2_02.pdf)

## WINNING PARTNERSHIP IN THE LARGE COMPANY CATEGORY: BENEFACTOR

### ABOUT THE PARTNERSHIP

**Leading company:** Piraeus Bank Bulgaria

**Sector of leading company:** Financial – Banks & Building Societies

**Non-business partner:** UNICEF Bulgaria

**Year of implementation and impact:** 2011 - present

**CSR issues addressed:** Community impact/ engagement, stakeholder engagement

### SUMMARY OF THE PROJECT

The partnership aims to support UNICEF Bulgaria's activities to assist the most vulnerable group of children in order to allow them to live healthily, receive education and be protected from violence, discrimination and poverty. The strategy of this project is to:

- Ensure regular and stable financial support, which UNICEF Bulgaria needs for the successful implementation of its projects.
- Promote, develop and stimulate regular donations and culture of charity among its present and future clients and Bulgarian society as a whole.

The main tools in realising this strategy are donor credit and debit cards – a unique Piraeus Bank's product. These cards combine the characteristics of a traditional bank payment instrument with a regular donation. With every transaction made using a donor card (card payment, cash withdrawal), its holder donates EUR 0.05 to support disadvantaged children in Bulgaria. Piraeus Bank doubles the sum for every transaction and in addition donates EUR 0.10 to UNICEF's account.

In addition, each cardholder who uses a Piraeus Bank ATM has the opportunity to make a donation of EUR 0.05. The service is supported by Borika - Bankservices.

### INNOVATION AND IMPACT

Piraeus Bank is the first bank in Bulgaria which allocates a special financial product with charity program. Cardholders consciously donate EUR 0.05 and the bank additionally donates EUR 0.10 for every transaction they make.

This partnership is innovative because it is based on a 360 degree approach that embraces and engages all stakeholders. Any bank card holder in Bulgaria who uses a Piraeus ATM has the opportunity to make a donation of EUR 0.05 to UNICEF projects. Until the end of 2012, the partnership increased the number of regular donors through donor cards to 5,663 and the number of monthly donors through direct debit to 285. In the period 2011-2012, EUR 212,000 was raised by single donations from bank customers. In total, EUR 242,100 was collected.



### MORE INFORMATION

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[www.unglobalcompact.bg/wp-content/uploads/2013/03/Piraeus-Doc-AA\\_Award-Application11.pdf](http://www.unglobalcompact.bg/wp-content/uploads/2013/03/Piraeus-Doc-AA_Award-Application11.pdf)





## EUROPEAN CSR AWARDS IN CROATIA

### ABOUT THE NATIONAL AWARD PARTNER

**Croatian Business Council for Sustainable Development (HR BCSD)** is a business association founded in 1997 and currently has 39 members. It promotes sustainable development in the private sector and represents business in the sustainable development debate. It advocates an open complementary collaboration with other social groups to implement sustainable development principles in business. The association believes that dialogue is the main business tool for the advancement of its activities which include the promotion of eco-efficiency, social responsibility, stakeholder dialogue and best practices sharing.

The organisation provides a variety of tools on these topics: eco-efficiency, social responsibility and stakeholder dialogue for business; best practice sharing; support on implementation of CSR strategy to a business model; dialogue with stakeholders in Croatia through campaigns such as the Campaign for change of taxation in municipal waste; and publishes bilingual annual report on sustainable development in the Economic Journal.

### ABOUT THE AWARD

**The Croatian CSR Index** evaluates the corporate performance of Croatian businesses and how CSR contributes to their competitiveness. It stands for transparency of business models and allows consumers to compare businesses based on their sustainability performance. The Index values six different CSR areas: work environment, environmental management, market, community, economic sustainability and CSR in business strategy. The outcome of indexing the CSR performance of companies is an annual evaluation and assessment process that culminates in an award ceremony. The best in class companies are recognised and others get inspired as this initiative fosters awareness on the development of CSR and sustainability issues in Croatia.

Total of 12 applications were received: 7 in the large company category and 5 in the SME category. The winners were awarded at the National CSR Conference by the President of Republic of Croatia.



[www.hrpsor.hr](http://www.hrpsor.hr)  
[www.hrpsor.hr/europska-nagrada-za-dop](http://www.hrpsor.hr/europska-nagrada-za-dop)



## WINNING PARTNERSHIP IN THE SME CATEGORY: WITH APPLICATION OF SCIENCE TOWARDS INNOVATION

### ABOUT THE PARTNERSHIP

**Leading company:** KONČAR – Electrical Engineering Institute, Inc.

**Sector of leading company:** Energy, R&D

**Non-business partners:** Faculty of Electrical Engineering and Computing, Mechanical Engineering and Naval Architecture, Faculty of Chemical Engineering and Technology (University of Zagreb)

**Year of implementation and impact:** 2008 - 2012

**CSR issues addressed:** Training & education



solving complex technical problems and delivers practical products and services which businesses can offer customers.

### SUMMARY OF THE PROJECT

KONČAR – Electrical Engineering Institute Inc. has initiated a collaboration with the three faculties of the University of Zagreb in order to conduct joint scientific research.

The partnership is based on a model of in-service education which motivates young researchers to create applicable and innovative solutions during their doctoral studies.

Within their studies, students are offered temporary employment at the university financed by KONČAR in order to focus their research on the issues KONČAR works on and adopt the methodology of scientific work. The research is valuable for both KONČAR and the university and its final result is a solution of a concrete technical problem.

By financially supporting doctoral students, KONČAR can suggest topics of their theses and the field of scientific research they conduct. Public funding is also used to contribute to the budget of the research. It helps to reduce the costs of research and encourages the transfer of this existing and new knowledge.

The three faculties secure this financing of its scientific research by offering temporary employment positions to doctoral students. In addition to that, the academic community moves towards applied research which serves the needs of modern economy and is put into practice (e.g. in renewable sources, ICT, nano and hydrogen technologies). This project provides a good example to other companies and academic institutions on how to initiate collaborative partnerships.

### INNOVATION AND IMPACT

By financing the employment of young researchers at the University of Zagreb, KONČAR creates long lasting partnerships that improve mutual understanding and respect between the company, researchers and young students/employees. This methodology of work results in the type of knowledge and skills creation that facilitates

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## WINNING PARTNERSHIP IN THE LARGE COMPANY CATEGORY: LANGUAGE MANUAL OF COCA-COLA HBC CROATIA

### ABOUT THE PARTNERSHIP

**Leading company:** Coca-Cola HBC Croatia

**Sector of leading company:** Food & Beverage Providers

**Non-business partners:** Institute of Croatian Language and Linguistics, Croatian Chamber of Economy

**Year of implementation and impact:** 2008 - 2012

**CSR issues addressed:** CSR strategy & corporate governance, shareholder value, community impact/engagement, stakeholder engagement, education training & education



presents a range of terms which are common in the business language of all major companies. It covers the fields of economics, marketing, communications, IT and ecology. In addition to that food technology and chemistry language is included to serve the demand of the beverage industry.

### SUMMARY OF THE PROJECT

The Language Manual of Coca-Cola HBC Croatia was initiated in 2008 in the context of the Business Communication Culture project. The aim was to improve everyday communication amongst employees and to encourage them to use proper substitutes for numerous foreign words, phrases and names, and to raise the communication skills of Coca-Cola employees. Between 2008 and 2011, a collection of more than two thousand entries was collected, including many which were established for the first time in the Croatian language. The project outgrew its initial purpose and became the basis for nurturing a good language culture in general business communication. After distributing the manual to its employees, Coca-Cola HBC Croatia decided to share the manual with the community and to make it available to everyone interested in improving their language. The initiative received top ratings from the business community.

The Language Manual of Coca-Cola HBC Croatia helped to diminish deep-rooted prejudices about the inability of the Croatian language to respond to modern linguistic developments. Over the past 20 years, Croatian language adopted a number of foreign expressions and phrases without finding comprehensible equivalents in Croatian. The partnership showed that everyday business communication can be well adapted to national conditions and can be comprehensible to employees and the entire community.

The key business benefit for the company is an enhanced standard of internal and external business communication, improved reputation and market engagement as well as better collaboration with local suppliers, and better relationships with its stakeholders, business partners, customers and consumers.

### INNOVATION AND IMPACT

The Language Manual of Coca-Cola HBC Croatia is the first modern manual on Croatian business terminology with more than 2000 terms and phrases. The initiative, driven by business community,

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## EUROPEAN CSR AWARDS IN THE CZECH REPUBLIC

### ABOUT THE NATIONAL AWARD PARTNER

**Business for Society in the Czech Republic (Byznys pro společnost)** is a national business-led membership organisation promoting sustainable and responsible business in the Czech Republic. It started its work as an informal group of companies in 2009 and was formally registered in 2010. It associates multinational and Czech companies and its mission is to mobilise these businesses in CSR activities and thus improve their performance.

The network offers its 38 corporate members a number of CSR activities and services in specific areas such as the workplace, environment, community, marketplace and CSR reporting and benchmarking. Current programmes and activities cover: women leadership; workplace innovation; age management; cooperation with suppliers; companies and water; know-how for a better world, environment in CSR strategy, community and corporate volunteering.

### ABOUT THE AWARD

In 2013, 34 companies with 41 CSR projects applied for the award. This high number shows the interest and consciousness of companies regarding CSR. Business for Society collaborates with the public sector in promoting the CSR agenda. As a result the award was held under the auspices of the Minister of Industry and Trade, Martin Kuba. The similar theme of the winning projects in both categories shows how important and alarming the social agenda is in the Czech Republic.

Thanks to the initiative of the European CSR Award Scheme, CSR was brought to the attention of stakeholders. Business for Society hopes that this exceptional activity will help to establish a tradition of business engagement in the Czech Republic and across the whole of Europe.

*“The first year of the European CSR Award gave us a valuable insight into the local perception of actual needs in the society and how companies address them. We are very positive both about the number of companies that participated and the quality and innovation that companies proved in their applications. We believe that Czech companies can contribute to best practice sharing across Europe and motivate other companies through their public commitment.”*

– Pavlina Kalousova, Business for Society



[www.byznysprospolecnost.cz](http://www.byznysprospolecnost.cz)



## WINNING PARTNERSHIP IN THE SME CATEGORY: ENDOWMENT FUND STAIRS INTO THE LIFE

### ABOUT THE PARTNERSHIP

**Leading company:** PRVNÍ CHODSKÁ s. r. o.

**Sector of leading company:** Construction

**Non-business partners:** Endowment fund Stairs into the life, Children's home Nepomuk, Children's home Plana, Children's home Kasperske Hory, training school Pilsen, Secondary school Vimperk

**Year of implementation and impact:** 2007 - present

**CSR issues addressed:** Employment, community impact/engagement, education

### SUMMARY OF THE PROJECT

The main goal of the project is to offer socially disadvantaged children a possibility to live a normal life. The main target group is young boys who live in children's homes and suffer from emotional disorders. The company provides the children's homes with volunteer employees and financial support, helping them identify young people and support them to succeed. The children get education and vocational training and the company also helps them get housing. The employees act as a family for the boys, teaching them how to build their life.

Thanks to this support they can successfully integrate into society as well trained, confident and responsible individuals, who are capable of retaining a job (e.g. as a carpenter, roofer or tinsmith). They become valuable members of modern society and the market economy.

### INNOVATION AND IMPACT

Eleven boys have participated in the project since 2007; six of them had to prematurely leave the project, mostly because of family reasons. Three students have finished apprentice school and one of them is continuing his studies in a follow-up study that he will finish in 2014. Two boys, who successfully finished their studies, have accommodation, work and are integrated into



society. Two new students started the programme during the school year 2012/2013. Other applicants expressed their interest in the school year 2013/2014.

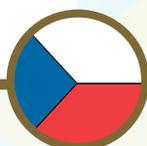
The main added value of this project is the qualified time of the company's employees. The project helps children to initiate social and occupational relations and improves the situation of apprentice schools that suffer from a lack of demand from potential apprentices as well as professional service providers who lack qualified workers. Thus, it creates long-lasting social impact.

The company considers this project to be unique because it connects its business model with social engagement. Thanks to its positive impact, the project was transformed into an endowment fund in 2012 – yet another step forward. All activities are better administrated and all stakeholders have access to its financial activities.

### MORE INFORMATION

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## WINNING PARTNERSHIP IN THE LARGE COMPANY CATEGORY: ACCENTURE ACADEMY

### ABOUT THE PARTNERSHIP

**Leading company:** Accenture

**Sector of leading company:** Accountants & Consultants, IT – Hardware, Software & Services

**Non-business partner:** Nadace Terezy Maxove Detem

**Year of implementation and impact:** 2001 - present

**CSR issues addressed:** Employment, training & education

### SUMMARY OF THE PROJECT

In 2010, driven by the new global Accenture CSR strategy, the company re-shaped its charity partner projects with Nadace Terezy Maxove Detem. Accenture's Global CSR strategy "Skills to Succeed" states that 500,000 people across the globe will acquire skills that will help them to get employed or start their own business by 2015.

Together with Terezy Maxove Detem, Accenture defined a new concept of support for young children who grow up in children's homes and therefore lack natural role models. The company provides the time and expert knowledge of their employees and financial support. The main input of Tereza Maxova Foundation is their expertise in the particular social issue.

The Accenture Academy focuses on young people aged 15-18 and assists them in obtaining the right skills that will help them to get oriented in the job market and get a job – including a part-time job during their studies. Youngsters participating in the Accenture Academy have personal coaches who work with them on a regular and an individual basis – also when they leave their children's home after graduation from school. These young people are thus better equipped to find their desired job and have a higher chance of keeping that job.



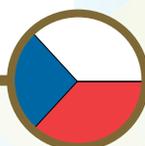
### INNOVATION AND IMPACT

Until 2012, the company has supported seven children's homes and 70 participating young people across the Czech Republic. These young people (i.e. outside of their biological or foster family) are underprivileged in the job market mainly due to lower education achieved, insufficient orientation on the job market and partly missing social skills.

Up to 2013, 57 young people have got part-time job experience and more than 10 found a full-time job. Given the positive results, Accenture will develop the project in the future and extend the support to 150 young people by the end of 2013. The innovation lies in the efficient synergy and unique complementarity of the inputs of both parties involved – expert business knowledge and the urgent demand for broadening and improving knowledge, skills and abilities.

### MORE INFORMATION

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## EUROPEAN CSR AWARDS IN DENMARK

### ABOUT THE NATIONAL AWARD PARTNER

**CSR Fonden** is a CSR-communication platform, which was established in 2011. The foundation was established in order to create a forum where organisations and companies could share knowledge about corporate social responsibility. The objective of the foundation is to promote social responsibility and celebrate Danish companies' CSR efforts. CSR Fonden aims to inspire companies all over the world to integrate CSR in their core business. Once a year, CSR Fonden hosts the annual CSR AWARDS show where best practices and Danish companies' dedicated work within CSR are celebrated.

### ABOUT THE AWARD

At the two-day **CSR AWARDS** show, politicians, key industry leaders and CSR professionals debated and share their knowledge on and experiences of CSR. Aside from celebrating the Danish companies' CSR effort, the purpose of the award is that the participants gain new knowledge about CSR, inspiration and new ideas, which helps improve their CSR efforts in practice. For the same reason, the CSR AWARDS show also includes different side-events. The side-events are, among other things, arranged by CSR Fonden's business partners and are related to the overall theme of the award. A side-event serves as a communication platform where it is possible to communicate new findings, CSR impacts and results and also raise awareness about the sustainability challenges and dilemmas that companies are facing today. The theme of the CSR AWARDS 2013 is concrete action and impact.

*"At the CSR AWARDS we recognise and celebrate Danish companies' CSR activities and initiatives. At the same time, we give the participants a unique opportunity to share their knowledge about CSR. At the award show, the focus is on sharing knowledge and learning from each other. For the same reason, the participants receive a lot of new information and gain new knowledge about CSR throughout the two-day long event."*

– Maiken Nicolaisen, Secretariat and CSR Director of CSR Fonden



[www.csrfonden.dk](http://www.csrfonden.dk)



## WINNING PARTNERSHIP IN THE SME CATEGORY: SYREN SYSTEM

### ABOUT THE PARTNERSHIP

**Leading company:** BioCover A/S

**Sector of company:** Biotech and agriculture

**Other company involved:** Infarm

**Non-business partners:** Agritech (Institute for Agri Technology and Food Innovation), University of Aarhus

**Year of implementation and impact:** 2009 - present

**CSR issues addressed:** Resource efficiency, energy & climate change, environmental protection, biodiversity



### SUMMARY OF THE PROJECT

One of the greatest threats to biodiversity is ammonia emissions (eutrophication). BioCover's core business is the elimination of ammonia emissions through the acidification of slurry during slurry spreading – the SyreN system. The latest innovation is SyreN+, which through a new value-added chain for manure application also has the potential to solve problems with phosphorus in manure. The company's mission is to create a new value chain for slurry, which makes the slurry an attractive fertilizer product, thereby creating sustainability for the use of manure as fertilizer.

completely restructures and greatly reduces the use of fertilizer and of the entire fertilizer industry, leading to a sustainable use of organic manure in combination with fertilizer. The SyreN system (adding sulphuric acid to the slurry during spreading) was - based on an idea from BioCover - born in a partnership between Agritech, the University of Aarhus, and companies BioCover and Infarm. The combination of knowledge centres and commercial companies resulted in independent evidence of the reduction of ammonia emissions for surface applied manure and led, in collaboration with the Danish Environmental Protection Agency, to an amendment in the livestock act that enabled the use of the SyreN system aligned with fertilizer injection technology. Without this process, the use of the acid would not be legal. The creation of a testing protocol and implementation of the same is now on its way to becoming an EU standard.

### INNOVATION AND IMPACT

The innovation lies in the use of existing fertilizer products' attributes in a new process control, where the individual products' negative qualities cancel each other out, creating a sustainable organic fertilizer (manure) in combination with conventional fertilizer – something that's never done before. The SyreN system has been implemented with great success - in only two years it has been applied to 11% of Danish slurry. The solution could be deployed globally at 2 billion m<sup>3</sup> of slurry per year.

The partnership led to the invention of the SyreN system for reducing of ammonia emissions, which

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## WINNING PARTNERSHIP IN THE LARGE COMPANY CATEGORY: NEVER ABOVE 2008 CO<sub>2</sub> EMISSION LEVEL- CREATING SHARED VALUE THROUGH PARTNERSHIPS

### ABOUT THE PARTNERSHIP

**Leading company:** Grundfos Holding A/S

**Sector of leading company:** Industrials & Engineering

**Non-business partners:** Grundfos companies and partnerships worldwide

**Year of implementation and impact:** 2009 - present

**CSR issues addressed:** Resource efficiency, energy & climate change, products & services, CSR strategy & corporate governance, community impact/engagement, stakeholder engagement



Grundfos chose a solution where a partnership with local society resulted in reduced CO<sub>2</sub> emissions for Grundfos and for the citizens in Bjerringbro and even a solution that pays off economically for the partners. Grundfos managed the project together with the district heating organisation and in both organisations several employees have been involved in the project.

### SUMMARY OF THE PROJECT

In 2009, Grundfos decided to bring forward its response to the climate challenge. A Climate White Paper was formulated to set the strategic frame. It defines a number of ways in which Grundfos will combat climate change. Grundfos contributes through its highly energy efficient products and the effort the company makes to promote highly energy efficient pump solutions. But Grundfos will also reduce the CO<sub>2</sub> emissions that its activities produce.

### INNOVATION AND IMPACT

Grundfos' commitments in the Climate White Paper go beyond taking its own medicine and reducing its carbon footprint. The company will also impact its suppliers, customers and the society around it. The Grundfos companies around the world do this in many different ways. One concrete example is the Danish production company and their cooperation with an entire town on the district heating. The excess heat generated by cooling water at Grundfos is stored in an abandoned aquifer during summer and then used to heat the houses in the town Bjerringbro just around Grundfos A/S during winter. This results in a reduction of 1.5 tonnes of CO<sub>2</sub> for each of the households.

### MORE INFORMATION

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## EUROPEAN CSR AWARDS IN ESTONIA

### ABOUT THE NATIONAL AWARD PARTNER

**Responsible Business Forum Estonia** (RBF Estonia) is a network of companies that are keen to develop responsible and sustainable business practices in their own organisation and in Estonian society. Founded in 2006 RBF Estonia became business network in 2013 and currently has around 25 members.

RBF Estonia supports its members and other businesses in implementing corporate sustainability and responsibility in strategy and daily activities; runs annual CR Index; organises trainings and seminars; cooperates with different public and non-governmental sector organizations and networks to promote the topic in Estonia; and also gathers network of experts and volunteers interested in the topic.

### ABOUT THE AWARD

European CSR Award Scheme in Estonia target mostly businesses that participated in other CSR award schemes and competitions in Estonia. It was the first Awards Scheme in Estonia that was looking for partnership projects between business and non-business organisations.

*“We were glad to invite Estonian companies to participate and to present their good practices with other European countries. We hope that our businesses get also new ideas from other European winners and we’ll see soon more new creative projects starting here in Estonia.”*

– Marko Siller, Executive Manager, Responsible Business Forum in Estonia



[www.csr.ee](http://www.csr.ee)



## WINNING PARTNERSHIP IN THE SME CATEGORY: SMARTLAB

### ABOUT THE PARTNERSHIP

**Leading company:** Microsoft Eesti OÜ

**Sector of leading company:** IT – Hardware, Software & Services

**Other companies involved:** EMT and Elion

**Non-business partner:** The Look at the World Foundation

**Year of implementation and impact:** 2012 - present

**CSR issues addressed:** Community impact/engagement, stakeholder engagement, education



### SUMMARY OF THE PROJECT

Three ICT companies - Microsoft, EMT and Elion and the Look at the World Foundation in Estonia, launched the “Smartlab” public-private partnership project in October 2012. The Smartlab project helps to find a solution to a lack of interest amongst young people in technical subjects by employing technology to encourage them to learn about STEM subjects (science, technology, engineering, maths). Within the framework of the programme hundreds of youth between the ages of 10-19 learn about robotics and programming, as well as the design of mobile applications and websites.

At the start of the project the partners announced a competition to apply for grants for the best ideas to promote science as a hobby activity. The jury selected 36 hobby groups and schools who were awarded with the grant. The grant was mainly aimed at funding tutors salaries and providing the schools and hobby groups with technological equipment.

In addition, Microsoft employees dedicated time to the Smartlab project set up and successful launch. Moreover, one enthusiastic Microsoft employee, Leivo Sepp, recently published a book “Robotics” which is considered a good study material for the Smartlabs and pupils who are interested in robotics and programming.

### INNOVATION AND IMPACT

The main innovation of Smartlab is introducing and employing interactive study methods in the process of teaching and learning. The project has several social benefits that contribute to finding solutions to deficiencies in the Estonian education system underlined by the Estonian government. According to Estonian Education System statistics, the number of youth that are being active in extracurricular activities related to technical subjects and science was 762 in 2010/2011. With the launch of Smartlab in 2012, the number of youth involved in science related extracurricular activities almost doubled from 762 to 1 392 pupils.

