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CSR VADEREGIO

"A EUROPEAN CSR-PLATFORM FOR PUBLIC REGIONAL