The partnership enabled Microsoft to have a deeper understanding of the Estonian education sector and how Microsoft’s technology is used by different customer groups. It showed how youth interested in IT are influenced by their tutors and teachers but also by the wider community.

#### MORE INFORMATION

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## WINNING PARTNERSHIP IN THE LARGE COMPANY CATEGORY: ENTRUM

### ABOUT THE PARTNERSHIP

**Leading company:** Eesti Energia AS

**Sector of leading company:** Energy

**Non-business partners:** Estonian Ministry of Economic Affairs, Estonian Chamber of Commerce and Industry, different regional business development centres, "Unistused ellu!" Network, Startup Incubator Tehnopol, Tartu Centre for Creative Industries, Creative Estonia, Viljandi Creative Incubators Foundation, Estonian Debating Society, Estonian Youth Work Center, Youth Initiatives Fund – NAF

**Year of implementation and impact:** 2010 - present

**CSR issues addressed:** Employment, training & education, diversity & equal opportunities, youth entrepreneurship, education, community impact/engagement

### SUMMARY OF THE PROJECT

The aim of ENTRUM is to foster an entrepreneurial mind-set amongst young people and inspire potential young entrepreneurs aged 13-19 year old to develop their practical skills needed to turn ideas into reality, while giving them useful contacts, as well their first experience of successful entrepreneurship.

ENTRUM builds on the Estonian entrepreneurship education development plan "Be Enterprising!". The programme operates under the ENTRUM Foundation.

Altogether more than 200 public organisations and private enterprises, as well as 100 mentors from Estonia contribute voluntarily to ENTRUM. Partners are involved in promoting the idea and the programme delivering sessions, coaching and mentoring participants and helping with additional tasks. ENTRUM operates in tight partnership with business consultants of Regional Development Centres, who provide youngsters with the possibility to use local youth centres infrastructure for free. ENTRUM has established a partnership with the Youth Start-ups Fund, which allows the participants of the programme to apply for start-up capital.

### INNOVATION AND IMPACT

ENTRUM is a unique initiative and opportunity for youth, where entrepreneurs themselves fulfil the duties of role-models, coaches and mentors. Entrepreneurs participate actively in every ENTRUM session and help youngsters discover a passion for entrepreneurship and launch their own business.

During just two seasons ENTRUM attracted more than 1,000 young people and contributed to changing their lives. Entrepreneurship means finding your own passion, listening to the needs of others and finding new innovative solutions and business ideas. This can change the lives of the young generation and help boost the European economy.

### MORE INFORMATION

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## EUROPEAN CSR AWARDS IN FINLAND

### ABOUT THE NATIONAL AWARD PARTNER

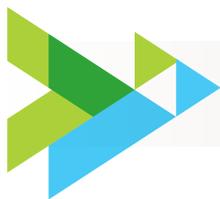
**FIBS Corporate Responsibility Network** is the leading corporate responsibility network in Finland. It has been successfully promoting financially, socially and environmentally sustainable business since its establishment in 2000. FIBS' mission is to encourage Finnish companies to embrace corporate responsibility in their strategic planning and day-to-day operations - thereby building CSR into a success factor which attracts customers, personnel and investors. FIBS has a member base of over 200 organisations, covering the most important players in Finland as well as the industry leaders in sustainability. Large companies constitute the majority of members, but amongst the members are also several SMEs, universities and NGOs.

### ABOUT THE AWARD

The European CSR Awards in Finland kicked off in December 2012. 18 companies submitted their initiatives. Apart from large enterprises and SMEs there was a third category for international projects with impact outside Europe. The applicants came from all sectors and their projects ranged from promoting diversity to reducing environmental footprint and developing innovative educational programmes.

*"We were positively surprised about the Finnish companies' interest in European CSR Awards. The award not only created visibility for multi-stakeholder work but it also encouraged companies to focus on results and develop projects that bring about both business and societal impact. We are eager to continue with the Award next year."*

– Mikko Routti, Executive Director, FIBS



[www.fibsry.fi](http://www.fibsry.fi)



## WINNING PARTNERSHIP IN THE SME CATEGORY: POIMAPPER FOR MHEALTH

### ABOUT THE PARTNERSHIP

**Leading company:** Pajat Solutions

**Sector of leading company:** IT – Hardware, Software & Services

**Other companies involved:** Axxonet and Nimbus

**Non-business partners:** Plan International, Biocon Foundation, Tearfund

**Year of implementation and impact:** 2011 - present

**CSR issues addressed:** education, health & wellbeing, products & services



### SUMMARY OF THE PROJECT

Poimapper, a product of Pajat Solutions, is a scalable cloud service for mobile field data collection, developed to meet the data collection needs of NGOs and development programmes in challenging field conditions with limited connectivity. The partnership approach has been crucial from the start of the company: the service was originally developed in co-operation with Plan International. Today it is used mainly by NGOs in rural areas where public health care is insufficient. The service has applications for various user groups: field workers, volunteers and community representatives working in both remote and urban conditions.

Poimapper is usable for independent and continuous monitoring work, where having the latest data set available on a mobile device is a must, and where mobiles are the main tools for health care and data collection. Poimapper offers an easy way to collect, monitor and analyse data (such as location information, photos and surveys) even offline.

### INNOVATION AND IMPACT

Collecting and analysing data in the field environment is a challenge common to many developing countries. The collaboration addressed this problem leading to the development of the

Poimapper application that works in basic phones, but can still process large amounts of complex data offline. In many countries field workers aren't highly educated, but using Poimapper is user friendly. It also functions as an educational tool through which field workers can receive information about treatment methods remotely from doctors.

The main partnership projects at the moment include: Plan International in Thailand, which uses Poimapper for tracking the spread of tuberculosis in communities since 2011; Biocon Foundation in India, which uses it for oral cancer monitoring and treatment guidance; and Tearfund in Malawi uses it as a tool for treating HIV-positive, pregnant women.

For Pajat Solutions, mobile healthcare with Poimapper offers the largest growth opportunity with an estimated turnover EUR 250,000 in 2013. Poimapper has successfully created new business opportunities for Pajat; the application is developed for NGOs, but it is scalable also for private sector use.

#### MORE INFORMATION

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## WINNING PARTNERSHIP IN THE LARGE COMPANY CATEGORY: DIVERSITY IN EMPLOYMENT RECRUITING DIVERSE WORKFORCE

### ABOUT THE PARTNERSHIP

**Leading company:** ManpowerGroup Finland

**Sector of leading company:** Recruitment and Personnel Solutions

**Other company involved:** Manpower Inclusive

**Non-business partner:** The Ministry of Employment and the Economy, The Finnish Neuromuscular Disorders Association, The Finnish Children and Youth Foundation, Fair Recruitment Campaign, Abbvie Oy

**Year of implementation and impact:** 2007 - present

**CSR issues addressed:** Non-discrimination, employment, diversity & equal opportunities

### SUMMARY OF THE PROJECT

This partnership set off to promote social inclusion through supporting employment of disadvantaged individuals (disabled or ill) who have been unemployed for more than 12 months or received a labour market subsidy for more than 500 days in row. ManpowerGroup established a service called "Manpower Inclusive" which aims at lowering the threshold for companies to recruit disadvantaged individuals by providing the employers with information, practical support and wage subsidies.

Manpower Inclusive has built multiple partnerships with various non-business and business organisations. Depending on the project and the partner, Manpower Inclusive has created different ways of cooperation, which utilise the partners' core competences. Through these partnerships employers' knowledge and competences have increased and employers have obtained more effective ways to reach the potential job seekers from disadvantaged groups.

### INNOVATION AND IMPACT

Manpower Inclusive has been designed as an employment service for companies in which public administration and third sector partners specialised in employing disadvantaged groups are engaged.



The service includes: the employee search; a selection process in cooperation with the partnership projects; the process of applying and administrating the wage subsidies for the employer; and job coaching provided by organisations for disabled people.

400 disadvantaged people gained job in the open labour market in the period 2007 - 2012 and enjoy independent income that has improved their life quality. Companies have received capable and motivated employees.

ManpowerGroup has created a profitable business model; successfully extended its service and customer base; strengthened its image as a responsible company, differentiated itself from its competitors; and has gained an international recognition in the World's Most Ethical Companies list.

### MORE INFORMATION

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[www.manpowergroup.fi/CSR](http://www.manpowergroup.fi/CSR)

## WINNING PARTNERSHIP WITH AN INTERNATIONAL IMPACT: NOKIA & WWF COLLABORATING FOR THE ENVIRONMENT

### ABOUT THE PARTNERSHIP

**Leading company:** Nokia

**Sector of leading company:** Telecommunications

**Non-business partner:** World Wildlife Fund

**Year of implementation and impact:** 2007 - present

**CSR issues addressed:** Waste & pollution, resource efficiency, climate change, environmental protection

### SUMMARY OF THE PROJECT

Nokia's collaboration with WWF started 10 years ago when Nokia wanted to extend its environment protection policy on a global level. WWF possesses the necessary expertise in environmental issues to help Nokia improve its environmental performance in different areas and to increase Nokia's employee awareness about these issues. Nokia supports WWF in adopting mobile technologies for its environmental protection work. Today the collaboration covers the majority of environmental areas but focuses on those activities that support sustainable development on a wide scale and bring about mutual benefit.

The cooperation is truly global. The company and NGO branches on different continents ensure the overall effectiveness and result-orientation on a local level. The collaboration is governed by a two-year agreement defining the core themes that further guide the target setting and strategy building. In 2013 the strategic theme is water.

### INNOVATION AND IMPACT

The two organisations utilise their core competences to tackle relevant sustainability issues together and as a part of their existing activities. Nokia improved its environmental performance, raised awareness about the environment among its employees, communicates about its sustainability activities to the public and is seen as one of the sector's environment leaders. The collaboration



has also resulted in a better risk management, especially in terms of strategy for drought-prone areas and water usage and cost savings thanks to the more efficient use of resources.

WWF started to use Nokia's mobile applications in its fieldwork and to increase awareness about environmental issues amongst the public with around 20 million downloads. For example, the recycling campaigns have made mobile users return their old phones to collection points across the world.

Collaboration also scaled up. Trainings designed for Nokia employees led to establishment of WWF educational programmes open to all businesses. Pilot projects resulted in testing concepts such as WWF Green Office for international business environments. Dozens of companies have sent their executives for WWF One Planet Leaders training, and Nokia has offered its premises to pilot the Green Office internationally.

### MORE INFORMATION

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[www.nokia.com/global/about-nokia/people-and-planet-page](http://www.nokia.com/global/about-nokia/people-and-planet-page)



## EUROPEAN CSR AWARDS IN FRANCE

### ABOUT THE NATIONAL AWARD PARTNER

**IMS-Entreprendre pour la Cité** is a non-profit organisation founded in 1986. Through its network of more than 230 corporate members, it promotes practices that create added value for companies and those communities in which its company members operate.

IMS provides a full range of services from best practice sharing to the implementation of initiatives in the following areas: corporate citizenship, diversity and inclusiveness in the workplace, company contribution to local economic and community development in disadvantaged urban areas, business oriented towards the base of the pyramid and social innovation.

### ABOUT THE AWARD

The “**Mecenova Awards**” 2013 was the second edition of the Awards. Its goal was to reward inspiring partnerships between companies and non-profit organisations which allow employees to volunteer. In total, 30 applications were received, the majority of which fall under the large company category. About 150 participants (companies, NGOs, media, public organisations, etc.) attended the ceremony which took place during the Pro durable exhibition, a national CSR event. IMS-Entreprendre pour la Cité was happy to welcome the support of the ceremony’s media partners Novethic and L’Express as well as Extramuros, which is a company that manufactures and distributes furniture and business gifts made of recycled materials and eco-products.



[www.imsentreprendre.com](http://www.imsentreprendre.com)



## WINNING PARTNERSHIP IN THE LARGE COMPANY CATEGORY: MÉDIATERRE

### ABOUT THE PARTNERSHIP

**Leading company:** Bouygues Immobilier and its Corporate Foundation

**Sector of leading company:** Real Estate

**Non-business partner:** Unis-Cité

**Year of implementation and impact:** 2010 - present

**CSR issues addressed:** CSR strategy & corporate governance, environmental protection, community impact/engagement



### SUMMARY OF THE PROJECT

Bouygues Immobilier's Corporate Foundation aims to enhance the urban environment with a "human" face through dedicated architecture allowing both environment protection and local communities' empowerment. Through this, the foundation supports the project Médiaterre.

Led by the charity organization Unis-Cité, the project aims to involve volunteers aged 18-25 in community service. The major aim is to bring environmental awareness to disadvantaged communities. Volunteers encourage low-income families to develop eco-friendly behaviour that will help them to reduce their energy and water consumption bills as well as their environmental footprint.

### INNOVATION AND IMPACT

The Médiaterre project revitalises local communities by enhancing social links between households. Through the programme, Médiaterre volunteers roll out collective initiatives and support individual families.

The project is also a genuine response to energy poverty issues. By collaborating with other stakeholders in the project (local authorities, landlords, public bodies), Bouygues Immobilier becomes a key actor in awareness about environmental issues.

In 2012, the partnership covered eight cities (Bordeaux, Grenoble, Marseille, Nantes, Lille,

Toulouse, Strasbourg and two departments in Paris: Seine-Saint-Denis and Val d'Oise) and trained 3,417 families affected by energy poverty were able to get training and thus reduce their costs. In addition, social links in low-income communities have been tightened.

Employees of Bouygues Immobilier are involved in the project in different ways: they monitor and coordinate Médiaterre scheme, train volunteers in low-energy building management and help them to define their career projects. Since the beginning of this partnership 40 employees have been involved; the company has expanded the range of its social responsibility commitment and its employees gained a sense of company loyalty and pride. Thanks to this support, Bouygues Immobilier shows its commitment to more than 171 young people from Unis-Cité and shares its professional skills by helping them to define their own professional project.

### MORE INFORMATION

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[www.lesmediaterre.fr](http://www.lesmediaterre.fr)  
[www.bouygues-immobilier-corporate.com/engagements/sensibiliser-les-familles-modestes-aux-eco-gestes-pour-reduire-leur-facture-energetique](http://www.bouygues-immobilier-corporate.com/engagements/sensibiliser-les-familles-modestes-aux-eco-gestes-pour-reduire-leur-facture-energetique)





## EUROPEAN CSR AWARDS IN GERMANY

### ABOUT THE NATIONAL AWARD PARTNER

The National CSR award falls within the overall remit of the **Federal Ministry of Labour and Social Affairs (BMAS)** within the German Federal Government. BMAS contracted the agency Scholz&Friends Reputation GmbH, the Humboldt-Universität zu Berlin and the Institute for Ecological Economy Research (IÖW) to develop the methodological approach and to organise the competition and award ceremony.

BMAS' core functions are to create a strong framework for more jobs, promote social inclusion and maintain a stable social security system. In today's increasingly globalised world, these efforts contribute to the establishment of uniform social standards and employee rights. The Ministry also accounts for the mainstreaming of CSR.

### ABOUT THE AWARD

Germany had implemented its national CSR award before the launch of the European CSR Award Scheme in December 2012. Hence its criteria and selection procedure vary from the European CSR Award Scheme (such as the size of applying company).

The award is granted in four classes:

- SME company with 1 – 49 employees
- SME company with 50 – 499 employees
- Large company with 500 – 4,999 employees
- Large company with more than 5,000 employees

The award methodology is holistic and assesses the enterprises' CSR activities in the action fields of governance, market, work place, environment and community. During the assessment, the independent stakeholders of the respective enterprises were asked to give feedback. The overall evaluation involved an online management questionnaire, the questioning of internal and external stakeholders (by telephone) and



[www.bmas.de](http://www.bmas.de)





THOMAS BECKER  
ATELIER FÜR SCHMUCK

## WINNING PARTNERSHIP IN THE SME CATEGORY: ENVIRONMENTALLY FRIENDLY JEWELLERY

### ABOUT THE PARTNERSHIP

**Leading company:** Thomas Becker

**Sector of leading company:** Retailer - General

**Non-business partner:** OroVerde

**Year of implementation:** 2013

**CSR issues addressed:** Employee engagement, resource efficiency, products and services

### SUMMARY OF THE PROJECT

Thomas Becker, a manufacturer of precious jewellery, only processes environmentally sound and fairly traded metals and gemstone. The handcraft firm espouses global solidarity, cooperative dialogue and respect for humankind and nature. It creates ecological and social as well as economic benefits by practicing CSR internally, communicating it externally and developing a sustainable value chain in strategic partnerships.

### INNOVATION AND IMPACT

The origin of Thomas Becker's materials is based on eco-fair criteria: ecological extraction and fair trade. In partnership with the nature preservation organisation OroVerde ("green gold") the jewellery manufacturer has developed a strategy with which employees are educated to provide training in biodiversity, environmentally friendly gold extraction and fair trade. Thanks to substantial initial company funding five employees have been able to participate in the programme in 2013. The successful results of the so called "Young Leaders Project" have become visible with an increase in competence and autonomy, local value creation, the protection of biodiversity and the climate and the continued delivery of production materials

#### MORE INFORMATION

[www.tbschmuck.de](http://www.tbschmuck.de)

## Studiosus

## WINNING PARTNERSHIP IN THE SME CATEGORY: RESPONSIBLE BUSINESS MODEL IN TOURISM INDUSTRY

### ABOUT THE PARTNERSHIP

**Leading company:** Studiosus Reisen München

**Sector of leading company:** Tourism

**Non-business partners:** Informal partnership with stakeholders and suppliers through Foundation e.V.

**CSR issues addressed:** Supply chain, stakeholder engagement

### SUMMARY OF THE PROJECT

Studiosus, a European leader in providing study trips, offers a diversity of programmes worldwide where customers can experience an intensive encounter with foreign cultures and people. Satisfied customers and employees, fair relations with business partners, a strong consciousness of corporate social responsibility and an adequate economic return compose the company's essential corporate objectives. The four corporate strategies are quality and safety management, promotion of innovations and sustainable operations.

### INNOVATION AND IMPACT

With Studiosus, Foundation e.V. Studiosus demonstrates social responsibility in its host countries worldwide, for instance through the implementation of projects for the improvement of living standards, nature conservation and the protection of cultural heritages. Further, Studiosus has introduced safeguard mechanisms for human rights compliance during its study trips and has promoted climate-neutral travel packages. Thanks to its holistic CSR approach the company makes an important contribution to the socio-economic development in its host countries.

#### MORE INFORMATION

[www.studiosus.com](http://www.studiosus.com)



## WINNING PARTNERSHIP IN THE LARGE COMPANY CATEGORY: ORGANIC FOOD FOR THE YOUNGEST

### ABOUT THE PARTNERSHIP

**Leading company:** HiPP GmbH & Co.  
**Sector of leading company:** Food & Beverage provider  
**CSR issue addressed:** Products & services

### SUMMARY OF THE PROJECT

For over 50 years the family enterprise HiPP has been dedicated to the production of organic premium baby food. Sustainability and CSR are strongly anchored within the HiPP company, not only within the management: The employees form an important part of the corporate culture and support it actively. The ethical and fair treatment of employees, suppliers and customers is hereby an essential objective.

### INNOVATION AND IMPACT

Environmental protection plays a particularly important role for HiPP. The company's products have been organically cultivated. This practice protects soil and ground water from chemical fertilizers and pesticides and ensures an ecologically sustainable and resource-efficient production of organic food. In addition, HiPP has established a model farmyard for biological diversity. Thanks to the three mandatory training sessions per year HiPP's apprentices gain a vivid understanding of how to integrate sustainability and the protection of ecological diversity into everyday agricultural practice.

#### MORE INFORMATION

[www.hipp.de](http://www.hipp.de)



## WINNING PARTNERSHIP IN THE LARGE COMPANY CATEGORY: SOCIAL STANDARDS IN THE SUPPLY CHAIN

### ABOUT THE PARTNERSHIP

**Leading company:** Tchibo GmbH  
**Sector of leading company:** Food & Beverage Provider and retailer  
**Non-business partner:** Gesellschaft für internationale Zusammenarbeit  
**CSR issues addressed:** Supply chain and procurement, product & services

### SUMMARY OF THE PROJECT

Since its foundation in 1949 Tchibo has successfully distributed roasted coffee and a weekly changing non-food assortment via over 1000 company branches, depot stores and online services. Tchibo is convinced that corporate social responsibility and ecological consciousness contribute to the sustainable success of the company. On the way towards a 100% sustainable business model the company examines and optimises its products, processes and value orientation on a continuous basis.

### INNOVATION AND IMPACT

With the supplier qualification programme WE (Worldwide Enhancement of Social Quality) Tchibo engages with social standards in the supply chain of its products. The programme has been developed in cooperation with the Gesellschaft für internationale Zusammenarbeit (GIZ). The qualification of the suppliers takes place in dialogue with managers, employees and their representatives at the production sites, non-governmental organisations and buyers. This leads to improvements in all labour and social standards and increases the productivity in the factories. Already 200 of Tchibo's core suppliers participated in the qualification measures and the company is striving to gradually involve all core suppliers in the program.

#### MORE INFORMATION

[www.tchibo.com](http://www.tchibo.com)





Hellenic  
Network  
for  
Corporate  
Social  
Responsibility



HELLENIC PARLIAMENT



HELLENIC REPUBLIC  
MINISTRY FOR DEVELOPMENT, COMPETITIVENESS  
INFRASTRUCTURE, TRANSPORT & NETWORKS

## EUROPEAN CSR AWARDS IN GREECE

### ABOUT NATIONAL AWARD PARTNER

The **Hellenic Network for Corporate Social Responsibility (HNCSR)** was founded in 2000 and currently connects 120 corporate members and 7 business associations.

Its main objective is the promotion of principles and values of corporate social responsibility and their dissemination among Greek businesses and society at large. The network seeks to ensure a balance between profitability and sustainable development. Ever since its establishment, HNCSR has been a national partner of CSR Europe, and since 2008 is coordinating the local UN Global Compact Network Hellas.

### ABOUT THE AWARD

The Greek European CSR Awards were organised with the support of the Greek Parliament and under the auspices of the Ministry of Development, Competitiveness, Infrastructure, Transport and Networks. In addition, eleven institutions and communication sponsors joined their efforts to disseminate information about the Award process widely.

38 initiatives from 23 large companies and 8 SMEs were submitted in total. 27 recognised individuals with expertise in CSR coming from a wide spectrum of stakeholders voluntarily spent 405 working hours in order to secure the irreproachability of the assessment and the final selection of the winning partnerships.

The procedure of the awards demonstrated that Greek businesses dare and claim trust, credibility and their social license to operate, by overcoming the traditional boundaries of philanthropy and sponsorship.

*“The participation of 31 small, medium and large companies in the Awards initiated by the European Commission is a powerful message for Greek companies to continue their efforts, to work more collaboratively, embrace innovation and contribute to a better future for all.”*

– Maria Alexiou, Chair of the HNCSR



[www.csrhellas.org](http://www.csrhellas.org)  
[www.csr-supplychain.gr](http://www.csr-supplychain.gr)

[www.globalcompactnetworkhellas.gr](http://www.globalcompactnetworkhellas.gr)



## WINNING PARTNERSHIP IN THE SME CATEGORY: ALL TOGETHER, WE CAN

### ABOUT THE PARTNERSHIP

**Leading company:** Radio & Telecommunications Enterprises S.A. (SKAI)

**Sector of leading company:** Media Industry

**Non-business partners:** NGO Apostoli, Athens Medical Association, Associations for Protection and Restoration (Penteli Mount, Ymittos Mount, Parnitha Mount)

**Year of implementation and impact:** 2010

**CSR issues addressed:** Environmental protection, community impact/engagement, health & wellbeing



### SUMMARY OF THE PROJECT

Social responsibility for the production, dissemination and use of information is an integral part of the company's operational philosophy. The nature of the company's core business and the audience it addressed, worked as a catalyst in changing social awareness and responsibility into direct action. SKAI offered all available non-programming and non-advertising airtime to focus on the issues of social solidarity and the environment. The audience was called to participate in food & medicine collection campaigns as well as reforestation and neighbourhood clean up activities.

The company collaborated with leading authorities in different fields such as the Archdiocese of Athens, the Church of Greece along with regional Dioceses, the supermarket chains for its Food Campaign, and the Athens Medical Association for the Medicine Campaign.

### INNOVATION AND IMPACT

There were two core innovation elements: the use of the available "trailer time" and the transformation of the audience from informed listeners to active citizen. SKAI 100,3 FM utilised a total of 735,840 seconds of airtime for a total of 24,528 call-to-

action messages. 54,600 seconds were also used for a total of 2,016 messages on SKAI Television, as well as 120,960 seconds of airtime for 4,032 messages on SKAI group's two music radio stations. Coverage on the internet was well spread, with a total of 14 million banner impressions on the SKAI and other group websites.

Under the umbrella "All Together We Can - in Medicines" the campaign for the collection and dissemination of medicine brought about partnerships with the Athenian and regional Medical Associations, local Medicinal authorities across Greece, and the major Medicine Logistics organisation "Social Mission" Medical Office. The result was the collection and dissemination of 233,600 medicines distributed to medical and municipal social offices in 69 municipalities. The Social Medical Office of the Athens Medical Association alone recorded 138,487 usable medicines, which were distributed to patients with chronic diseases and to patients under no social security scheme.

### MORE INFORMATION

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## WINNING PARTNERSHIP IN THE LARGE COMPANY CATEGORY: MISSION WATER

### ABOUT THE PARTNERSHIP

**Leading company:** The Coca-Cola System in Greece (Coca-Cola Tria Epsilon & Coca-Cola Hellas)

**Sector of leading company:** Food & Beverage

**Non-business partners:** Global Water Partnership Mediterranean (GWP Med), WWF Hellas, MEDASSET (Mediterranean Association to Save the Sea Turtles)

**Year of implementation and impact:** 2006 - present

**CSR issues addressed:** Resource efficiency

### SUMMARY OF THE PROJECT

The Coca-Cola System in Greece fully acknowledges the importance of protecting water resources as water is the main ingredient of its products; it is a separate product category and is used during the production process. Therefore, the responsible water management is a high priority. In this framework, the Coca-Cola System in Greece invests in the protection of this invaluable natural resource, aiming to substantially benefit the community and to protect the sustainability of its activities. "Mission Water" is designed and implemented on the foundation of safely returning to local communities an amount of water equivalent to what it uses in its products and production process by implementing substantial and integrated programmes.

The Coca-Cola System in Greece engages with the Global Water Partnership Mediterranean in the "Rainwater Harvesting Programme" to contribute in mitigating the water shortage issue; it works with WWF Hellas in "Protecting and restoring the good ecological status of wetlands" which aims to protect and restore the good ecological status of the wetlands and the marine ecosystem, as well as with the Mediterranean Association to Save the Sea Turtles on "Join in and Clean up" to raise public awareness on waste reduction, proper disposal, recycling and encourage community involvement.

### INNOVATION AND IMPACT

In the framework of the "Mission Water" programme, the Coca-Cola System in Greece cooperates with well-

recognised and specialised scientific institutions and NGOs which contribute significantly to the execution of programme's objectives.

The integrated communication plan that supports the "Mission Water" programme has significantly contributed in enhancing The Coca-Cola System's reputation in Greece. It is estimated that more than 6 million Greek citizens have been informed and sensitised about the importance of protecting water resources, through the programme's communication activities. Last but not least the significant results of the programme have brought back important national and international distinctions and awards.

The programme has achieved the following:

- Installed and repaired 39 Rainwater Harvesting systems, in 19 Cycladic islands where the water shortage issue is more intense. These systems save 8,000,000 litres of water annually and improve the quality of life of 23,800 local inhabitants
- Implemented the educational programme called the "Gift of Rain" to 4,650 students and 326 school educators
- Rolled out educational seminars for 130 local technical workers for the construction and the maintenance of the Rain Water Harvesting systems
- Created four voluntary groups in the prefectures of Crete, which are responsible for the protection and restoration of the good ecological status of the island's wetlands
- Cleaned up of 46.1 km of coastline in 18 regions all over Greece with the participation of 9,448 volunteers, who collected more than 7.6 tonnes of recyclable material and 7.1 tonnes of garbage.

### MORE INFORMATION

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[www.apostolinero.com](http://www.apostolinero.com)



## EUROPEAN CSR AWARDS IN HUNGARY

### ABOUT THE NATIONAL AWARD PARTNER

**KÖVET Association for Sustainable Economies**, founded in 1995, is a non-profit, non-governmental organisation with a special public benefit status. Its major goal is to assist companies in focusing more on sustainability, and become more responsible. It offers services and organises practical events to spread and exchange the ideas and tools of responsible company management. In 2012 it had 112 corporate and more than 20 non-profit members. Apart from being part of the CSR Europe's network, the association is a member of INEM (International Network for Environmental Management), the Global Footprint Network and is an Organisational Stakeholder of GRI.

KÖVET manages several professional programmes, some of them for more than a decade. The most successful ones are: the Green Office Programme, the 'Money Back Through the Window' Programme which raises awareness on the economic advantages of environmentally friendly policies and the CSR MarketPlace for sharing best practices.

### ABOUT THE AWARD

Hungary saw applications from 18 large companies and six SMEs, who had partnerships running with more than 40 non-business organisations. KÖVET also collaborated with eleven professional non-profit organisations and eleven media partners to give a broad degree of publicity to the award process and ceremony. The five-member jury had a difficult task to choose the winning partnerships, agreeing that the scheme had been a great success for all involved.



[www.kovet.hu](http://www.kovet.hu)  
[www.kovet.hu/szakmai-munka/csr-vallalatok-tarsadalmi-felelossege/csr-award](http://www.kovet.hu/szakmai-munka/csr-vallalatok-tarsadalmi-felelossege/csr-award)



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## WINNING PARTNERSHIP IN THE SME CATEGORY: TAKING RESPONSIBILITY FOR THE GOOD OF FUTURE GENERATIONS

### ABOUT THE PARTNERSHIP

**Leading company:** László Czinki

**Sector of leading company:** Architects

**Non-business partner:** Attila Kindergarten Nagykanizsa

**Year of implementation and impact:** 2001 - present

**CSR issues addressed:** Environmental protection, community impact/engagement, education



### SUMMARY OF THE PROJECT

Since its inception in 2001, the project has expanded greatly for 12 years. After an initial campaign to save a tree the architecture company László Czinki made plans to launch a project providing environmentally oriented education for children. This entailed both classroom lessons and outdoor sessions, in which the children were able to help construct a wild garden.

With the enthusiastic input from kindergarten teachers, participants formulated goals, strategies and concrete steps in order to achieve their target.

After completing a blueprint for the construction of this garden, the architecture firm also established a Foundation to make the dream come true ("Alapítvány a Nagykanizsai Attila úti Óvodáért"). The initiative has created a long term partnership, in which both teachers and children enthusiastically work towards sustaining the green space for the enjoyment of all.

### INNOVATION AND IMPACT

The project was made possible thanks to the generous nature of all those involved. With little experience, participants were able to overcome the red-tape and budget cuts that frequently hamper initiatives with good intentions.

The project linked two previously unconnected actors and took responsibility for the wider aspects of sustainability, low-scale and local agriculture,

and the environmental education of small children. It set an example of selfless and future-oriented thinking and produced a more enjoyable local environment as well as more sensitive and environmentally aware children.

From 2001 the project has reached 500 children in the kindergarten and through them 1,500 parents and siblings, so 2,000 people have become more conscious on issues affecting and relating to the environment. As we have had an impact on the „Green Kindergarten” movement (involving 550 kindergartens) our environmental activity has reached over 880,000 people. These men and women set an example in their personal lives, which has made a significant positive impact on the environment.

### MORE INFORMATION

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[www.czinki-ferien-bauernhof.hu/neu/index.php](http://www.czinki-ferien-bauernhof.hu/neu/index.php)



## WINNING PARTNERSHIP IN THE LARGE COMPANY CATEGORY: NET PROGRAMME

### ABOUT THE PARTNERSHIP

**Leading company:** E.ON Hungária Group

**Sector of leading company:** Utilities

**Non-business partner:** For Our Families Foundation

**Year of implementation and impact:** 2012

**CSR issues addressed:** Community impact/ engagement, education, base of the Pyramid



### SUMMARY OF THE PROJECT

E.ON teamed up with For Our Families to install a comprehensive programme to help families overcome debt. The purpose of the programme is to support families experiencing difficulties paying their utility bills through a detailed programme that offers an escape from the vicious circle of debt and an opportunity to subsequently maintain stability and effectively manage household finances.

Families were asked to prepare a plan to pay off their debt, review their finances and commit to contributing to the payment of their arrears. They receive financial support as well as family care during the programme allowing them to pay off the entire debt by the end of a period defined according to their situation. Personalised training was then provided to help stabilise the household's finances in a sustainable manner, as well as follow-up sessions.

### INNOVATION AND IMPACT

The payment of arrears programme has created comprises six innovative elements:

1. Gathering a circle of cooperating partners
2. Deciding on the comprehensive nature of the program – consisting of financial assistance, group-based training and one-to-one counselling
3. Creating tailored assistance
4. Ensuring a family's individual commitment and acceptance of responsibility
5. Caring over a long period – the programme

provides a 6-12 month repayment period as well as a subsequent follow-up period, in which there is time to learn, develop and incorporate the habits learned into their daily routines

6. Community-building - the training sessions allow families to share their problems and experiences with other families facing similar problems and in similar situations

The process of reducing utility bills has an impact on the entire life of the family, helping create a healthier environment for all the members. As well as the adults in the 72 families that have benefited from debt relief, 140 children from these families will also be able to learn to live up to their commitments and extricate themselves from a difficult situation, and may themselves learn the tricks of staying on their own two feet.

The spread of the news will also have an impact on neighbours and the extended family of those participating. The messages of the programme were also conveyed via the media to more than one million people. By training a total of 17 new trainers, E.ON has ensured a ripple effect, extending the benefits of financial independence beyond their own programme.

### MORE INFORMATION

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## EUROPEAN CSR AWARDS IN IRELAND

### ABOUT THE NATIONAL AWARD PARTNER

**Business in the Community Ireland** is a non-profit organisation specialising in advice and guidance to leading companies on CSR and corporate community involvement. BITC Ireland's membership is drawn from Ireland's most progressive companies, with over 60 members currently in the network. The organisation's expertise allows it to train and develop capacity on corporate responsibility within organisations and to improve their companies' reputation, competitiveness and profitability through communicating their social, environmental and community management impacts.

### ABOUT THE AWARD

The first ever European CSR Awards initiative in Ireland was a great success. For its youth and local community programme "Think Big", Telefonica Ireland (O<sub>2</sub>) was awarded the prize for the Large Company category whilst Carambola Kidz won the SME Category for bringing a whole new library to a school in Sligo. In addition, two submissions in the Large Company category received a Highly Commended award - Abbott Ireland and Intel Ireland.

*"Both overall winning entries from Ireland – O<sub>2</sub> and Carambola Kidz - epitomise a key goal of any CSR strategy: to align CSR activities with the overall business strategy. Both projects show that the right CSR approach can not only have a significant impact on society but also a measurable impact for the business."*

– Tina Roche, CEO of BITC Ireland



[www.bitc.ie](http://www.bitc.ie)



## WINNING PARTNERSHIP IN THE SME CATEGORY: NEW LIBRARY IN OUR LADY OF MERCY PRIMARY SCHOOL, SLIGO

### ABOUT THE PARTNERSHIP

**Leading company:** Carambola Kidz

**Sector of leading company:** Food & Beverage Providers

**Non-business partner:** Our Lady of Mercy Primary School, Sligo

**Year of implementation and impact:** 2011 - present

**CSR issue addressed:** Education

### SUMMARY OF THE PROJECT

In Sligo, the principal of Our Lady of Mercy School had a clear idea that she wanted to share her love of books, with the children in her care, giving them the same opportunity she had growing up. Confronted by a lack of funds, however, Marguerite Stenson contacted Carambola Kidz, proposing her plan to build a library at the school. The company took on the challenge, involving locals and staff at the same time. The success of this has led directly to a second partnership with another school due to be launched in September this year in Jobstown, Tallaght in Dublin.

### INNOVATION AND IMPACT

The hard work of participants and the generosity of local business ensured that, in a short time, an underutilised room was turned into a bright and peaceful space filled with books of all sorts, for all ages. Software was also provided at a reduced rate by a local enterprise run by a former pupil, who admitted that had he not, his mother would have had words with him.



*Image courtesy of Sligo Weekender*

Reading widely has enormous benefits for young children, preparing them for and helping them in adulthood. Thus, the successful project will continue to have an impact on the decisions and performance of these children throughout the rest of their education and into adulthood. This will help build healthier future generations in Ireland.

Carambola Kidz has also benefited from an excellent reputation amongst school principals throughout Ireland. This has subsequently brought the enterprise more business as this increased brand awareness has encouraged schools in other counties to positively seek out Carambola Kidz for their services.

### MORE INFORMATION

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## WINNING PARTNERSHIP IN THE LARGE COMPANY CATEGORY: THINK BIG PROGRAMME

### ABOUT THE PARTNERSHIP

**Leading company:** Telefonica Ireland (O<sub>2</sub>)

**Sector of leading company:** Telecommunications

**Name of non-business partner:** Headstrong

**Year of implementation and impact:** 2010 - present

**CSR issues addressed:** Community impact/  
engagement, health & wellbeing

### SUMMARY OF THE PROJECT

Think Big is a programme which inspires young people to organise projects that will have a positive impact in their local communities. Run in partnership with Headstrong, the national centre for youth mental health, the programme is open to any young person aged between 14 and 25 with an idea for a project that will make a difference to young peoples' mental health. The programme also seeks to build young peoples' entrepreneurial skills, self-confidence and their belief in their capability to make a difference.

### INNOVATION AND IMPACT

Telefonica has rolled out its Think Big programme across Europe, creating a set of programmes with one goal: to help create a more entrepreneurial Europe. The programme backs young people, young ideas and young businesses, using digital technology as a force for progress. In the process, it also provides them with the tools and the necessary skill sets to make the positive changes they want to make. Through Think Big young people receive funding, training and a dedicated mentor to help them bring their projects to life. Ultimately the programme is about backing young people and their ideas as a force for change.

In Ireland, Think Big has already approved 300 projects with almost 5,000 young people participating. This in turn has had an impact on



nearly 24,000 people. There are many different examples of Think Big projects. In one project called The Generation Game, students from the Limerick Institute of Technology held a technology event to teach young people and their parents how to stay safe on the internet and deal with cyberbullying. In another one called Art Attack, young people from Co Kildare promoted positive mental health through interaction, learning and having fun through art at their local youth club.

Over 20% of O<sub>2</sub>'s workforce in Ireland have been engaged in the programme, acting as Think Big mentors. This means that they are actively involved in mentoring young peoples' projects. O<sub>2</sub> employees also fundraise for Headstrong on a regular basis.

### MORE INFORMATION

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## EUROPEAN CSR AWARDS IN ITALY

### ABOUT THE NATIONAL AWARD PARTNER

Since its creation in 1995 by Assolombarda, the largest employer federation in Italy, **Sodalitas** has promoted a culture of corporate responsibility across Italy, asserting itself as the national reference point for CSR. Sodalitas has more than 90 corporate members who are engaged in developing and testing innovative solutions, be it in the workplace, marketplace or the community. A number of retired executives also volunteer at the organisation, providing pro-bono consultancy to NGOs and schools, contributing to the overall effectiveness of the non-profit sector and helping young students move from school to work.

### ABOUT THE AWARD

Since 2003, Sodalitas has hosted its own Social Awards scheme, with more than 1,400 business contributing over 2000 best-practice projects (collected in the online database Sodalitas Social Solutions). In the 2012/2013 edition of the Sodalitas Social Award the European CSR Award was added as a special category and received 52 applications from large enterprises and 16 from SMES.

*“The European CSR Award Scheme represents the endorsement by the EU Institutions of the effectiveness of vehicles like the Sodalitas Social Award in fostering visibility and emulating of the most innovative sustainability practices.”*

– Ruggero Bodo, Sodalitas Social Award Management, Sodalitas

### ABOUT THE NATIONAL SPONSOR

**The Sofidel Group** is one of the leading European manufacturers of paper for hygiene and domestic use. Established in 1966, the Group has 27 subsidiary companies in 13 countries. Attention to people, health and safety at work and respect for the environment are regarded in Sofidel as prerequisites for a lasting and responsible development. In particular, environmental sustainability policies focus on combating climate change, safeguarding forests and the optimising the use of water resources. Sofidel is a member of the international WWF Climate Savers programme and a member of UN Global Compact.



[www.sodalitas.it](http://www.sodalitas.it)  
[www.sodalitas.it/sostenibilita/Sodalitas\\_Social\\_Award.aspx](http://www.sodalitas.it/sostenibilita/Sodalitas_Social_Award.aspx)



## WINNING PARTNERSHIP IN THE SME CATEGORY: INTERCULTURAL MEDICINE IN PARAGUAY

### ABOUT THE PARTNERSHIP

**Leading company:** Guna

**Sector of the company:** Pharmaceuticals & Biotech

**Non-business partner:** Coopi

**Year of implementation and impact:** 2009

**CSR issues addressed:** Health & wellbeing

### SUMMARY OF THE PROJECT

As a leader in homeopathic medicine, Guna initiated a project to revitalise the ancient pre-Columbian medical traditions in Paraguay, whilst simultaneously supporting employment opportunities for young members of indigenous groups.

Providing annual grants, Guna teamed up with COOPI, who have significant experience across the region and were thus able to carry out the field implementation. Results are regularly monitored by COOPI, who provide twice-yearly reports on the progress of the project.

Additional local partners were the Agricultural School Pai Pukuche and the Experimental Agricultural Centre of Cruce Pioneros who provided nursery land and infrastructure while the Association Chaco Yamet supporting with technical training.

### INNOVATION AND IMPACT

To counter the loss of knowledge about the healing potential of herbal treatments, the project conducted a systematic screening of the properties of local herbs. This knowledge was then distributed across the health system that was set up, specifically tailored to the resources and needs of the Chako region.

Furthermore, the partnership is pursuing the establishment of regular production, providing



high yields for low costs. The potential for providing Europe with some of this production is also being explored, which could contribute to a revitalised local economy. The project also supports the creation of micro-enterprises by training unemployed young natives.

The project was able to provide local partners with both expertise and infrastructure. In 2010/2011, representatives of the project met with 550 families to discuss their use of official herbs. In five communities, workers bedded a total of 2,400 Moringa plants, which in turn supply 25 communities. Production was aided by the erection of a plant in 2012 which could wash, mill and package the herbs. Hygienic kits were also distributed to 550 affected families following widespread flooding.

### MORE INFORMATION

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## WINNING PARTNERSHIP IN THE LARGE COMPANY CATEGORY: SUSTAINABLE AGRICULTURE: A MULTIDISCIPLINARY STUDY

### ABOUT THE PARTNERSHIP

**Leading company:** Barilla G.R. F.lli

**Sector of leading company:** Food & Beverage Providers

**Other company involved:** Life Cycle Engineering (Torino Italy)

**Name of non-business partner:** Horta

**Year of implementation and impact:** 2009 - present

**CSR issues addressed:** Resource efficiency



### SUMMARY OF THE PROJECT

“Sustainable agriculture: a multidisciplinary study” is a partnership between Barilla, a leading producer of bakery products, Horta, a spin-off of the Catholic University of Piacenza, and Life Cycle Engineering of Torino. Starting in 2009, the purpose of the project, is to improve the pasta supply chain, developing holistic and efficient farming techniques for high quality durum wheat and thus improving farmers’ income while reducing the environmental impact. The partnership involved 26 farmers between 2011/2012, who participated in a pilot scheme comparing new and traditional techniques. In 2012/2013 this was expanded to about 100 farmers producing almost 10,000 tonnes of hard wheat.

The academic partners contributed with their modeling know-how, managing a comprehensive set of sustainability indicators: carbon footprint, water footprint, ecological footprint, farmer gross income, nitrogen use efficiency, mycotoxin risk index.

### INNOVATION AND IMPACT

During the study, farmers received two resources. Firstly, a dedicated 10-point guideline was produced to support farmers’ strategic choices. The second, “Granoduro.net” - a farmers Decision Supporting System (DSS) web assistance service - was based on forecasting models and a dedicated agro-meteorological net. Another crucial success factor was the identification of sustainable farming systems tailored to the different conditions and requirements of the four main production areas (Lombardy, Emilia-Romagna, Central Italy, Central and

Insular Italy). Site-specific variables were taken into account (land fertility, rotation of crops, wheat variety, farming techniques, etc.) as well as meteorological and the environmental information, food safety and farmers’ income.

The results of the first test crop in 2012 showed a substantial progress in all performance indicators. An average 10% reduction of carbon footprint & production cost were achieved, mainly due to the use of the Granoduro.net Decision Supporting System. A 40% carbon footprint (tCO<sub>2</sub>/ha) may be possible reduction if a more favourable rotation of crops is adopted.

The project has a positive and sustainable impact on society and the environment. Main beneficiaries of the improvements in agricultural techniques and related cost savings are farmers and consumers, receiving higher quality pasta. For Barilla the project represents a further progress in its ten year drive to enhance sustainability of its supply chain, following the Life Cycle Thinking Approach of the European Commission, and will improve its environmental footprint.

### MORE INFORMATION

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[www.barillacfn.com/en/position-paper/pp-nuovi-modelli-agricoltura](http://www.barillacfn.com/en/position-paper/pp-nuovi-modelli-agricoltura)



## WINNING PARTNERSHIP WITH AN INTERNATIONAL IMPACT: YOUR CHOICE, YOUR PROJECT

### ABOUT THE PARTNERSHIP

**Leading company:** UniCredit

**Sector of leading company:** Financial – Banks & Building Societies

**Non-business partner:** La Grande Famiglia Onlus

**Year of implementation and impact:** 2013 - 2016

**CSR issues addressed:** Community impact/ engagement, products & Services

### SUMMARY OF THE PROJECT

UniCredit Foundation launched “Your Choice, Your Project”, an innovative online tool for employees of UniCredit throughout Europe. The aim is to involve staff in the final stage of the decision-making process for the allocation of extra grants for projects implemented by non-profit organisations, in a perspective of sharing and dissemination of philanthropy and solidarity. The initiative involved 9 of the 22 countries where UniCredit is present (Bosnia and Herzegovina, Bulgaria, Croatia, Italy, Poland, Romania, Slovakia, Slovenia, Ukraine) providing a total amount of EUR 2,614,000 and focused on two main topics:

1. Job market inclusion of young people affected by marginalisation or in a vulnerable position
2. Degenerative diseases (such as dementia) that affect the aging European population

### INNOVATION AND IMPACT

A key innovative aspect is the “direct online voting” process, allowing employees to raise their awareness of social issues and evaluate the effectiveness of the solution proposed by the project. Also the “calls for proposals” designed by UniCredit Foundation feature innovative aspects, developed according to the “action-research” model applied to social entrepreneurship, thus ensuring

sustainability, possibility to scale up and replicate and the flexibility of additional contributions to adopted projects by group employees.

The main direct impact of “Your Choice, Your Project” were 58 social solidarity projects funded with EUR 2,614,000. The initiative was highly appreciated by UniCredit’s employees as demonstrated by a strong participation in both voting and also frequent offers to actively support projects as volunteer “ambassadors”. The project strengthened employees’ identification and affiliation to their company and positively influence their motivation. Also the reputation of UniCredit in communities which benefit from the projects was greatly enhanced.

### MORE INFORMATION

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## EUROPEAN CSR AWARDS IN KOSOVO

### ABOUT THE NATIONAL AWARD PARTNER

The **Kosovo CSR Network** is the first network of its kind in Kosovo, founded in 2011 by distinguished Kosovan and foreign business leaders. These business leaders are determined to increase public awareness on CSR and promote the best CSR practices in their companies.

The CSR Network seeks to fully comply with the Ten Global Compact Principles (human rights, elimination of child labour, promotion of environmentally friendly practices, elimination of discrimination in respect of employment and occupation, and promotion of anti-corruption values). Although currently a relatively small organisation, the network seeks to grow and become a stimulating network to attract new businesses in promoting CSR across Kosovo.

The main projects of the Kosovo CSR Network include: the traffic safety programme and the replacement of the plastic bags project. The aim of the CSR Network Kosovo is to widen the scope of its contributions to society.

### ABOUT THE AWARD

Through a good outreach strategy the European CSR Awards was promoted through two main business chambers: the Kosovo Chamber and the American Chamber based in Kosovo. Due to the fact that previously there were other award events like the Best Business award on CSR the way forward is to embed this model into Kosovo, as a regular national CSR award event.



[www.csrkosovo.org](http://www.csrkosovo.org)



## WINNING PARTNERSHIP IN THE SME CATEGORY: INVESTING IN CHILDREN IN NEED

### ABOUT THE PARTNERSHIP

**Leading company:** Meridian Corporation LLC

**Sector of leading company:** Food & Beverage Providers, Retailers – General

**Non-business partners:** SOS Villages of Kosovo, Kindergarten institutions, Down Syndrome Kosovo, Autism Association in Kosovo

**Year of implementation and impact:** 2011-2013

**CSR issues addressed:** CSR strategy & corporate governance, freedom of association, employment, training & education, diversity & equal opportunities, community impact/engagement, education, health & wellbeing

### SUMMARY OF THE PROJECT

Meridian Corp. takes the responsibility to contribute to the wellbeing of the community, where it identifies the need and the possibility to improve the quality of life. Taking this into account, two main categories have been identified: the first category targets children's wellbeing; the second deals with social support for less privileged groups, such as children with Down syndrome and those with autism. In this respect, the company has established relationships with local and international non-profit organisations, such as SOS Villages of Kosovo, Kindergarten institutions, Down Syndrome Kosovo, and Autism Association in Kosovo. While creating these relationships and exploring the needs in these sectors, Meridian has found itself in the right direction to execute and implement its company CSR policy.

### INNOVATION AND IMPACT

The support for the projects related to persons with autism has brought to surface one very intriguing aspect in the society. Meridian Corp. contributed to improving the infrastructure in the buildings/institutions where people with autism can get



together has stimulated some families to bring their affected children for the first time outside their homes. The latest project was involving youngsters with autism and Down syndrome to help out at Meridian supermarkets for one working day in putting the goods of customers to bags. Therefore, the projects in this field not only increased the quality of life for the affected persons and their families, but also it has managed to shake prejudices related to these genetic disorders

The project has had a positive effect on Meridian Corp. business too. New partnerships and network development with other business and local actors have been established. Thanks to the media coverage, Meridian Corp. established itself as the leading CSR conscious company in its sector, raised awareness in the society on the given topic and encouraged other business to follow its lead. Also, it improved its recruitment process due to the increased interest of potential employees.

### MORE INFORMATION

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## WINNING PARTNERSHIP IN THE LARGE COMPANY CATEGORY: INDEPENDENT LOCAL ADVISORY BOARD

### ABOUT THE PARTNERSHIP

**Leading company:** Sharrcem

**Sector of leading company:** Industrials & Engineering

**Non-business partner:** Municipality of Hani i Elezit  
Year of implementation and impact:

**CSR issues addressed:** CSR strategy & corporate governance, community impact/engagement, stakeholder engagement, education, health & wellbeing, use of the Pyramid, resource efficiency, Environmental protection



bond between the company and the community Sharrcem operates in.

### SUMMARY OF THE PROJECT

As part of its strong commitment to corporate social responsibility and in the interest of transparency and cooperation with the local community, Sharrcem created the Independent Local Advisory Board (ILAB). This board was designed to serve as a liaison between the community and Sharrcem in order to streamline company's support activities towards the local society. The board is made up of different community stakeholders as well as two Sharrcem employees of middle management level and residents of Hani i Elezit. It is responsible for gauging of the needs and proposals filed by local stakeholders for financial support from the company and the fair distribution of the local community development budget. This resulted in many different local initiatives that improved the situation both for the community and the company.

### INNOVATION AND IMPACT

This partnership is the first one of its kind in Kosovo. Instead of Sharrcem allocating development funds to the community itself, this initiative created a close partnership between the community and the company, allowing for a collaborative approach. As a result, it allowed for a more exact identification of community needs and a more effective and successful selection and implementation of community projects. Besides having a larger overall positive impact it also created a close

As Kosovo is a developing country and poverty with high unemployment, a lot of the communities Sharrcem operates in lack the necessary budgets to support education, health, safety and environmental wellbeing. The board, composed of people coming from different walks of life, be that business, public or religious, discusses and reviews the community needs.

Once the most pressing and important needs are identified the board then votes on the allocation of funds to different projects to address those community needs. Our partnership consists of six different entities: the Hani i Elezit Municipality, local education institution, local medical institution, local religious institution, a private business owner; and Sharrcem.

The multistakeholder nature of the board allows for optimal service back to the community and consequently for the best and most efficient way to use company's community development fund. This has allowed us to engage in community development in an open, transparent and collaborative manner to ensure the highest positive impact to society.

### MORE INFORMATION

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## EUROPEAN CSR AWARDS IN LUXEMBOURG

### ABOUT THE NATIONAL AWARD PARTNER

**IMS Luxembourg (Institut pour le Mouvement Sociétal)** was founded in 2007. Established by six founding companies, the association has grown to 115 corporate members which represent more than 55,000 employees in Luxembourg.

Since its foundation, IMS Luxembourg has acted as a resource centre for sharing CSR methods, best practices and tools. IMS Luxembourg supports its members in collaborative projects and develops enhanced management models that help companies to progress towards CSR. Current main activities are Part&Act (which aims to create a professional interface between the corporate members of IMS Luxembourg and Luxembourgish associations in order to emphasize the most value from these collaborations) and the promotion of the Diversity Charter Lëtzebuerg (which encourages organisations to guarantee the respect and promotion of diversity in their workforce).

### ABOUT THE AWARD

The European CSR Awards in Luxembourg was supported by the Ministry of Labour and Employment as well as the Ministry of Economy. Both of these institutions have a previous experience in the field of CSR and were keen to promote cooperation between companies and NGOs. The media partner for this event were PaperJam / Maison Moderne.

IMS Luxembourg received applications from diverse sectors which shows that an increasing number of companies are keen to engage their employees in real partnership projects. The 13 assessors and seven member multistakeholder jury, which was chaired by the Minister of Labour and Employment Mr. Nicolas Schmit, selected the two winners.

*"I am delighted to contribute to the promotion of this noble cause that will certainly be the beginning of a long-term collaboration between the business world and public interest entities in Luxembourg."*

– Nicolas Schmit, Minister of Labour and Employment

*"Together, we must find out solutions to the society problems, reiterating the willingness to develop an economic system that takes into account human needs and the principles of responsible human resource management."*

– Romain Schneider, Minister of Economie Solidaire, Luxembourg



[www.csrluxembourg.lu](http://www.csrluxembourg.lu)  
[www.imslux.lu](http://www.imslux.lu)



## WINNING PARTNERSHIP IN THE SME CATEGORY: INCREASE THE NUMBER OF POTENTIAL DONORS OF BONE MARROW

### ABOUT THE PARTNERSHIP

**Leading company:** Laboratoire Ketterthill – LLAM SA  
**Sector of leading company:** Pharmaceuticals & Biotech

**Non-business partner:** L'Association Don de moelle, Fondation Morsch

**Year of implementation and impact:** 2010 - present  
**CSR issues addressed:** Community impact/engagement, health & wellbeing

### SUMMARY OF THE PROJECT

The Laboratory Ketterthill linked up with Association Don de moelle Luxembourg (an association which promotes bone marrow donations) to address the limited number of potential bone marrow donors in Luxembourg. For Ketterthill, the purpose of this partnership was to support the NGO with its technical resources and provide the means to increase the number of potential donors in Luxembourg. To achieve this mission, the partnership focused on raising awareness and also teamed up with the Morsch Foundation in Germany, which took on activities that the partners could not carry out in Luxembourg (e.g. HLA typisation).

### INNOVATION AND IMPACT

The project combined the mission of the NGO, which is to inform and bring awareness to the citizens of Luxembourg about the need for more bone marrow donors, as well as the technical capabilities of Ketterthill, to shore up the Association Don de moelle's actions. The Laboratory links the needs of the NGO and the Morsch Foundation that collects bone marrow samples. On the other hand, Ketterthill is also an anchor for the foundation that can contact them in case a donor is needed.

Thanks to its considerable resources, Ketterthill greatly increased the impact that the Association Don de moelle was looking to have on raising awareness. The company has multiple blood



sample taking centres across Luxembourg and was able to communicate much more effectively among its customers. This helped to increase the number of donors and inform the patients about the requirements for becoming a donor and show them that it is not a painful or dangerous process. In only 3 years, this partnership led to more than 300 new registrations. Ketterthill's commitment in this partnership shows its impact on different levels:

- Employee motivation – this partnership enabled them to learn more about the subject, for example they actively volunteered to participate in events focused on bone marrow donation.
- Retention of its employees - this partnership enabled them to learn more about the subject.

### MORE INFORMATION

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## WINNING PARTNERSHIP IN THE LARGE COMPANY CATEGORY: ALD BLUEFLEET – CARBON OFFSET

### ABOUT THE PARTNERSHIP

**Leading company:** AXUS Luxembourg SA – ALD Automotive

**Sector of leading company:** Automobiles & Parts

**Non-business partner:** MyClimate Lux.

**Year of implementation and impact:** 2009 - present

**CSR issues addressed:** Waste & pollution, energy & climate change, environmental protection



### SUMMARY OF THE PROJECT

ALD Automotive, which specialises in operational leasing and fleets management, established a partnership with Myclimate Lux, to reduce the environmental impact of its global fleet. To achieve this mission, ALD Automotive provided its customers with the possibility to reduce their CO<sub>2</sub> emissions at 3 levels: at the moment they select the vehicle, when they use it and neutralising the residual CO<sub>2</sub> by off-setting it. The climate compensation proposed by ALD Automotive is financed by a client (2/3 of the total) and by the company itself (1/3 of the total).

The actions of ALD Automotive provide a valued service to its customers, which not only allows them to improve their own green credentials and improve their brand image but which also underscores the need for a joint approach to such issues. This project has wider implications for society, raising awareness and of course in terms of the environment. Furthermore, MyClimate Lux has received greater recognition and is able to boost its carbon-offsetting initiatives.

### INNOVATION AND IMPACT

ALD Automotive is the only company in Luxembourg to promote the offset of residual CO<sub>2</sub>. This partnership is a voluntary initiative from ALD Automotive and its customers, which both brings about an increase in awareness and creates real determination within organisations towards becoming more environmentally responsible. This is a new approach that offers a global solution, as the customer is able to truly compensate vehicle emissions thanks to MyClimate Lux.

ALD Automotive has also expanded this policy to its employees' vehicles, so that they can embrace the concept and contribute to the reduction and compensation of emissions.

### MORE INFORMATION

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[lu.myclimate.org/fr.html](http://lu.myclimate.org/fr.html)





## EUROPEAN CSR AWARDS IN MACEDONIA

### ABOUT THE NATIONAL AWARD PARTNER

**The Association for Development Initiatives – Zenith** is researching, creating and promoting practices of sustainable development and good governance in the public and private sector, including open government, anti-corruption, and corporate social responsibility. It is promoting the concept of CSR and is equipping businesses, civil society organisations and government authorities with knowledge and implementation tools. Its capacity building interventions range from CSR strategy formulation, elaborating good corporate governance and ethical decision making principles and developing private sector anti-corruption measures to support in CSR performance management and communication. Recently, the Association Zenith participated in preparing a human rights guidance for European SMEs, and implemented and co-funded the European CSR Award Scheme in Macedonia.

### ABOUT THE AWARD

The National Award for Best Socially Responsible Practices in Macedonia 2013 was the sixth edition of the Award, launched by the Ministry of Economy of Macedonia and the National Coordinating Body on CSR. The Ministry is the key governmental institution in charge of stimulating and supporting CSR development in Macedonia, and the National Coordinating Body on CSR is a multi-stakeholder structure of 16 state institutions, business and civil society actors that is devising and advocating policy measures for the promotion of CSR. This year companies had the opportunity to apply not only for the National Award, but also for participation in the European CSR Award Scheme. The intensive promotional campaign generated the highest number of applications (66) so far, and 70% of them documented a partnership with one or more non-profit actors.

*“The businesses have welcomed the importance of the international dimension brought through the European CSR Award Scheme – this year one third of the companies applied for the first time for the National CSR Award.”*

– Aleksandar Nikolov, Executive Director of the Association Zenith



[www.zenith.org.mk](http://www.zenith.org.mk)



## WINNING PARTNERSHIP IN THE SME CATEGORY: ECO-RAY ON THE BALKAN PENINSULA

### ABOUT THE PARTNERSHIP

**Leading company:** Rade Koncar - Service and repair of electrical products

**Sector of leading company:** Industrials & Engineering

**Non-business partners:** Persistent Organic Pollutants Unit – Ministry of Environment and Physical Planning of Macedonia, Global Environment Facility, United Nations Industrial Development Organization, Swiss Cooperation Office – Macedonia

**Year of implementation and impact:** 2011 - present

**CSR issues addressed:** Environmental protection



tion is also linked to aligning the company's business model with driving sustainability forward.

### SUMMARY OF THE PROJECT

The company's core business is to repair and maintain transformers which use hazardous substances - polychlorinated biphenyls (PCBs). These chemicals dissipate and accumulate in the environment and can damage ecosystems causing immunodeficiency, falling fertility, birth defects, and even extreme toxicity when heated. The partnership was established to create a regional centre for safe reduction and elimination of hazardous substances in contaminated equipment. The formal cooperation with non-business partners (the Global Environment Facility and the Swiss Cooperation Office in Macedonia) provided co-funding; the Persistent Organic Pollutants Unit of the Government of Macedonia coordinated the partnership and provided regulatory supervision. The United Nations Industrial Development Organisation provided expert support.

The initiative opens a new regional market for Rade Koncar - the service and repair of electrical products, and creates a safe, environmentally acceptable and sustainable system for PCB management in Macedonia. The partnership enabled owners of transformers to easily and cheaply fulfil their legal obligation for decontamination. Previously, they could obtain this service only from outside the region, requiring complicated and time consuming procedures for cross-border transport of PCB contaminated equipment.

The partnership contributes to meeting the demands of the Stockholm Convention on Persistent Organic Pollutants and to realisation of the relevant National Implementation Plan.

In a short period of time, the facility processed more than 100 tonnes of transformers. With this pace, the entire contaminated equipment in Macedonia will be treated by 2014. This is a substantial contribution to reducing or eliminating the negative effects of PCBs on human health and the environment.

### INNOVATION AND IMPACT

The first ever centre for decontamination of transformers from polychlorinated biphenyls was established on the Balkan Peninsula. National and international law sets 2025 as the year when decontamination from polychlorinated biphenyls should be completed. The partnership aspires to achieve this goal earlier. Innova-

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## WINNING PARTNERSHIP IN THE LARGE COMPANY CATEGORY: EMBRACE AS A GIFT

### ABOUT THE PARTNERSHIP

**Leading company:** Mlekara j.s.c. Bitola

**Sector of leading company:** Food & Beverage Providers

**Non-business partner:** Danu Philanthropy SEE Skopje

**Year of implementation and impact:** 2012

**CSR issues addressed:** Education, health & wellbeing

### SUMMARY OF THE PROJECT

The dairy products of Mlekara j.s.c. Bitola are mostly consumed by children; hence the company invests in their wellbeing, nutrition habits and life skills. The non-profit partner – Danu Philanthropy SEE Skopje – runs the largest informative website for parenting and pregnancy advice in Macedonia. It also manages philanthropic activities of which children are the target group.

The partners collaborate on running the campaign “Embrace as a gift” together. It encourages and supports children to create gifts for ill and disadvantaged peers, bringing joy into their lives. This is done through providing interested kindergartens and parents with funds and information material on how children can produce safe and appealing toys. These activities foster both empathy and community assistance of children who produce presents and it allows disadvantaged kids to enjoy presents they would not ever receive without this initiative.

### INNOVATION AND IMPACT

An important distinction is that the partnership does not have a paternalistic attitude to children, turning them simply into recipients of community assistance, but that it has an empowering approach, acknowledging and unleashing their crea-



tive potential, and tapping their natural empathy. The partnership aimed both to have an immediate impact through bringing joy into the lives of disadvantaged children, and also a more long term impact in terms of establishing sound community oriented values and practices among a number of children and families throughout Macedonia.

Workshops for children and parents were organised in 15 towns across the country. In over 150 kindergartens 10,000 children learned for 4 months about humanity and community assistance and, produced more than 7,000 toys. The unique gifts were distributed to almost 30 hospitals and institutions for infants, children with special needs, and disadvantaged families – bringing the number of kids whose days were made brighter to over 2,000. 60,000 families followed the campaign’s section on ringeraja.mk, and learned through educational materials how to teach their children the meaning and importance of compassion and philanthropy. Through the campaign Mlekara j.s.c. Bitola improved its brand recognition among parents and children, and continues to profile itself as a responsible company. It also opened a possibility to increase its number of customers through a positive communications campaign.

### MORE INFORMATION

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## EUROPEAN CSR AWARDS IN MONTENEGRO

### ABOUT THE NATIONAL AWARD PARTNER

**The Association for Democratic Prosperity - Zid (ADP - Zid)** based in Podgorica, was established in 1996. The organisation focuses on programmes oriented towards development and the promotion of social responsibility across all stakeholders in the community. All these programmes are based on the principles of non-discrimination, life-long learning and equal opportunities for all as well as organisational values such as participation, innovation, creativity, solidarity and activism of citizens. ADP-Zid currently presides over various programmes – for example: faculty service learning; volunteering for citizens; and the promotion of social responsibility in local governments as well as companies.

### ABOUT THE AWARD

The European CSR Awards attracted a lot of interest from companies and organisations across Montenegro. As the first nationwide CSR award, the results were greatly anticipated. As well as collecting a host of examples in the field of CSR, the process also created enthusiasm for new initiatives. This should create the momentum needed to build more joint partnerships in the future, connecting businesses with the community.



[www.zid.org.me](http://www.zid.org.me)



## WINNING PARTNERSHIP IN THE SME CATEGORY: DREAM TOGETHER

### ABOUT THE PARTNERSHIP

**Leading company:** Elko Tim

**Sector of leading company:** Industrials & Engineering

**Non-business partner:** Non-formal association of citizens "Stari Aerodrom"

**Year of implementation and impact:** 2012

**CSR issues addressed:** Community impact/engagement

### SUMMARY OF THE PROJECT

Elko Tim has committed itself to providing better working conditions for employees, ensuring fair trade policies with partners and customers and caring for the local community and neighbourhood. Located in the Stari Aerodrom ("old airport") district of Podgorica, Elko Tim draws heavily on the local community for its workforce. An informal group of citizens, made up of men aged between 18 and 35 years approached the company with plans for improving the facilities of the town to encourage a healthy lifestyle, which were previously non-existent. The lack of facilities was also confirmed as residents' primary concern in a survey commissioned by Elko Tim. The Dream Together project thus combined the resources of the company and the drive of the local community to provide running tracks and a children's playground for all residents.

The partnership began as a solution to a common problem primarily for citizens, employees, and at the end for us as a company situated in this part of town. In this action 25 representatives NFC "Stari Aerodrom" were involved alongside more than 50 international volunteers and 50 local volunteers, more than 200 citizens from this part of town and more than half of our staff from top management.



### INNOVATION AND IMPACT

Prior to 2012, Stari Aerodrom contained no running tracks, playgrounds or common spaces to gather. The resulting project brought together all stakeholders to solve the local problem – a first for Montenegro. The new running track and children's playground united the community, erased lines between neighbours and opened up the possibilities for spending leisure time creatively. Now, the residents' association "Stari Aerodrom" take care of this area together with the neighbours.

The action has considerably improved the quality of life for citizens and employees at the same time. The results of the evaluation process indicated that employees at Elko Tim as well as the local residents' association were very satisfied with their participation in community development and its contribution to improving the environment.

### MORE INFORMATION

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## WINNING PARTNERSHIP IN THE LARGE COMPANY CATEGORY: UNIQA MONTENEGRO AND UMHCG

### ABOUT THE PARTNERSHIP

**Leading company:** UNIQA Montenegro  
**Sector of leading company:** Financial / Insurance  
**Non-business partner:** Association of Youth with Disabilities of Montenegro  
**Year of implementation and impact:** 2010 - 2011  
**CSR issues addressed:** Employment

### SUMMARY OF THE PROJECT

In 2010/2011, the insurance company UNIQA teamed up with the Association of Youth with Disabilities of Montenegro (AYDM) to raise awareness about disabilities and promote health insurance at the same time. AYDM have been particularly active in ensuring an equal position for youth with disabilities and establishing the legal, educational and social framework to enable this. Members of AYDM came to the UNIQA offices to coordinate with the company, helping design, package and distribute leaflets and band aids to the citizens of Montenegro.

Throughout the process the employees of UNIQA got to know the members of AYDM and were able to better understand the situation of disabled youth in Montenegro. The process was facilitated when a disabled person became the latest member of staff at the company. The project helped all parties involved learn to respect and understand differences, as well as create an open, friendly working environment.

### INNOVATION AND IMPACT

The project furthered cooperation between business and NGOs in Montenegro. UNIQA was the first company to open the doors of its offices



to young people with disabilities, giving them the opportunity to actively participate and showcase their skills and talents.

Through direct contact and joint action the UNIQA team gained a greater understanding of the potential of people with disabilities and, through the awareness campaign, improved the employability of young people with disabilities.

The evaluation process showed that the joint action of engaging young people with disabilities, as a part of UNIQA team (even just for few days), was very well received by members of AYHM as well as by employees. The action improved the perception of the company among staff and the wider public, encouraging volunteering at the same time.

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## EUROPEAN CSR AWARDS IN THE NETHERLANDS

### ABOUT THE NATIONAL AWARD PARTNER

The **Punchy Pack** is a Dutch social enterprise that advises companies and NGOs on CSR and partnerships.

The Partnership Awards 2013 is an initiative of The Punchy Pack, the Dutch Ministry of Foreign Affairs, NCDO (the Dutch expertise and advisory centre for citizenship and international cooperation) and FMO (the Dutch development bank) with media partner NuZakelijk.

### ABOUT THE AWARD

The Netherlands had implemented its national CSR award before the launch of the European CSR Award Scheme in December 2012. Hence its criteria and selection procedure may vary from the European CSR Award Scheme.

The Punchy Pack started the Dutch Partnership Award scheme in 2011 by challenging Young Professionals and their CSR/Partnership manager from around 30 multinationals and NGOs to develop a partnership project. Building on the success of 2011, The Punchy Pack, the Dutch Ministry of Foreign Affairs and NCDO launched the 'Best New Partnership' Awards to challenge young professionals from companies to develop a solution for an international socio-environmental problem in partnership with an NGO. The Awards was also extended to include a category for 'Best Existing Partnership' to celebrate the best innovative shared-value partnership. In 2012 60 organisations took part in the Award scheme reaching an audience of more than 40,000 managers and young professionals.



[www.departnershipverkiezing.nl](http://www.departnershipverkiezing.nl)





## WINNING PARTNERSHIP IN THE SME CATEGORY: FAIRMAIL PHOTOGRAPHY PROJECT

### ABOUT THE PARTNERSHIP

**Leading company:** FairMail

**Sector of leading company:** Retailers – General

**Other companies involved:** PostNL's Kaartwereld

**Non-business partners:** YMCA, Mundo de Niños, Coporacion de Educacion Popular, Duniya Foundation, Asha Deep, Bayti, Dar At Talib, Au Couer de l'Amitie

**Year of implementation and impact:** 2009 - 2013

**CSR issues addressed:** Child & compulsory labour, non-discrimination, employment, training & education, health & wellbeing, base of the Pyramid



local areas to generate income. The partnership is self-sufficient and even profitable without any donations or grants.

### SUMMARY OF THE PROJECT

The partnership is an international collaboration between social enterprise FairMail, 8 different NGO's working with at risk teenagers in Peru, India and Morocco, and Royal Dutch Mail. The mission of this partnership is to get teenagers out of child labour and back into school. FairMail trains disadvantaged youth in Peru, India and Morocco in photography and sells their images in 14 countries. Every youngster receives 50% of the profit that FairMail makes for the sale of his/her photo to pay for their own education.

PostNL has partnered with FairMail via their online printing on demand web application called 'Cardworld'. FairMail provides PostNL with a unique photography concept with an inspirational story behind each photo. PostNL offers these pictures to their customers through their 'Cardworld' web-application. They can use choose a photo to design and write their own card on-line. PostNL then prints the card and sends it directly to the receiver.

The partnership with Royal Dutch Mail's web application provides a new, modern and internet-based sales channel for the teenagers work. Through the partnership with the local NGO's FairMail can recruit the most motivated and needy teenagers who receive additional physical and psychological support from the NGOs.

FairMail has sold over 2.5 million greeting cards since 2008. Through this it has earned more than EUR 400,000 with the sale of the images of which 100,000 was directly invested by the teenage photographers in their own education. By 2017 FairMail expects to have 100 teenage photographers from 5 different countries financing their own education, use local beauty as a resource to generate a total of >1.1 million Euro in local income and inspire customers in 20 countries to contribute to poverty reduction. FairMail is planning to develop similar partnerships to that of PostNL in other countries.

### INNOVATION AND IMPACT

FairMail is the first company worldwide to sell fair trade photography on greeting cards. Local teenagers use the free nature beauty of their

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## WINNING PARTNERSHIP IN THE LARGE COMPANY CATEGORY: SMART SOLUTIONS TO COMBAT MALNUTRITION

### ABOUT THE PARTNERSHIP

**Leading company:** DSM

**Sector of leading company:** Pharmaceuticals & biotech

**Non-business partner:** World Food Programme (WFP)

**Year of implementation and impact:** 2008 – present

**CSR issues addressed:** Education, health & wellbeing, base of the Pyramid

### SUMMARY OF THE PROJECT

The partnership between DSM and WFP aims to eradicate malnutrition – a problem that affects two billion people worldwide – by using a multi-pronged approach.

Firstly, they seek to innovate and pilot tailor-made nutrition solutions and reformulate existing products, thereby increasing the nutritional status of the millions already consuming this product.

Secondly, the partnership looks to add to the body of existing scientific literature on the topic. 36 scientific studies have been published by partnership scientists to ensure that the knowledge is shared throughout the academic community. Training for nutrition capacity within WFP is also developed through the creation of e-learning modules available to employees.

Thirdly, DSM employees and local communities stage fundraising events throughout the year to raise awareness and provide school meals to WFP beneficiaries. Employees are able to participate in volunteer assignments in WFP country offices to share their skills and so far 52 DSM employees have taken part.

Finally, the partnership lobbies policymakers in governments such as the Netherlands, EU and Japan by setting up advocacy events to increase awareness of malnutrition and funding to the World Food Programme (six events so far).



### INNOVATION AND IMPACT

The partnership has been active for over five years and has thus far impacted more than 12 million WFP beneficiaries with improved nutrition. The governance and management structure of the partnership allow for complementary work streams run by experts in science, operations, communications, etc. from both organisations. Concrete achievements thus far include: nine specialty food products created or reformulated to meet specific dietary needs, 36 scientific studies published and more than 2 million meals donated by DSM employees.

The long term prospects include a scale-up of current products such as micronutrient powder sachets and new innovations such as fortified rice, that have the potential to bring nutrition to hundreds of millions of people worldwide. Research into new products tailored to specific population groups such as people living with HIV/AIDS will continue to be carried out by the partnership. Other goals include seeking external funding to extend the number of partnership projects, working more closely with key stakeholders such as governments and continuing our engagement with employees of both parties.

### MORE INFORMATION

[www.dsm.com](http://www.dsm.com)

[www.wfp.org](http://www.wfp.org)



## EUROPEAN CSR AWARDS IN NORWAY

### ABOUT THE NATIONAL AWARD PARTNER

Founded in 1996, **CSR Norge** is a multistakeholder network which engages its 37 member companies and organisations committed to working towards more responsible business practices, minimising negative impacts on people, communities and the environment. The main goal is to promote CSR in Norway and encourage companies and investors to integrate CSR into their daily operations, organisational culture and long term strategies. The network is a forum where members can exchange CSR insights and experiences, and learn about best practices in the field. Since January 2012, CSR Norway is administered by the Royal Norwegian Society for Development (Norges Vel), which is committed to developing the network to become the leading one for CSR in Norway.



[www.csrnorge.no](http://www.csrnorge.no)



## WINNING PARTNERSHIP IN THE SME CATEGORY: ENTERPRISE RESOURCE PLANNING SYSTEM AGRESSO ACCESSIBLE

### ABOUT THE PARTNERSHIP

**Leading company:** UNIT4 Agresso

**Sector of leading company:** IT – Hardware, Software & Services

**Other company involved:** UNIT4 R&D

**Non-business partner:** Norwegian Association of the Blind and Partially Sighted

**Year of implementation and impact:** 2011 - present

**CSR issues addressed:** Employment, diversity & equal opportunities, stakeholder engagement, products & services



### SUMMARY OF THE PROJECT

Only 30% of the 180,000 blind and partially sighted persons in Norway are employed. Given that human resources are expected to become scarce due to demographic change, UNIT4 Agresso saw an opportunity to increase the employability of this group and tackle a key sustainability issue.

The goal of this partnership was to create a business system that was accessible and user-friendly for all users regardless of their mental and physical health. Cooperation between UNIT4 Agresso and the Norwegian Association of the Blind (NABP) includes innovation and software development (ERP-system Agresso). The parties contribute their complementary expertise which ensures that high quality software and collaboration on marketing communication give NABP clients access to new tools and communication channels.

### INNOVATION AND IMPACT

By voluntarily following the recommendations of the Web Content Accessibility Guidelines (WCAG) 2.0, UNIT4 has made the ERP-system Agresso accessible to people with partial and full loss of sight. Through the cooperation with the NABP, UNIT4 Agresso was able to engage with the key stakeholder group and develop its product in close cooperation with this group.

Over the past two years, NABP has been involved in the validation and testing process to ensure that Agresso software meets the Web Content Accessibility Guidelines (WCAG 2.0), which define how to make web content accessible to people with disabilities. The project has been a front runner in this field. It is expected that in the near future the Norwegian government will implement the requirements in this area.

Driving an important informational campaign, UNIT4 Agresso contributes considerably to creating positive attitudes towards employees with disabilities among employers and the general public. As a positive side-effect, the ERP-system Agresso has become more user-friendly and healthier for everyone, e.g. through reduced use of mouse.

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## WINNING PARTNERSHIP IN THE LARGE COMPANY CATEGORY: INTRODUCTION OF PLANTBOTTLE™ TO THE NORWEGIAN MARKET

### ABOUT THE PARTNERSHIP

**Leading company:** Coca-Cola Enterprises Norge AS (CCEN)

**Sector of leading company:** Food & Beverage Providers

**Non-business partner:** Zero Emission Resource Organisation (ZERO)

**Year of implementation and impact:** 2013 - present

**CSR issues addressed:** Waste & pollution, resource efficiency (e.g. minerals, water or agricultural), energy & climate change, environmental protection

### SUMMARY OF THE PROJECT

The partnership with ZERO was initiated in 2010 focusing on environmental technology and zero emission solutions in the transport sector. In 2011 CCEN focused on bio plastics as it introduced a new bottle containing biomaterial (the PlantBottle™) to the Norwegian market.

CCEN needed a partner that could examine the environmental benefits of bio plastics in Norway and to promote the use and the production of renewable plastics. The aim of the partnership was to produce a report on status of bio plastics by the end of 2011. In 2012 the partnership spun off to new level, aiming to analyse how the use of bio-plastics can be increased in Norway.

The PlantBottle™ was first introduced in Norway in 2010 for Bonaqua water product. In 2012, CCEN decided to use the PlantBottle™ packaging on all locally produced products.

After a successful partnership in 2010 to provide emission solutions in the transport sector, CCEN and ZERO continued their cooperation, this time focusing on bioplastics in their bottling process. The project examined the environmental benefits of bioplastics in

Norway and how best to promote their use. Having already launched the PlantBottle™ to the Norwegian market in 2011, the two groups aimed to increase the use of bioplastics in CCEN's production – the only Coca-Cola market in the world to do so.

### INNOVATION AND IMPACT

Compared to traditional PET bottles made from fossil fuels, the new packaging used in Norway contains up to 22.5% plant-based material, and 25% recycled material. The Plant-PET looks, functions and recycles like traditional PET but has a lower carbon footprint. CCEN anticipates that the best solution environmentally will be a combination of plant-based PET and recyclable PET, minimising the amount of virgin materials. CCEN is developing a carbon analysis systems to identify the blend that will give the lowest carbon footprint in the future.

Because CCEN has transformed its production methods with the new bottle, water usage has also been reduced by a quarter. Since the launch in 2009 the PlantBottle™ has also eliminated 130,000 tonnes of CO<sub>2</sub> emissions.

The work of CCEN in moving to bio-material packaging shows that change in the industry is possible. The partnership will continue to increase awareness about bioplastics in 2013.



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[blogg.zero.no/2013/05/zero-pa-european-csr-awards-2013](http://blogg.zero.no/2013/05/zero-pa-european-csr-awards-2013)



## EUROPEAN CSR AWARDS IN POLAND

### ABOUT THE NATIONAL AWARD PARTNER

**Responsible Business Forum** is the oldest and the biggest Polish non-profit organisation providing in-depth focus on the concept of Corporate Social Responsibility.

Forum is a think-and-do-tank promoting responsible business that considers its impact on society and environment. We set trends of responsible business and sustainable development in Poland. The Forum's mission is to make the idea of responsible business widespread as a standard in Poland in order to increase companies' competitiveness, to satisfy society and to improve the state of the natural environment. RBF manages a variety of projects: the Partnership Programme (for companies that are actively involved in CSR and promote CSR values), the League of Responsible Business (engages university students in promoting and sharing knowledge on CSR) and the Diversity Charter (Responsible Business Forum is a Coordinator of the Diversity Charter in Poland).

Each year, RBF issues "Responsible Business in Poland. Good Practices" report - a unique document, which summarises companies' involvement in execution of responsible business principles and is an overview of other initiatives in this area. This year, the 11<sup>th</sup> edition of the report was published.

### ABOUT THE AWARD

The number of applications received by RBF for the CSR award exceeded 50, with 65% of those projects including three or more partners. 18 concerned educational projects and eight focused on the environment. In this regard, the jury was impressed by the number of companies that had taken action to create the social value and capital needed throughout Poland.

*"By organising the Polish edition of European CSR Awards, we have started the debate on the effectiveness of partnerships in business as well as innovation of such solutions"*

– Mirella Panek-Owsiańska, President of Responsible Business Forum in Poland

*"Partnership is the creation of an economic, and at the same time, social value. It is building a social capital, which is still not at a very high level in Poland."*

– Boleslaw Rok, Business Ethics Centre and member of the jury



[www.odpowiedzialnybiznes.pl](http://www.odpowiedzialnybiznes.pl)



## WINNING PARTNERSHIP IN THE SME CATEGORY:

### BE VISIBLE – BE SAFE

#### ABOUT THE PARTNERSHIP

**Leading company:** Horus Innowacyjne Materiały Przemysłowe Sp. z o.o.

**Sector of leading company:** Trade in B2B

**Non-business partners:** Department of Education of City Hall in Bydgoszcz, Prevention Department from City Police Headquarters, 12 public pre-schools, Bydgoska Masa Krytyczna (bicycle association), Active Rehabilitation Foundation, Primary schools in 8 communes of Powiat Bydgoszcz

**Year of implementation and impact:** 2012 - present

**CSR issues addressed:** Education, pedestrian & cyclist safety

#### SUMMARY OF THE PROJECT

Be Visible – Be Safe was created to raise awareness about and thus increase pedestrian and cyclist safety. One part of the project focused on 12 public pre-schools in Bydgoszcz, involving about 1,600 children. Along with the Department of Education and the Police Prevention Department, 600 reflective high-quality waistcoats and over 1,000 reflective accessories were provided. The cyclist-oriented section of the project was coordinated with the Police Prevention Department and designed a way of marking bicycles that made them highly visible for other vehicles on unlit roads. This method was then applied to the bikes of children across schools in Bydgoszcz where there was a notable danger for pupils cycling to and from school. In total, more than 2,000 bicycles have been marked to date. In addition, along with the Active Rehabilitation Foundation, the partnership marked the wheelchairs of disabled people who faced the same problem of low visibility.

#### INNOVATION AND IMPACT

Thanks to broad cooperation with a range of partners, the project created a new way of marking bicycles to ensure high visibility. Horus was the



perfect company to initiate the project, being a manufacturer of 3M products – including the reflective foil 3M Scotchlite, which was placed on the bicycles. The ability to produce Scotchlite in different colours meant the foil would blend in with a bike original colour by day and become reflective at night. The flexibility of the foil meant it could be applied to both the frame and spokes of the bike.

The project gave a broad range of local society members an excellent opportunity to address the safety of their own roads. The 12 pre-schools that have been provided with the reflective materials make up 50% of the pre-schools in the city. This meant over 2,000 cyclists received visibility strips and 1,600 children were educated about pedestrian and cyclist safety on the roads. The campaign has also indirectly encouraged other pedestrians and cyclists to take action, with a marked increase in visibility across the city. Drivers have also become more aware of the issue and the company itself has raised its reputation thanks to its hard work in the local community.

#### MORE INFORMATION

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## WINNING PARTNERSHIP IN THE LARGE COMPANY CATEGORY: SAFETY ON THE INTERNET

### ABOUT THE PARTNERSHIP

**Leading company:** Orange Polska

**Sector of leading company:** Telecommunications

**Non-business partner:** Nobody's Children Foundation

**Year of implementation and impact:** 2005 - present

**CSR issues addressed:** CSR strategy & corporate governance, training & education, community impact/engagement, education, products & services



### SUMMARY OF THE PROJECT

One of Orange Polska CSR's aims is to ensure the safety of children on the internet. With this in mind, the company teamed up with the Nobody's Children Foundation, which works on protecting children from abuse and providing help for abused children, their families and their caregivers.

In 2005, Orange Polska supported the foundation in a campaign and this productive cooperation later evolved into a strong partnership. Together they created a web portal and e-learning platform with free educational materials for children, teachers and parents. After conducting research and campaigns, a publication was made for customer, entitled "A Guide for Parents - Safe Media".

The partners also set up a free-of-charge phone line and a website, where children and their caregivers receive help in emergency situations. Volunteers from Orange Polska conducted classes in schools about the safe use of the internet and the company's security team works closely with Nobody's Children Foundation to protect users, providing customers with safer services.

"BEST", which limits content available online and allows programme staff to verify children's activities on the internet. Combined with the e-learning initiatives as well as internet competitions and communicating via instant messaging, forums and online forms, the partners addressed the issue in an engaging way for children, families and guardians.

All manner of methods were used to educate and raise awareness – with campaigns, publications, websites, e-learning courses and educational materials for schools all featuring prominently. The helpline is the only helpline in Poland to offer comprehensive assistance in emergency situations and the possibility of obtaining help and professional advice. The project has benefited society as a whole in Poland - it received a safe product - as well as Orange Polska by building confidence in its services.

### INNOVATION AND IMPACT

The project focused on bringing innovative technology to the issue of children's online safety. This involved setting up a new web browser for kids,

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[www.helpline.org.pl](http://www.helpline.org.pl)

[www.fundacja.orange.pl](http://www.fundacja.orange.pl)

[www.sieciaki.pl](http://www.sieciaki.pl)



## EUROPEAN CSR AWARDS IN ROMANIA

### ABOUT THE NATIONAL AWARD PARTNER

**CSR Romania** was founded by the Forum for International Communications. The Forum was among the first Romanian NGOs to provide an in-depth focus on the concept of CSR by establishing the dedicated platform CSR Romania. The platform offers Romanian companies a space to exchange knowledge and learn about CSR, to mainstream CSR in business and to strengthen the dialogue between stakeholders. CSR Romania actively promotes the social and economic benefits of CSR for society and showcases the importance of implementing a CSR strategy among corporate leaders.

### ABOUT THE AWARD

The European CSR Award Scheme was a unique opportunity to recognise and reward best practices in CSR throughout Romanian companies at the highest professional level. A team of 15 national and international judges, all senior professionals, reviewed the 32 interesting and impactful Romanian entries and selected the shortlists and winners in both categories. The national competition was supported by Raiffeisen Bank Romania, AVON Romania and Ursus Breweries.

### THA NATIONAL SPONSORS

The award has been supported by **Raiffeisen Bank Romania, Avon** and **Ursus Breweries**.

*“Award programmes are important for an occupation such as CSR to become professionalised, and this program has made an important contribution to the professionalisation of the discipline in Romania.”*

– Daniela Jumanca, Board Member CSR Romania



[www.csr-romania.ro](http://www.csr-romania.ro)



## WINNING PARTNERSHIP IN THE SME CATEGORY: THE GREEN LABORATORY FOR RECYCLING

### ABOUT THE PARTNERSHIP

**Leading company:** Eco-Rom Ambalaje

**Sector of leading company:** Waste recovery and recycling

**Other companies involved:** McCann PR

**Non-business partners:** the Ministry for National Education, the Ministry for Environment and Climate Change

**Year of implementation and impact:** 2012 - present

**CSR issues addressed:** Waste & pollution, environmental protection, community impact/engagement, education

### SUMMARY OF THE PROJECT

In October 2012 Eco-Rom Ambalaje launched a national educational project called The Green Laboratory for Recycling. The program is designed to teach children about recycling through experiential education. Interactive games are stationed on a bus, which tours 50 schools in 25 cities, providing an exciting environment for children to better understand the value of recycling.

By teaming up with the Ministry for Education as well as the Ministry for the Environment and Climate Change, the GLR could implement proper programmes for public involvement in recycling. The partnership focused on children but parents and teachers were also key targets. The two ministries assisted greatly in promoting the event throughout the country.

### INNOVATION AND IMPACT

Eco-Rom Ambalaje successfully provided an innovative platform with which to bring recycling to the attention of young minds. The 'laboratory' bus was fully modified and adapted to the curiosity and imagination of kids. Its mobility greatly increased its reach.



The first edition of the project involved up to 5,000 pupils and 200 teachers, with a reach extending to the parents and wider community. During the project teachers were reminded of the great responsibility they have in educating the kids towards nature care. Furthermore, 40% of the children involved had taken their role of recycling agents seriously: after this experience they implemented the SWC system inside their classrooms and they have dedicated themselves to teach others about the dangers of not caring about the environment.

Media coverage also spread the news. The GLR was featured in 23 TV clips, 24 radio news items, 90 publications and 210 online articles, (in both central and local press organisations). The partnership is set to continue its work improving Romania's recycling programmes.

### MORE INFORMATION

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## WINNING PARTNERSHIP IN THE LARGE COMPANY CATEGORY: ADOPT A RIVER FROM ITS SPRING TO ITS MOUTH

### ABOUT THE PARTNERSHIP

**Leading company:** The Coca-Cola System Romania  
**Sector of leading company:** Food & Beverage Providers

**Non-business partners:** Tasuleasa Social Association, Save the Danube and the Delta, MaiMultiVerde, International Commission for the Protection of the Danube River, United Nations Development Program, Dorna Candreni and Cosna Village Halls, Ministry of the Environment

**Year of implementation and impact:** 2007 - present

**CSR issues addressed:** Environment, community impact/engagement, stakeholder engagement, education, employee involvement



### INNOVATION AND IMPACT

The programme required the complex integration of the different strategic and geographic areas of numerous projects. The strategic approach to the partnerships with NGOs, allowed Coca-Cola to capitalise on the expertise of each partner. An innovative approach was taken in all activities. The partnerships educated youngsters with a mix of training and practice, encouraged employees to volunteer with Volunteering Day, trained authorities and NGOs to win grants for their communities and taught locals to clean riverbeds and plant trees.

The social impact was extensive. Coca-Cola and their partners cleaned the Dorna springs area, reforested it and educated the locals about water pollution. Furthermore, they donated water to communities in need, helped a local NGO reach national awareness and influenced changes in legislature.

As beverage producers, Coca-Cola depend on water. The partnerships helped them secure clean water sources for their operations. It allowed them to create valuable partnerships, to support volunteering, to help their employees gain new skills and become more engaged. It also increased awareness on key areas for the company (waste collection, recycling) and strengthened their responsible company position.

### SUMMARY OF THE PROJECT

Adopt a river from its spring to its mouth is an extensive CSR platform started in 2008 which protects and preserves water sources (a strategic area for Coca-Cola System Romania). It combined immediate, corrective actions with long-term thinking, for an effective and long-lasting change.

Management was ensured by a Coca-Cola HBC Romania representatives, who received training and strategic support from the specialists in the partner NGOs. These NGO partners were chosen based on their expertise in the areas targeted by the programme (the Dorna springs area, the Siret and Danube course and the Delta). The partners were involved in all the phases of the project, from research and planning to implementation and reporting.

The project benefited from employees who volunteered as well as a EUR 1 million investment from Coca-Cola. It has been a successful, strategic programme, which has proven its positive, long-term impact on all stakeholders. From cleaner rivers and more waste collected, to more educated and involved communities, it has positively affected both people and the environment.

### MORE INFORMATION

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[en.coca-colahellenic.ro/Towardssustainability](http://en.coca-colahellenic.ro/Towardssustainability)



## EUROPEAN CSR AWARDS IN SERBIA

### ABOUT THE NATIONAL AWARD PARTNER

**Smart Kolektiv** pioneers the promotion of CSR in Serbia. The organisation is guided by the idea of connecting business and society in finding ways to apply business logic and experience to the solution of social problems. Smart Kolektiv helps companies to cooperate articulately and strategically with the community, while helping various social groups to get the business sector's attention to their needs and initiatives. Smart Kolektiv devises and puts into effect campaigns that initiate positive changes in society, whether initiated by companies or social groups. It operates through four key programmes: corporate social responsibility, social innovation, youth entrepreneurship and social marketing. It administrates the Business Leaders Forum Serbia.

**Business Leaders Forum Serbia** is a network of socially responsible companies which contribute to the development of the community, stimulating the development of CSR and the establishment of firm and lasting socially responsible practices in the business sector. The Forum provides a platform which connects businesses with other segments of society, thus encouraging inter-sector dialogue, collaboration and sharing of good practices. The Forum develops practical and sustainable solutions in all four areas making the pillars of CSR: local community, environment, workplace and market. It is the national partner of leading global CSR associations – CSR Europe, CSR360 GPN, and the International Business Leaders Forum.

### ABOUT THE AWARD

The European Award Schem is implemented in Serbia through Smart kolektiv and Business Leaders Forum. Fifteen entries were submitted for the Award Scheme in Serbia, 12 in the large company category and three entries describing partnerships between small and medium enterprises with nonprofit organisations. Businesses and more than 50 organisations and institutions jointly contributed to solving important problems that society is facing, demonstrating the importance and effectiveness of the multi-sector partnerships. These initiatives represent the best practice examples of CSR partnerships in Serbia.

*“The European CSR Award Scheme is an excellent opportunity to promote ideas we believe in, share our experience and seek for inspiration for new projects and ventures.”*

– Neven Marinovic, Smart Kolektiv



[www.smartkolektiv.org](http://www.smartkolektiv.org)  
[www.fpl.rs](http://www.fpl.rs)



## WINNING PARTNERSHIP IN THE SME CATEGORY: SUN FOR A BRIGHTER FUTURE

### ABOUT THE PARTNERSHIP

**Leading company:** Sunce Marinkovic

**Sector of leading company:** Construction

**Non-business partners:** Business Start-up Centre, Center for Development of Social Protection Services Kneginja Ljubica

**Year of implementation and impact:** 2012

**CSR issues addressed:** employment, training & education, diversity & equal opportunities



### SUMMARY OF THE PROJECT

Sunce Marinkovic started a partnership with local NGO the Business Start-up Centre (BSC) and the public organisation Centre for Development of Social Protection Services Kneginja Ljubica, in order to improve and increase the effects of its own CSR projects for disabled persons, students and children from the city's children's home. This cooperation combines three of Sunce Marinkovic's CSR programmes: employment of disabled persons, providing work practice for students and supporting the children's home Mladost.

Within the project, Sunce Marinkovic has provided work practice and employment for students and persons with disability, but also had an important role in raising public awareness on the problems these vulnerable groups face. The excellent cooperation between company Sunce Marinkovic and its partners (Business Start-up Centre, public organisation Kneginja Ljubica and organisations Association for Social Development SUNCE Kragujevac, City of Kragujevac Children's Home Mladost, Club of Young People with Disabilities and Interregional Organisation of Deaf Persons) represents a great example of collaboration. It shows how businesses can help to successfully solve important problems in the local community and how these partnerships can contribute to creating opportunities for a better future of disadvantaged young people.

### INNOVATION AND IMPACT

Sun for brighter a future is the first project in Kragujevac that provides support for disadvantaged youth in terms of work experience and employment, improving their employability skills and promoting social inclusion.

In terms of tangible results, Sunce Marinkovic employed two participants in the project and provided work experience for another four. The company also promoted the projects in the public and throughout its media networks, informing and encouraging other companies to offer support and create their own social programmes. The network that was created will continue to provide support for young people in disadvantaged situations in the future.

Due to its CSR projects, Sunce Marinkovic has developed and enhanced its long-term relationship with customers, suppliers and other business associates. The project contributed to an increased positive perception and reputation of its brand among customers. 61% of its new customers hear about Sunce Marinkovic through recommendation from existing customers.

### MORE INFORMATION

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## WINNING PARTNERSHIP IN THE LARGE COMPANY CATEGORY: BATTLE FOR THE BABIES

### ABOUT THE PARTNERSHIP

**Leading company:** B92

**Sector of leading company:** Media, Marketing & PR

**Other companies involved:** Saatchi & Saatchi RS, Draeger, Direct Media PR

**Non-business partner:** Institute of Neonatology

**Year of implementation and impact:** 2011 - 2012

**CSR issues addressed:** community impact/engagement, health & wellbeing

### SUMMARY OF THE PROJECT

Battle for the Babies, a national campaign to provide new incubators to all the maternity hospitals in Serbia, was brought through a partnership of B92 and the National Institute of Neonatology who provided information on and coordination with more than 150 hospitals in need of new neonatal care equipment and incubators.

The first step of the campaign was to bring the issue to the forefront of people's minds and motivate citizens of Serbia into collective action. B92 wanted to ensure that companies with the capacity to make significant donations will hear it and solve the problem. Subsequently, German incubator manufacturer Draeger provided rapid deliveries and significant discounts, advertising company Saatchi & Saatchi RS lent its expertise in running a creative social campaign and Direct Media PR handled all the public relations and communications, also providing free advertising space donations from media companies.

### INNOVATION AND IMPACT

The main goal of the campaign was to collect donations for 100 incubators and urgently replace the old ones but in less than one year, the success of this partnership brought 207 new incubators to Serbia. Battle for the Babies grew into a platform which



aims at raising funds for the purchase of the necessary equipment for babies and for providing better conditions for parenthood in Serbia. The campaign displayed fantastic results – it is a great example of how partnerships and active citizenship can contribute to solving difficult social issues.

The main effectiveness indicator, the reduction of the death rate of prematurely born babies, shows that the mortality rate of newborns with the birth weight under 1,000 grams has decreased from 56.86% to 37.29% only 6 months after the campaign.

Through this most awarded humanitarian campaign in Serbia, B92 achieved further national recognition and trust, that lead to the strengthening of the B92 brand and improved its popularity scores. The profit rose by 19% at the end of 2012 compared to 2011. Out of 887 companies that participated in Battle for the Babies as donors, 150 became B92 commercial clients during 2012, capitalising on the success of the partnerships born in the campaign.

### MORE INFORMATION

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[www.battleforthebabies.com](http://www.battleforthebabies.com)





## EUROPEAN CSR AWARDS IN SLOVAKIA

### ABOUT THE NATIONAL AWARD PARTNER

The Pontis Foundation is one of the largest grant-making and operational foundations in Slovakia. It was established in 1997 as the successor to the Foundation for a Civil Society. The name Pontis is taken from the Latin word for “bridge” and expresses its purpose: to connect the sectors of the Slovak society with one another and to link sources of financial support with those who need it. The Pontis Foundation encourages individuals and businesses to take responsibility for those in need and for the world around them.

### ABOUT THE AWARD

Pontis Foundation’s Via Bona Slovakia award from the Pontis Foundation is well established as a benchmark for corporate responsibility. Aligning with the European CSR Awards in 2013 marked the 13<sup>th</sup> year of the prize and the process was a great success, with 66 entries from large companies and SMEs. The expert committee selected winners in seven categories. Two became the winners of the European CSR Award Scheme in Slovakia.

### ABOUT THE NATIONAL SPONSORS

*“The values of Tatra banka, which we have chosen together with our employees, include responsibility, teamwork and enthusiasm. I am very pleased that it is not just our business world where we act in accordance with these values, but also the CSR area.”*

– Igor Vida, Chairman of the Board of Directors and General Director, **Tatra Bank**

### CONTRIBUTING SPONSORS

*“We decided to join the European CSR Awards as a partner for the opportunity to improve the visibility of the best Slovak partnership projects of companies with non-profit organizations in the European context. The exchange of experience is important to us.”*

– Miroslav Majoroš, Chairman of the Board and General Director, **Slovak Telekom**

*“We are an energy company and these tend to have deep roots in the regions where they serve. Our slogan – ‘positive energy for you’, works both ways – our support of projects of youth sports, education, civic society, or environment protection contributes to creating mutual trust with our customers.”*

– Konrad Kreuzer, Chairman of the Board, **Západoslovenská energetika, E.ON Slovakia**

*“Our company enforces CSR principles in all processes taking place in the company. We place emphasis on improving the quality of life in the community, transparency and sustainable development of the society.”*

– Thomas Jan Hejcman, Chairman of the Board and General Director, **Východoslovenská energetika**

**Allianz Foundation** was established by Allianz Slovakia with the aim to help decrease traffic accidents and actively contribute to the road safety.



[www.nadaciapontis.sk](http://www.nadaciapontis.sk)



## WINNING PARTNERSHIP IN THE SME CATEGORY: LUDIALUDOM.SK

### ABOUT THE PARTNERSHIP

**Leading company:** SK-NIC

**Sector of leading company:** IT – Hardware, Software & Services

**Non-business partner:** Centrum pre filantropiu, n.o.

**Year of implementation and impact:** 2010 - 2012

**CSR issues addressed:** Community impact/ engagement, resources mobilisation



### SUMMARY OF THE PROJECT

To create an online platform for donations, SK-NIC teamed up with the Centre for Philanthropy. The partners built a website which is now available for all provided the user agrees to promote only those activities which are beneficial to society. An appeal for support can be registered by individuals in need, artists, talented children or non-profit organisations, foundations and municipalities. Donors can then support particular projects via an online payment system.

A trial version was launched in 2010 and the project was fully kicked off in the fall of 2011. Other activities were gradually added to the website itself, such as the blogging platform, the charity electronic auctions and [darujme.ludialudom.sk](http://darujme.ludialudom.sk) ([letusdonate.peopletopeople.sk](http://letusdonate.peopletopeople.sk)) widgets for non-profit organisations.

In 2012, the website was visited by almost 150,000 users, 2,500 of whom also registered. In a single year, almost 300 new appeals from various areas were added on the website. A total of 2,402 donations of various amounts were donated in response to specific appeals. In the year 2012, the project raised more than EUR 105,000 for appeals registered on the website.

For SK-NIC and its employees, the partnership has had a very positive impact. The main supporter of the idea and the person most passionate about this project is an SK-NIC board member. Company employees feel ownership of the project and have been spreading its message as well as engaging with volunteering programmes in their free time.

### INNOVATION AND IMPACT

The People to People website connects donors and recipients in a new and accessible way. The innovative design provides open information and facilitates self-regulation – i.e. there is minimal intervention from the administrator. The system offers donors and recipients services that have not been so common up till now in Slovakia, but also regionally. The website transferred the environment typical for e-business (e-shops, blogs, electronic auctions, widgets, etc.) to the area of philanthropy and giving.

### MORE INFORMATION

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[www.blog.ludialudom.sk/obrovske-dakujem-pre-vsetkych](http://www.blog.ludialudom.sk/obrovske-dakujem-pre-vsetkych)

## WINNING PARTNERSHIP IN THE LARGE COMPANY CATEGORY: LONG-TERM CONTRIBUTION TO SOLVING HOMELESSNESS ISSUES IN BRATISLAVA

### ABOUT THE PARTNERSHIP

**Leading company:** Slovenské elektrárne, subsidiary of Enel Group

**Sector of leading company:** Utilities

**Non-business partner:** Depaul Slovensko

**Year of implementation and impact:** 2008 - 2012

**CSR issues addressed:** CSR strategy & corporate governance, community impact/engagement



### SUMMARY OF THE PROJECT

The St Vincent DePaul shelter was set up in 2006 after a particularly cold winter, in which several homeless people froze to death on the streets of Bratislava. In 2008, Slovenské elektrárne (SE) teamed up with the shelter, helping it to obtain property ownership for its location. SE supported the shelter through a direct funding which was provided to cover the operational costs of the facility. Employees also joined in, collecting clothing for homeless people and raising awareness.

SE also supported a non-profit organisation Proti prudu, which publishes Nota Bene magazine. Through this support, Proti prudu was able to publish its first audiobook – entitled “Men, women, children and a dog” – recorded by homeless people. In 2010 they supported a project entitled “HOPE – Homeless People”, a successful exhibition of artistic photographs capturing stories of homeless people. Furthermore, SE partnered with the Homeless Theatre, which supports the re-socialisation of marginalised groups through art. This included the 6th international festival of theatres of the homeless, organised in Bratislava under the name ERROR.

its employees in order to encourage participation in the project and the annual volunteer activities. That is why one of the biggest and long-term challenges of this project is helping to enlighten and educate the public, providing an example and inspiring other donors.

Since the opening of the shelter, there has been no record of a homeless person freezing to death. The night shelter is used daily by 135-160 people (depending on the weather and the season of the year). The Homeless Theatre carries out an average of 40 drama therapy rehearsals a year attended by 10-15 actors who are homeless. The Proti prudu organisation works with over 500 homeless people per year. It registers more than 100 new Nota Bene magazine vendors and provides 3,000 consultations and individual counselling a year, to help them with their job search. SE also enjoys an improved perception among the public and its employees, who take pride in the philanthropic work in which they are involved.

### INNOVATION AND IMPACT

Since the beginning of its support, SE has faced obstacles resulting from the controversy of the issue. The company had to change the mind-set of

#### MORE INFORMATION

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## EUROPEAN CSR AWARDS IN SLOVENIA

### ABOUT THE NATIONAL AWARD PARTNER

The **Network for Corporate Social Responsibility of Slovenia** is the meeting point of companies and other organisations whose common purpose is to promote social responsibility, both within their companies and organisations as well as in wider society. The key activity of the network is to exchange knowledge, innovation and good practice on corporate social responsibility. It also tries to raise awareness of the benefits sustainable and smart corporate governance brings, on the level of the individual, company/organisation and society as a whole.

### ABOUT THE AWARD

The European CSR Awards in Slovenia are formally implemented by a non-profit organisation **Ekvilib Institute**. 18 companies entered the European CSR Award Scheme in Slovenia – the SME category received 11 applications, and the category for large companies received seven applications. Nine partner organisations joined the project and helped to promote the award to target audience.

Nine partner organisations joined the project and helped to promote the award to target audience: AmCham Slovenia, Centre for Information Service, Co-operation and Development of NGOs – CNVOS, Chamber of Commerce and Industry of Slovenia, Faculty of Economics, Faculty of Social Sciences, IRDO - Institute for the Development of Social Responsibility, PRSS - Slovenian Association for Public Relations, The Association of Employers of Slovenia - ZDS and The Managers' Association of Slovenia.

*“The award for the best CSR partnerships showed that Slovenian companies are increasingly more aware of strategic and long-term co-operation with non-business organisations in the field of CSR. This is the only way partnerships can bring sustainable added value for both the company and society at large”*

– Aleš Kranjc Kušlan, head of Secretariat of Network for Corporate Social Responsibility of Slovenia



[www.mdos.si](http://www.mdos.si)  
[www.ekvilib.org](http://www.ekvilib.org)





## WINNING PARTNERSHIP IN THE SME CATEGORY: "YOU ARE ENERGY" INITIATIVE

### ABOUT THE PARTNERSHIP

**Leading company:** INFORMA ECHO, d.o.o.

**Sector of leading company:** Media, Marketing & PR

**Non-business partners:** Energy Efficiency Centre (EEC) - Jožef Stefan Institute, Energy Industry Chamber of Slovenia, Statistical Office of the Republic of Slovenia

**Year of implementation and impact:** 2004 - present

**CSR issues addressed:** Waste & pollution, resource efficiency, energy & climate change

### SUMMARY OF THE PROJECT

The key purpose of the partnership is to coordinate a range of actors to achieve a common goal – energy efficiency and the promotion of renewable energy sources. The Informa Echo agency has connected relevant government institutions, energy producers and distributors, professional organisations, trading systems, media and others in a network in order to pool individual efforts, creating a synergy which will maximise the beneficial effect of energy efficiency schemes.

The Synergistic Partnership Model is based on the network of actors, awareness campaigns and in-depth market research, and works as a self-sustaining process, since it uses resources of one part of the model to achieve the goals of another. Thus all parts work consistently towards energy efficiency and renewable energy. Through raising awareness of the importance of energy efficiency, they help identify the need for end users to adopt such behaviour. Furthermore, through representative research we obtain actual market data that reveal the reality as well as wishes and tendencies of users in the field of energy efficiency and renewable energy sources.

### INNOVATION AND IMPACT

The Synergistic Partnership Model, which defines the basic approach of each initiative activity, is itself innovative. It enables the coordination and connec-



tion of corporate, individual and social interests, building a synergy in the field of energy consumption. Corporate interests are brought together in the Synergy network, providing a platform for cooperation on energy policies whilst allowing companies to reach business goals at the same time.

The programme has successfully created a joint knowledge base – collecting data, analysing it and identifying trends. The on-going Study on Energy Efficiency in Slovenia was launched in 2009 within the framework of the project. It focuses on attitudes towards and the use of energy, willingness to invest, the condition of buildings and equipment, and household energy consumption. It contributes to raising awareness and promoting energy efficiency through constant monitoring and reporting.

Each action within the You are Energy, be Efficient campaign provides business results for each partner and for the network as a whole – thus, the value and visibility of the trademark increase, as does the value of participating partners' trademarks included in the recognisable network.

### MORE INFORMATION

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## WINNING PARTNERSHIP IN THE LARGE COMPANY CATEGORY: FIS SKI JUMPING WORLD CUP LADIES

### ABOUT THE PARTNERSHIP

**Leading company:** Leading company: BTC d.d.

**Sector of leading company:** Real Estate & Logistics

**Other companies involved:** Viessmann, OMV Slovenija, Triglav, KLS Ljubno, MMS Marketinške komunikacije, Telekom Slovenije, Spar Slovenija, Sintal, Pivovarna Union, Josef Manner & Comp AG (Manner), Planeta trgovine in storitve, BSH hišni aparati, Kobal Transporti, EES Sistemi, MPGE, Elektro VMS, Plan-net solar, Hyundai avto trade, Dnevnik, Europlakat, Radio 1, Press Clipping

**Non-business partners:** Municipality Ljubno, Regional Development Agency of Savinjska-šaleška Region, Ski Association of Slovenia, Ljubno BTC Ski Jumping Club, Slovenian Armed Forces, I feel Slovenia (Ministry of Economic Development and Technology)

**Year of implementation and impact:** 2011 - 2012

**CSR issues addressed:** community impact/engagement, health & wellbeing



### INNOVATION AND IMPACT

As a long-time sponsor and supporter of the Ljubno BTC Ski Jumping Club, the BTC company supported the organisation of the first ladies' ski jumping World Cup and acted as the general sponsor of competitions at Ljubno ob Savinji. Using innovative marketing communications approach at the BTC City shopping centre and via other communication channels, BTC significantly increased the visibility and attractiveness of ladies' ski jumping.

In addition to volunteer work opportunities, the project created many opportunities for local subcontractors and additional income for the local economy. The number of overnight stays of domestic and foreign tourists increased by 10.7% in the first quarter of 2012 compared to the first quarter of 2011. Furthermore, attendance at the event and viewership both increased markedly.

The project has ensured a bright future for ladies' ski jumping and strengthened the international visibility of the sport, which will feature in the Sochi 2014 Winter Olympics for the first time. It has helped build BTC's reputation and increased the number of visitors to BTC City.

### SUMMARY OF THE PROJECT

The purpose of the project was to work with various business partners to create an innovative project which would build the reputation of BTC (which owns several major shopping centres) as a socially responsible company and help increase the visibility of ladies' ski jumping, a Nordic discipline that had been overlooked for many years, as well as the reputation of the village Ljubno by the river Savinja.

The partnership aimed to achieve high attendance at competitions and high viewership in comparison to other ladies' ski jumping World Cups; to position ladies' ski jumping as an extremely attractive sport; to build the reputation of the BTC company and other sponsors; and to strengthen local tourism.

### MORE INFORMATION

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## EUROPEAN CSR AWARDS IN SPAIN

### ABOUT THE NATIONAL AWARD PARTNER

**Forética** is the leading CSR organisation in Spain. Since its creation in 1999, Forética has played a key role in the dissemination of corporate social responsibility (CSR), both at a national and international level. Its network extends to companies, academic institutions and CSR experts from diverse sectors, who work together to develop a multi-dimensional approach to ethical management and CSR. It is the leading organisation in the development of CSR management tools, which allow for the implementation, measurement and verification of values and conducts of companies in their operations and relations with their surroundings. Training, communication and benchmarking services also form a major part of the organisation's activities.

### ABOUT THE AWARD

The European CSR awards in Spain looked to highlight CSR excellence in the categories of job creation and employability, transparency to generate trust, environmental sustainability and climate change as well as inclusive societies. A total of 63 projects were presented. 12 finalist projects were nominated by expert assessment panels comprised of key stakeholders. A high-level jury presided by Carlos Espinosa de los Monteros, High-Commissioner for the Spanish National Brand, selected the winners. These were officially announced at the CSR Spain Forum with the attendance of over 350 CSR practitioners.

### ABOUT THE NATIONAL SPONSORS

**Sanitas** has taken a step further in healthcare to become the active manager of their clients health. Sanitas offers products and services tailored to the real needs of over 2 million customers at every stage of their life, through a comprehensive offer of health insurance, hospitals, medical centers and other health services. Sanitas is committed to the welfare of clients, offering them the best medical care and access to more than 40,000 medical professionals and a health care network composed of 700 centres in Spain.

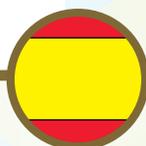
**MSD** is the leading company in global health and works to contribute to the world wide health. MSD is known as Merck & Co., Inc. in the United States and Canada. Through their medicines, vaccines, biological therapies and consumer and veterinary products, they work with clients in more than 140 countries to offer innovative health solutions. They also show their commitment to increasing access to health services through far reaching policies, programmes and cooperation.



[www.foretica.org](http://www.foretica.org)

[www.sanitas.es](http://www.sanitas.es)

[www.msd.es](http://www.msd.es)



## WINNING PARTNERSHIP IN THE SME CATEGORY: DOSAFRUT

### ABOUT THE PARTNERSHIP

**Leading company:** Fruits de Ponent, S.C.C.L.

**Sector of leading company:** Food & Beverage Providers

**Other companies involved:** Nufri, Sanui Fruits, Syngenta Agro S.A.

**Non-business partners:** Centre for Agricultural Mechanization of Lleida, Lleida University, Science and Technology Park of Lleida

**Year of implementation and impact:** 2009 - 2012

**CSR issues addressed:** Environment (all aspects)



### SUMMARY OF THE PROJECT

DOSAFRUT is an online system which establishes the dose of the application of phytosanitary products, tailored to the specific parameters of a plantation. These parameters include the size of plantation, the height of the trees, the width of trees and the density of the foliage (frondage).

It is a consolidated project based on the creation of a calculation tool to obtain the ideal volumes of application according to the local conditions. These applications have been optimised by phytosanitary products so that the environmental pollution has diminished, the waste has been minimised and a decrease of the treatment costs in treatments has been achieved. The results have been obtained in the experimental plots of the partners which include testing on pear trees, apple trees and peach trees. The benefits of the present project are: the minimum use of the pesticides in the crops; an economic benefit to the growers, and having fruits almost free of residues.

### INNOVATION AND IMPACT

The project DOSAFRUT is innovative since it establishes an online tool, which takes into account the characteristics of every user's own environment to determine the volume of phytosanitary products

needed. The tool constitutes a precise method of adjusting the dose in the phytosanitary treatments in plantations. Other benefits are the reduction of the water used in treatment and a more sustainable use of the pesticides.

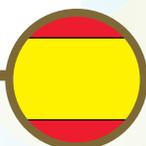
The implementation of the dose adjustment system, DOSAFRUT, is of great significance for the fruit producing sector helping fine-tune daily management and care in fruit production. The diversity in farm types is reflected by the system's ability to analyse a range of different factors. Furthermore, the fact that the results of the project are public allows a better and quicker integration of the system into good agricultural practices.

### MORE INFORMATION

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[www.dosafrut.es](http://www.dosafrut.es)

[www.fruitsponent.com](http://www.fruitsponent.com)





## WINNING PARTNERSHIP IN THE LARGE COMPANY CATEGORY: CONSIGNOS

### ABOUT THE PARTNERSHIP

**Leading company:** Indra

**Sector of leading company:** IT – Hardware, Software & Services / Accountants & Consultants

**Other companies involved:** Madrid Municipal Transport Company (EMT), Ambiser Innovaciones

**Non-business partners:** CNSE Foundation for Overcoming Communication Barriers, Technical University of Madrid (UPM) – Speech Technology Group, University of Castilla-La Mancha (UCLM), Institute for Quality in Tourism in Spain

**Year of implementation and impact:** 2012 - present

**CSR issues addressed:** Health & wellbeing, products & services, digital inclusion

### SUMMARY OF THE PROJECT

The CONSIGNOS project is an experimental development project, the objective of which is to contribute towards the social inclusion of people with a hearing disability.

The CONSIGNOS project was conducted within the framework of the AVANZA projects funded by the Ministry of Industry, Tourism and Trade. A consortium was created to develop the project, consisting of companies and knowledge institutions, as well as groups of users and two organisations for the testing phase (EMT and ICTE), which have made it possible to conduct a pilot project for the proposed system in two real-world environments – the Madrid public transport system and a hotel.

The two universities in the Consortium (UPM and UCLM) have made fundamental contributions to the scientific merit of the project, highlighting the most innovative part of the solution, while other participating companies (Indra, EMT, ICTE and Ambiser) have contributed to providing a more pragmatic, business vision for the final product. The participation of a user organisation, such as the CNSE Foundation, has been key in involving the final user in all phases of the project and guaranteeing the usefulness and application of the results obtained.

### INNOVATION AND IMPACT

To meet the objective, innovative technology has been used to automatically translate information to Spanish Sign Language (LSE). This technology includes voice recognition, translation to LSE, and sign generation using an animated agent. CONSIGNOS proposes the use of animated 3D agents, which use sign language to communicate. Their purpose is to contribute, in particular, to the improvement of employment and social prospects for this demographic, enabling people with a hearing disability to communicate effortlessly.

Difficulties in accessing information and in creating relations with others compromise their integration socially and in employment. These barriers, however, can be overcome through alternative methods that counteract the usual threats of isolation. These supporting methods allow them to access information and training, thereby helping them live normal lives. CONSIGNOS makes it possible to improve the level of communication, personal development and social integration of people with a hearing disability. CONSIGNOS offers personal and social benefits, and advantages in education, employment and health.

### MORE INFORMATION

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[www.tecnologiasaccesibles.com/en/consignos\\_index.htm](http://www.tecnologiasaccesibles.com/en/consignos_index.htm)

[www.indracompany.com/en/sostenibilidad-e-innovacion/proyectos-innovacion/consignos-conversor-y-reproductor-automatico-de-len](http://www.indracompany.com/en/sostenibilidad-e-innovacion/proyectos-innovacion/consignos-conversor-y-reproductor-automatico-de-len)



## EUROPEAN CSR AWARDS IN SWITZERLAND

### ABOUT THE NATIONAL AWARD PARTNER

**Philiias Foundation** promotes CSR and helps companies to put it into practice. It is the only business-driven CSR network in Switzerland and represents a total of 150,000 employees. Philiias provides best practices, advises companies in their CSR strategy and creates partnerships between the private and the not-for-profit sectors. In 2006, Philiias launched Humagora: a platform that brings together companies and non-profit organisations, fosters partnerships between both sectors and awards a prize each year to recognise outstanding collaborations between business and non-business partners.

### ABOUT THE AWARD

**The Humagora Award 2013** was given to Holcim Ltd, Migros, and Abegglen Management Consultants for their respective innovative partnerships with positive effects on society. It was the 6<sup>th</sup> edition of the Humagora Award and the first time that it was organised in a European framework. Philiias received 14 outstanding applications, and was proud to give the Award to the three winners and their partners on 30 May 2013.

*“The Humagora Award’s winners 2013 show the diversity of Swiss companies’ engagement both at the local and international level. Skills transfer, capacity building and social enterprise support are the main outcomes of these innovative partnerships.”*

– Bettina Ferdman Guerrier, Founder & CEO, Philiias



[www.philiias.org](http://www.philiias.org)





## WINNING PARTNERSHIP IN THE SME CATEGORY: SWISS CANCER FOUNDATION – A PLATFORM OF ENTERPRISES IN A JOINT FIGHT AGAINST CANCER

### ABOUT THE PARTNERSHIP

**Leading company:** Abegglen Management Consultants AG

**Sector of leading company:** Accountants & Consultants

**Non-business partner:** Swiss Cancer Foundation

**Year of implementation and impact:** 2007 - present

**CSR issues addressed:** CSR strategy & corporate governance, health & safety



### SUMMARY OF THE PROJECT

The Swiss Cancer Foundation (SCF) engages enterprises in the financing and the implementation of initiatives for cancer prevention, cancer research and counselling. The innovative business model embraces enterprises that do not only donate but actively participate in the selection and implementation of projects and bring in their entrepreneurial and personal strengths.

With its pro bono consulting services, Abegglen made a vital contribution to the design and implementation of the Swiss Cancer Foundation's business model. The Foundation builds a bridge between the 'corporate world' and the NGOs Swiss Cancer League and Swiss Cancer Research Foundation, who also were involved in founding the organisation six years ago. Since then, one of the partners at Abegglen is the chairman of the board of trustees and in this role, together with other employees of Abegglen, guides and supports the further development of the foundation and its main initiatives.

### INNOVATION AND IMPACT

The SCF was founded in close cooperation with an innovative and entrepreneurial Management Consultancy, Abegglen Management Consultants. This unique platform enables companies to actively participate in a public task and assume corporate

responsibility. Thanks to this design of the partnership a wide number of projects were realised that would not have been achieved otherwise. Its activities have generated a wider awareness of both the Swiss Cancer League and the Swiss Cancer Research Foundation.

The SCF raises donations and contributions of more than CHF 1 million per year that are dedicated to selected projects proposed by the Swiss Cancer League and the Swiss Cancer Research Foundation. Today, more than 30 Swiss companies actively participate in the Foundation. With the engagement of their company in this public cause, more than 11,000 employees are in contact with cancer prevention and research and can decide to personally join the fight against cancer themselves.

### MORE INFORMATION

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## WINNING PARTNERSHIP IN THE LARGE COMPANY CATEGORY: IDEAS COMPETITION “IDÉES VERTES”

### ABOUT THE PARTNERSHIP

**Leading company:** MIGROS

**Sector of leading company:** Retailers – General

**Non-business partner:** WWF Switzerland

**Year of implementation and impact:** 2012 - present

**CSR issues addressed:** Training & education, environment, community impact/engagement

### SUMMARY OF THE PROJECT

In 2012 Migros and WWF launched “Idées vertes”, looking for corporate ideas to promote sustainable consumption and asking for business concepts committed to the considerate use of limited resources. From May 2012 ideas were entered onto an online platform, discussed and assessed by an online community of about 1,300 users.

In a two-stage competition, two-thirds of the progressing projects were chosen by online vote and the remainder by an expert jury. Six candidates emerged and benefited from coaching (appearance skills, sharpening up business ideas) before presenting their ideas to an expert jury in October 2012. The jury ensured that winners were judged on their knowledge of start-up companies. The three winning teams each received a cash prize and a free workstation in the Zürich HUB, enabling them to develop their business ideas professionally. The Migros/WWF partnership had many advantages for this project. Migros has practical knowledge about customer requirements in Switzerland, and about the value-added chain of commercial enterprises. The WWF applies its skills actively promoting innovative ideas, particularly for estimating the ecological relevance of individual themes.

### INNOVATION AND IMPACT

“Idées vertes” supports ecological business projects that will assert themselves on the market in the medium to long term, rather than promoting time-limited projects. Another unique feature was the creation of



an online community which continues to develop and assess sustainable start-up ideas. Specialist support for the online community from the WWF and Migros helped participants to develop their ideas further. The impact of the competition will continue for as long as the supported enterprises exist.

The innovative “Idées vertes” project has sensitised the start-up scene in Switzerland to the fact that ecology is an exciting, broad field of application for new business ideas. The spectrum of ideas submitted includes reducing food waste, reusable containers, a vegan shop and an urban rented garden. The winning project, “weACT”, produces fun-based group web competitions, which motivate participants to integrate new ecological behaviour into everyday life.

At the same time socially committed people have been motivated not to scrap their ideas hastily but to follow them up. This happened with several ideas submitted on the online platform in summer 2012. Ecological start-ups now form a key part of the governments new “Green Economy” action plan and the unique project from Migros and the WWF shows that it is worth investing in new business concepts.

### MORE INFORMATION

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[www.migros.ch/generation-m/de/nachhaltigkeit/aktuelles/idees-vertes-gewinner.html](http://www.migros.ch/generation-m/de/nachhaltigkeit/aktuelles/idees-vertes-gewinner.html)



## WINNING PARTNERSHIP WITH AN INTERNATIONAL IMPACT: HOLCIM/ICRC STRATEGIC PARTNERSHIP

### ABOUT THE PARTNERSHIP

**Leading company:** Holcim Ltd

**Sector of leading company:** Construction

**Non-business partner:** International Committee of the Red Cross (ICRC)

**Year of implementation and impact:** 2009 - present

**CSR issues addressed:** CSR strategy & corporate governance, stakeholder engagement, water and habitat, knowledge transfer



© ICRC/SINSUAT, Olaf

### SUMMARY OF THE PROJECT

The ICRC-Holcim long-term strategic partnership focuses on areas of humanitarian relief close to Holcim’s core business, mainly providing access to water and habitat. Its aims are threefold: establish a privileged dialogue; engage in skills transfer; and implement ICRC water and habitat projects co-funded by Holcim in countries where both organisations operate.

The privileged dialogue on common challenges and knowledge exchange allow both organisations to operate more effectively. For Holcim, this means implementing its triple-bottom-line strategy and creating value for all its stakeholders in a meaningful way, including in the most complex operating environments. For the ICRC, this means ensuring an effective humanitarian response, based on the necessary technical skills, management approaches and diversified funding.

### INNOVATION AND IMPACT

The Holcim-ICRC partnership has three main innovative elements:

- It is not a traditional PPP, but a platform for skill transfer between one of the world’s most important humanitarian actors and one of its leading cement manufacturer.
- Knowledge transfer and societal impact are at the core of the project. The relationship is not primarily one of financial contributions.

- The partnership affects all levels of the two organisations – from the agreement between the Holcim Group CEO and the ICRC President to the Coordinators based at Headquarter level and the technical experts and delegations in the countries of operation.

Nearly 1.8 million people have benefitted from improved access to water and habitat through ICRC projects co-financed by Holcim up to now, and a Holcim training course on concrete application allows ICRC engineers to perform their relief work more effectively. Other areas of collaboration include consultations with national ICRC delegations in the context of impact assessments, participation of ICRC experts in conferences such as the Holcim Sustainable Development Forum 2012, and information exchange on training modules for security guards. Emergency response coordination between the two organisations is ongoing in the Philippines. Such skills and knowledge transfer represent an opportunity for the ICRC and Holcim to benefit from the experience of a global actor when addressing similar challenges.

### MORE INFORMATION

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[www.icrc.org](http://www.icrc.org)





## EUROPEAN CSR AWARDS IN TURKEY

### ABOUT THE NATIONAL AWARD PARTNER

**Corporate Social Responsibility Association of Turkey** was founded in 2005 in order to support sustainable development and social success, to create awareness for social responsibility and to extend the knowledge of CSR on a national and international level. CSR Turkey focuses on four core areas: CSR practices; CSR training courses; scientific reports and research; and CSR advocacy. CSR Turkey also annually organises CSR Marketplace, Give & Gain Day, NGO Days.

### ABOUT THE AWARD

CSR Turkey received a total of 62 applications from 50 companies, which were shortlisted by the jury in a preliminary assessment to 26 projects. The companies that got through the preliminary assessment phase had to make short presentations about their CSR partnerships in front of the multi-stakeholder jury. After the evaluation of jury members, Bilim Pharmaceuticals was declared winner of the large company category with its 'Community Volunteers Platform' and Doğan Organik Products won the SME category with its project 'Kelkit Venture'. On 8 April 2013, these winners were announced at the national Award Ceremony in Istanbul, Turkey.



[www.csrturkey.org](http://www.csrturkey.org)





## WINNING PARTNERSHIP IN THE SME CATEGORY: DOĞAN ORGANIC PRODUCTS' KELKIT VENTUR

### ABOUT THE PARTNERSHIP

**Leading company:** Doğan Organik Ürünler

**Sector of leading company:** Agriculture

**Non-business partners:** Farmers, Gümüşhane Governor's Office, Gümüşhane City Farming Office and Township Branches, Gümüşhane University Kelkit Aydın Doğan Vocational College, Department of Organic Farming, Ziraat Bank Headquarters, Office of Agricultural Banking, United Nations Development Program (UNDP), Aydın Doğan Foundation

**Year of implementation and impact:** 2003 - present

**CSR issues addressed:** CSR strategy, product & services, education, environment, community impact/engagement

### SUMMARY OF THE PROJECT

The Doğan Organik's Kelkit Venture engages a multi-faceted team consisting of farmers, public enterprises, advisors, an international certification and control entity, representatives of higher education institutes and food/retail sectors, who work together under the leadership of the private sector to carry out development activities in a specific region. The partners innovate solutions for economic, social and environmental challenges in the region.

The venture has focused on creating employment and preventing further migration by organising and educating the residents of the region and promoting economic inclusion. The partners also work to offer the highest-quality organic animal products to the end-consumer whilst developing fertile land for future generations. The sustainable programme acts as a model for Turkey's burgeoning agricultural economy.

### INNOVATION AND IMPACT

Doğan Organic Products' Kelkit Venture has introduced organic livestock farming (producing to EU standards) to Turkey and runs awareness programmes and training for contracted families to ensure a sustainable future for farming. The Group's



Foundation built and donated a Vocational College to Gümüşhane University, with whom it also holds scientific events, that features Turkey's first-ever organic farming department.

Turkey's eastern regions once found it very difficult to create a valuable agricultural economy, but the sustainable model has proved that this can change. The same model can be transferred to different production areas, such as organic beekeeping, organic sheepherding and goat farming.

In total, the project involves 100 contracted farmers who provide almost 90% of Turkey's organic milk and ensure a healthy operation across the entire chain of participants: the soil, plants, animals and humans. Regional income was also boosted as families recruited seasonal workers for additional manpower during busy seasons. A support structure emerged in the region for veterinary medicine, milk collection, joint planting and harvesting, maintenance and repair services, etc. Currently, training programmes are attended by men and women from several villages and cities.

### MORE INFORMATION

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[www.doganholding.com.tr](http://www.doganholding.com.tr)

[www.youtube.com/watch?v=3qmA244gUWI](https://www.youtube.com/watch?v=3qmA244gUWI)



## WINNING PARTNERSHIP IN THE LARGE COMPANY CATEGORY: BILIM PHARMACEUTICALS COMMUNITY VOLUNTEERS

### ABOUT THE PARTNERSHIP

**Leading company:** Bilim Pharmaceuticals

**Sector of leading company:** Pharmaceuticals & Biotech

**Non-business partners:** NGOs, Schools, Universities, local communities

**Year of implementation and impact:** 2005 - present

**CSR issues addressed:** Employment, training & education, diversity & equal opportunities, waste & pollution, community impact/engagement, stakeholder engagement, education, health & wellbeing

### SUMMARY OF THE PROJECT

Bilim Pharmaceuticals Community Volunteers (BPCV) was established in 2005 by employees, with the support of Bilim Pharmaceuticals in order to “Be A Part of the Solution” for social issues. The platform acts as a bridge connecting the private sector, employees, NGOs and society. Volunteering employees share their personal competencies, intellectual capital, time, effort and experience with those who need them. This network now has 1,112 active members and operates in 11 provinces throughout Turkey with 20 teams. In total, twelve projects are currently in place, which add greater value to society and encourage a greater social awareness among new generations.

### INNOVATION AND IMPACT

Each collaboration was formed on a volunteerism-basis with a complete focus on the social value to be created. The wide volunteering engagement of Bilim Pharmaceuticals has boosted employee loyalty, success and development and helped the company answer the question “how can we do things better?” The projects that are conducted

through 100% volunteerism are realised at one-tenth of the cost that would be incurred if they were conducted through sponsorships under normal conditions.

BPCV has so far amassed a total of 31,281 hours of volunteer work and reached out to more than 45,000 children and young people through 12 different projects and 305 activities. Projects differ from environmental education for primary school students to a personal development congress for university students and from creating awareness on sustainability issues to educating about first aid and life-saving measures throughout the company and our partners. The gain is measured in professional experience rather than material value.



### MORE INFORMATION

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## EUROPEAN CSR AWARDS IN UKRAINE

### ABOUT NATIONAL PARTNER ORGANISATION

The Centre for CSR Development is a leading expert organisation in Ukraine, which implements important projects for companies in Ukraine and also provides support for companies to develop CSR strategies and sustainability reporting. The centre was a member of the UN Global Compact Board between 2010 – 2012 and continues to be an active member of CSR Europe and the World Business Council for Sustainable Development. The organisation unites 37 companies in Ukraine and cooperates with international experts from 20 countries.

### ABOUT THE AWARD

The award was kicked-off on 12 December and focused on the best CSR cases from 2012. The first stage saw 150 participants registering their interest in the awards. After teaming up with CSR Review, an analytical portal on CSR in Ukraine and globally, the campaign targeted 1,000 potential participants. The major focus of the award – partnership – produced a wide variety of interesting submissions. The Centre for CSR Development plans to continue this award on best partnership projects.

*“Partnership is a key to development. A common purpose of the project partners can bring a shared value that pays off in social and economic results for both the community and the country.”*

– Maryna Saprykina, Centre for CSR Development

### ABOUT THE NATIONAL SPONSOR

Ernst & Young is a global leader in assurance, tax & legal services, transaction support and advisory services. Its 167,000 employees across 700 cities in 150 countries are united by our shared values and its high standards of quality. Globally, Ernst & Young concentrates its efforts in three key areas that are consistent with its business strategy and important for the development of emerging market economies (entrepreneurship, education and environmental sustainability), in order to build a better future.



[www.csr-ukraine.org](http://www.csr-ukraine.org)



## WINNING PARTNERSHIP IN THE LARGE COMPANY CATEGORY: STABLE POWER SUPPLY AND BIODIVERSITY PROTECTION

### ABOUT THE PARTNERSHIP

**Leading company:** Prykarpattiaoblenergo

**Sector of leading company:** Utilities

**Non-business partners:** Wild Animal Rehabilitation Center, Halych Natural National Park, Environmental organization ECO-HALYCH, Museum of Natural History of National Academy of Sciences of Ukraine

**Year of implementation and impact:** 2011 - 2013

**CSR issues addressed:** Environment



### SUMMARY OF THE PROJECT

Prykarpattiaoblenergo provides electricity to the homes and businesses in Ivano-Frankivsk via local electrical networks. The dense network of overhead power lines involved in the process has created difficulties for birds and bats, especially during the migration period. Collisions cause a significant number of short circuits and bird deaths each year. Thus, the company started partnerships with the Wild Animal Rehabilitation Centre, which now looks after birds injured by power lines. The company has also partnered up with Halych Natural National Park and the environmental organization ECO-HALYCH.

Prykarpattiaoblenergo supports its partners in research aimed at protecting biodiversity and developing measures to prevent a negative impact on the environment from the company's operations. At the same time, an environmental education of the community was started, engaging schoolchildren via the STORK programme devoted to the study and protection of the white stork and its habitat. The company partners also provide methodical assistance to company energy specialists in all issues of power equipment and ornithological safety.

### INNOVATION AND IMPACT

The company made the first move, abandoning the practice of destroying nests and instead installing platforms that allow raising a nest above wires – a process which increased the quality and reliability of

the power supply and saved money. This became a model for other energy companies facing similar challenges and Prykarpattiaoblenergo now speaks about the impact of electricity on avifauna to others in the industry.

The STORK programme aided the implementation of the legislature protecting white storks from a number of grave dangers. The research was the first such large-scale project in Ukraine and developed effective methods to reduce the number of bird collisions. Schoolchildren were both beneficiaries of and key participants in the programme as they learnt about their natural environment and got involved in conservation projects.

Overall, the company's image was boosted by the campaign, which also brought increased visibility from regional and national press. The company's top-management is now thinking of establishing an Association of Friendly-to-Nature Energy Specialists who would deliver environmental messages to authorities at national and local levels.

### MORE INFORMATION

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## EUROPEAN CSR AWARDS IN UNITED KINGDOM

### ABOUT THE NATIONAL PARTNER ORGANISATIONS

**Business in the Community** was delighted to have two roles in the development of the inaugural European CSR Award Scheme in the UK. Besides coordinating the consortium of 28 countries in partnership with CSR Europe, they proudly lead the European CSR Award Scheme in the UK with Scottish Business in the community.

Business in the Community is a unique business movement - the largest business-led charity of its kind - committed to building resilient communities, diverse workplaces and a more sustainable future. We work locally, nationally and internationally with members to transform businesses and transform communities. We believe that responsible leadership is the ability to balance doing both.

**Scottish Business in the Community (SBC)** supports and challenges members, businesses and partners in all sectors to deliver Better Business for a Better Scotland. We provide opportunities for organisations of all sizes, through brokering partnerships, themed programmes and events, and training and advisory services.

All aim to provide the practical solutions necessary to embed sustainable and responsible business practices and improve business impact on the triple bottom line: economy, society and environment and address issues like employability, community renewal and health. SBC also works in projects in the EU and globally to develop and spread best practice in CSR.

### ABOUT THE AWARD

The European CSR Award Scheme in the UK received 42 entries from across the CSR spectrum which were assessed and judged by multistakeholder panels. With a wide variety of sectors represented, 30 assessors and 8 judges participated in the decision of the UK representative for the European CSR Award Scheme.

The announcement of the winners took place at the Opening Plenary session of the Responsible Business Week, by Stephen Howard, CEO at Business in the Community and Richard Howitt, Member of the European Parliament for the East of England, European Parliament Rapporteur on Corporate Social Responsibility.

*“We hope to inspire, engage and support companies and their stakeholders across Europe and beyond to collaborate and replicate high impactful, innovative partnerships and really make a difference in Europe”*

– Stephen Howard, CEO, Business in the Community



[bitc.org.uk](http://bitc.org.uk)  
[www.sbcscot.com](http://www.sbcscot.com)





## WINNING PARTNERSHIP IN THE SME CATEGORY: THE PERA CONSTELLATION MODEL

### ABOUT THE PARTNERSHIP

**Leading company:** Pera Innovation

**Sector of leading company:** Accountants & Consultants

**Other companies involved:** Pera Training, Pera Consulting, Pera Management Services, Pera Technology, Mars Group, Melton Mowbray Building Society, Melton Times, Evolve Football Development

**Non-business partners:** The Pera Foundation, The Prince's Trust, The Melton Learning Hub, Melton Borough Council, Say Yes UK, EDT, Young Enterprise, LEBC

**Year of implementation and impact:** 2008 - 2013

**CSR issues addressed:** CSR strategy & corporate governance, employment, training & education, community impact/engagement, products & services

### SUMMARY OF THE PROJECT

Pera is one of the largest employers in Melton Mowbray, which – like many UK market towns - suffers from high youth unemployment. The Pera Constellation Model was created to address this by steering young people towards careers in science, innovation and management. This model was engaged directly with groups in five key areas; Public Sector, Social Groups, Education, Businesses and Intermediaries.

Pera has developed an effective model that enables them to act as a hub for community development and investment in their area. This approach has enabled Pera to be the key partner in mobilising a whole community and focusing their CSR activities on the benefit of all. The principle and approach is multi-layered and can be replicated to suit and benefit the economic and social development of all European, and international, communities.

There has been immense impact on their local community. Independent evaluation shows a 6:1 return on social investment. This results in greater investment, job creation and the constellation of organisations working together.



### INNOVATION AND IMPACT

The partnership which was developed by the constellation model links together existing local organisations and expertise in a 'constellation'. Using the capabilities and resources of the sponsoring body, it strengthens the expertise and outreach of the constellation partners. In turn, Pera provides outreach to a wider constellation of national and international sources of help and funding. Although a small amount of funding is provided in the Pera case, the concept would work on an entirely voluntary basis. The model is internationally transferable as it can be adapted to local needs and capabilities.

In five years the partnership has promoted entrepreneurship to 1,000 young people aged 11-30 years, in particular those that are disadvantaged and disengaged, using 200+ expert volunteers from Pera and its networks. An independent evaluation to consider the SROI (Social Return on Investment) of the partnership showed a return of almost 6:1, this means that the community has benefited by almost GBP 6 million over the past 3 years. Pera has also gained from increased brand awareness and trust as well as new networks with local and national organisations.

### MORE INFORMATION

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## WINNING PARTNERSHIP IN THE LARGE COMPANY CATEGORY: LET'S GROW

### ABOUT THE PARTNERSHIP

**Leading company:** Wm Morrison Supermarkets PLC

**Sector of leading company:** Retailers – General

**Non-business partner:** 28,000 schools in the UK

**Year of implementation and impact:** 2008 - present

**CSR issues addressed:** CSR strategy & corporate governance, waste & pollution, environmental protection, community impact/engagement, education, health & wellbeing

### SUMMARY OF THE PROJECT

Since 2008, Let's Grow has supported over five million school children, from 28,000 schools across the UK by supplying them with over GBP 14 million worth of free gardening and cooking equipment and educational resources. Customers receive vouchers when they buy in Morrison's stores. This has enabled them to experience the food story first hand, through the practical experience of growing fruit and vegetables in the school grounds. The programme addresses a fundamental lack of understanding amongst young people about where their food comes from.

Morrison's is unique in that it ensures Let's Grow has a firm grounding in the curriculum. This is achieved by working closely with key partners, developing engaging and relevant resources, and continually assessing the programme through rigorous research. By using these tools, they ensure that gardening is not just a distraction from traditional learning, but an integral part of the curriculum.

### INNOVATION AND IMPACT

Morrison's has an unrivalled array of teaching resources and lesson activities for teachers to use in the classroom; these include lesson plans, videos, activity sheets and assembly guides. The aim of these resources is to give teachers the tools to engage and excite their students, bringing the food story to life.

Each Morrison's stores is given the necessary tools to go into schools and talk confidently to the children whilst

making the assemblies fun and engaging. A full suite of lessons, assemblies and activities are also available so they can go out into their local communities.

This year, out of 2,817 school responses to Morrison's school survey, over 89% of respondents felt that pupils are very or fairly engaged in the Let's Grow programme with 70% reporting that pupils' interest in growing has increased as a result of the programme.

The programme also delivers on business objectives by increasing footfall into stores over the weeks when Let's grow vouchers are being handed out. With the programme delivering at least a ROI of 4:1 every year since the programme began it still remains a key programme in Morrison's strategy.

### **Special mention: Highly Commended Large Company**

The judging panel gave a Highly Commended Large Company award to EDF Energy, for 'The Pod' – a combination of resources, campaigns and a website that provides free teaching materials for schools, linked to the national education curriculum; covering energy, climate science and a host of other sustainability topics. Since launch in 2008, the Pod has reached 10.1 million children with 46% of UK schools registered. Schools that have provided data say they have saved 61 mega tonnes of CO2 so far through the project. The scheme has helped EDF Energy win new contracts in the education sector and the programme has generated a clear link between employee awareness of the Pod and pride in working for EDF Energy.

### MORE INFORMATION

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[www.letsgrow.co.uk](http://www.letsgrow.co.uk)



## ASSESSING THE INNOVATION AND IMPACT OF THE WINNING PARTNERSHIPS

31 national European networks and organisations in 30 countries joined forces and in 2013 delivered the first ever pan-European CSR Award Scheme. 749 partnerships between business and non-business organisations applied to demonstrate their innovation and impact: 259 in the SME and 490 in the large company category. This section analyses the 63 winning projects from 30 countries and illustrates their key elements using a number of examples.

The consortium sought partnerships between business and non-business partners whose innovative projects have had significant social and business impact.

### 1. INNOVATIVE PARTNERSHIPS

The winning partnerships displayed innovative ideas for solving existing social issues. Whether in the choice of partners, project approach or CSR issue addressed, innovation was a key to the success of the partnerships.

Partnership examples	
Three ICT companies cooperate	Estonia (p 27)
Platform for local development	UK (p 97)
Cooperation in agriculture	Turkey (p 92)

This analysis gives a brief insight into the wealth of initiatives which are replicable by others.

#### **PARTNERSHIPS BOOST IMPACT**

In many cases partners include various companies within the same supply chain and even competitors that have come together to increase their overall impact. Some examples include

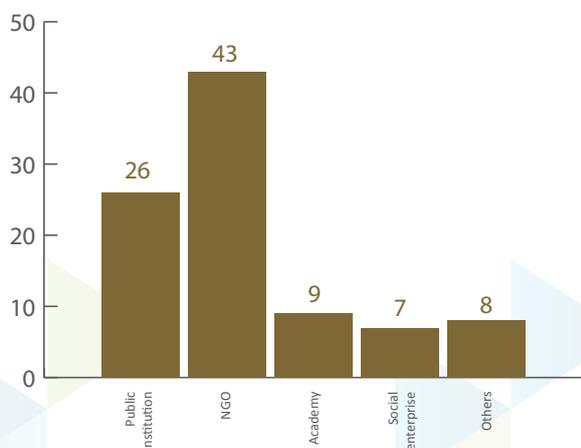
companies generating local platforms where a variety of businesses and other partners can share their ideas and exchange experience.

#### **ENGAGING CUSTOMERS AND CITIZENS**

There is a clear trend towards engaging customers and citizens in partnership activities. They are in some cases the target market where the programme aims to raise awareness. In many cases the customers are targeted through cause related marketing to act as responsible citizens and even contribute directly to a social cause.

Partnership examples	
Citizens engagement through media campaign	Greece (p 39)
Online platform to connect individual donors	Slovakia (p 79)
Donations through credit and debit card	Bulgaria (p 16)
Voucher for gardening equipment	UK (p 98)
Promotion of sustainable consumption	Switzerland (p 89)

#### **NUMBER AND TYPE OF NON-BUSINESS PARTNERS**



#### **INCREASING NUMBER AND TYPE OF PARTNERS INVOLVED**

The size and composition of partnerships illustrates that companies are engaging in more inclusive forms of collaboration. It is becoming common practice for companies to engage with multiple non-business partners. This greatly enhances the ability to scale up collective impact. The results show that 32% of the winning partnerships involve at least three types of partners. Apart from NGOs, partnerships also include public organisations, academia and the media. A variety of stakeholders enriches projects by bringing skills, resources and knowledge to the projects for the benefit of both society and businesses.

## BUILDING LONG TERM PARTNERSHIPS

The vast majority of cases involve long-term partnerships, which show a clear evolution in the relationship after an initial successful cooperation. The span of the cooperation allows partners to address CSR issues thoroughly and comprehensively whilst successively scaling up their impact over time to improve the projects.

## 2. SOCIAL IMPACT

Recurring themes in the winning partnerships include new ideas on business models, products and services to resolve existing sustainable challenges, such as demographic change, human rights violations, financial crisis, poverty and environmental degradation.

### CARING ABOUT THE ENVIRONMENT

The winning partnerships indicate that having a positive impact on the environment is one of the top priorities and at the same time a necessary factor for a successful and competitive company.

Partnership examples	
Sustainability of fish supply chain	Belgium (p 13)
Reduced use of pesticides	Spain (p 85)
Cleaning of river banks	Romania (p 74)
Sustainable agriculture reducing carbon footprint	Italy (p 49)
Use of organic fertilisers to reduce land pollution	Denmark (p 24)
Reducing CO2 in the supply chain	Austria (p 9)
Supporting young ambassadors for sustainability	France (p 34)
Treatment of persistent pollutants	Macedonia (p 58)

Partnership examples	
Road safety for young cyclists	Poland (p 70)
Educating for individual social responsibility	Macedonia (p 59)
Fostering entrepreneurship in young people	Estonia (p 28)
Environmental education and personal development	Turkey (p 92)
Mobile applications developing environmental awareness	Finland (p 30)

### EDUCATION & INSPIRATION FOR YOUNG PEOPLE

50% of the partnerships focused on education and in some cases connected with employability, in other cases with sustainability but also covering a variety of social issues such as safety in the roads.

### SOCIAL INCLUSION: EMPLOYABILITY & ENTREPRENEURSHIP

A number of partnerships focus on increasing employability through providing training and education to a variety of social groups and fostering entrepreneurship in young people. Newly acquired skills may be used to access the job market, create new companies or enable companies to gain qualified workers.

Partnership examples	
Provision of work practice for disabled people	Montenegro (p 62)
An innovative recruitment system for disadvantaged people	Finland (p 31)
Professional training for youth	Czech Republic (p 21)
Funding new young people's ideas	Ireland (p 46)

Partnership examples	
Bank accounts for socially excluded	Austria (p 10)
Utility bills management	Hungary (p 43)
Energy saving and efficiency	France (p 34)

### SOCIAL INCLUSION: DEBT MANAGEMENT

A crucial issue in the cycle of poverty is debt. Breaking the cycle of debt allows people to reintegrate back into society.

### TACKLING HEALTH, WELLBEING AND BASIC SOCIAL NEEDS

Many companies have created and invested in new business models and partnerships which aim to alleviate poverty and deliver economic results.

Partnership examples	
Access to clean water in the post conflict countries	Switzerland (p 90)
Rain water collection system	Greece (p 40)
Mobile phone application for health data collection in the developing world	Finland (p 30)
Survival rate of new born babies improved	Serbia (p 77)
Smart solutions to combat malnutrition	Netherlands (p 65)
Post NL and Fairmail against child labour	Netherlands (p 64)

Partnership examples	
Organic community farming	Turkey (p 92)
Flourishing local tourism	Slovenia (p 83)
Improvement of labour standards of suppliers	Germany (p 37)

### LOCAL ECONOMIC DEVELOPMENT

Whether it is a new model for organic farming, the involvement of community based designers or bolstering tourism through sport, these partnerships aim to deliver a long lasting effect.

## 3. BUSINESS IMPACT

The balance between minimising risks through accountability, good governance and transparency and at the same time maximising opportunities through social innovation, delivering new products and services, are key business impacts that collaboration delivers.

### DEVELOPMENT OF PRODUCTS AND SERVICES: CREATING NEW MARKETS AND SALES OPPORTUNITIES

Through innovative products and services, companies can gain new customers and consequently increase their sales and profit as well as open up new markets.

Partnership examples	
More clients enjoy dental health care	Bulgaria (p 15)
Media Group acquires new business customers	Serbia (p 77)
Applications developed for NGO sector open commercial market	Finland (p 30)
Engagement of car users in carbon offsetting	Luxembourg (p 56)
Using community know-how to create new medicaments	Italy (p 58)
Disabled people gain access to innovate IT system	Spain (p 86)
Safer power supply	Ukraine (p 95)
Climate neutral travel packages	Germany (p 36)

Partnership examples	
Altering bottling material	Norway (p 68)
Energy efficiency	Slovenia (p 82)

### BETTER USE OF RESOURCES: COST SAVINGS

Some of the partnerships improved their use of resources, which lead to cost savings whilst ensuring the sustainability of essential resources for commercial operations.

### IMPROVED REPUTATION

A benefit acknowledged by all companies is an enhanced reputation – gaining the label of a responsible business. The benefit and perspective to companies varies from an international to a national or to a local focus: some companies mentioned international recognition, while others mentioned the importance of being seen as an integral part of the local market.

Partnership examples	
Community work improves company reputation	Slovakia (p 80)
Analysis of improved public opinion	Ireland (p 45)
International recognition for companies	Kosovo (p 53)
Gaining market value in sustainability	Finland (p 32)

Partnership examples	
Engagement in creating healthier lifestyle	Montenegro (p 61)
Support to disadvantaged children	Kosovo (p 53)
Being volunteer ambassadors	Italy (p 50)
Sharing of professional skills	Ireland (p 46)

### EMPLOYEE ENGAGEMENT AND DEVELOPMENT

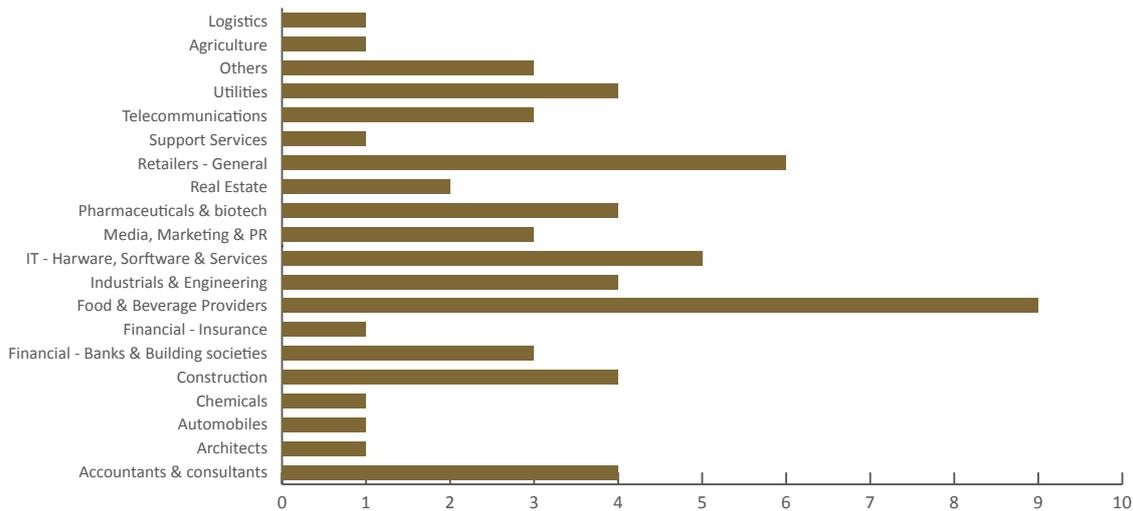
Engagement of employees brings both business and social benefits. Companies gain loyal and more productive staff; employees can develop their skills, knowledge and positive image about their employer while society enjoys the positive impact of activities.

## 4. PARTNERSHIPS AT A GLANCE: SECTORS AND CSR ISSUES

### BUSINESS SECTORS REPRESENTED

The variety of sectors represented among both SMEs and large companies is remarkable. The winners represent the majority of industry sectors which demonstrates that all businesses, regardless of sector, are ready and able to play a proactive role in addressing current and future sustainability challenges.

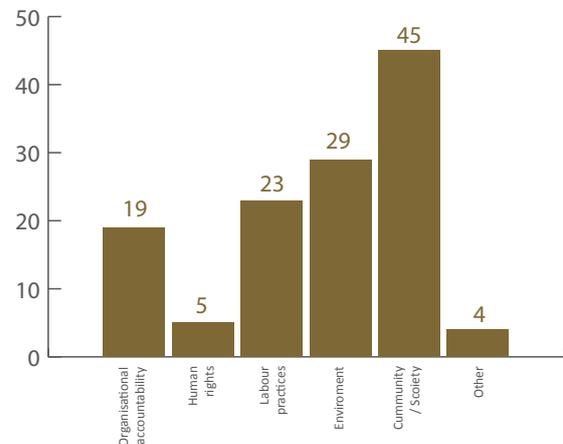
### BUSINESS SECTORS REPRESENTED



### CSR ISSUES ADDRESSED BY THE WINNING PARTNERSHIPS

The results show that while 71.5 % of winning initiatives concentrate on community development as a key sustainability issue and 44.5% of the projects address the topic of the environment. The selection of topics also shows that partnerships tend to tackle multiple social issues. The overlap is clearly demonstrated for example, by education projects addressing environmental issues.

### CSR ISSUE ADDRESSED



Partnership examples	
Construction company provides water infrastructure	Switzerland (p 90)
Consultancy advises NGO on adoption of a business model	Switzerland (p 88)
Telecommunications company develops programme on youth internet safety	Poland (p 71)
Dental care company provides dental services	Bulgaria (p 15)
Construction company trains roofers and tinsmiths	Czech Republic (p 21)
Laboratory encourages bone marrow donors	Luxembourg (p 55)
Pharmaceutical company develops new medication using ancient community knowledge	Italy (p 48)
Engineering company supports applied academic research	Croatia (p 18)
Firm provides pro bono through social capital card	Belgium (p 12)

### ALIGNMENT OF CSR ISSUES WITH THE CORE BUSINESS

There is an increasing trend to align partnership activities with companies' core business. Such strategies offer more opportunities to create high quality sustainable contributions to society, and in return bring value to the business.

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## CONCLUSION

This year's first ever European CSR Awards have rewarded the efforts of individuals and organisations and helped to unlock enthusiasm for building dynamic and worthwhile partnerships that benefit both society and business. The winning examples in this Golden Book offer an invaluable source of case studies, insights and inspiration to learn from, share and be proud of.

The depth and breadth of partnerships reflect the wide range of sectors engaging in CSR and demonstrates the shift towards a stakeholder business model, showing how companies and stakeholders are integrating CSR with core business operations and strategy.

### **A wealth of social entrepreneurship**

The social entrepreneurship ideas behind the projects are truly innovative and use a variety of methods ranging from app technology and tailored products, to improved farming methods and imaginative ways to educate children about protecting the environment.

### **Recipe for successful partnerships**

It is evident from the awards that the best partnerships work in synergy. Factors for successful and sustainable partnerships that deliver lasting impact which is mutually beneficial for both the business and partners include:

- the careful selection of partners;
- the quality of expertise;
- the development of financially viable partnership models.

A number of projects show impressive quantitative impacts; however, it is clear that challenges of quantifying the social impact of CSR partnerships remain. Progress needs to be made in the measurement of projects in order to unleash their full potential for the generation of social change.

### **Looking to the future – Recommendations**

Looking to the future of the European CSR Awards, Europe needs to continue to develop and spread this celebration of partnerships across Europe. Especially in times of crisis, it is vital to recognise the value partnerships and reward people- real men and women developing co-solutions at the National, European and International level. The National CSR Award ceremonies have demonstrated how important it is to recognise people's efforts and involvement on the ground as their energy and creativity are among Europe's best assets.

Partnership, innovation and impact have been well illustrated through the inaugural winners of this European CSR Award Scheme. Specifically, we applaud the winners and recognise the enormous potential the scheme, these winners and their case studies have to inspire and engage business, civil society and government working together, to address the broad CSR agenda. The next step forward is to take aspects from innovative partnerships, to scale up partnerships or replicate them elsewhere. We encourage those interested in replicating projects or building their own, to use this golden resource to get in touch with the contacts provided for more information.

Building on the experience of the inaugural European CSR Awards, a future awards scheme may be enhanced by:

- Creating a stronger focus on the provision of specific CSR themes which should be jointly defined by the EU institutions, the High Level Group (HLG) of Government Representatives on CSR and the Coordination Committee of the Multi-stakeholder Forum on CSR;
- Increasing the competitive nature of the awards by engaging a high profile jury to challenge national winners to compete for excellence in a second round at the European level;
- Enhancing the international relevance and scope of the Awards, by engaging with other international organisations driving the CSR agenda globally in order to secure strong international outreach and visibility.

Finally, on behalf of the hundreds of people who have engaged in the Awards, we wish to express our gratitude and thanks to the European Commission for initiating this ambitious scheme. We look forward to further cooperation for its future successful development.

# European CSR Award Scheme



*Inspiring partnerships for innovation and impact*

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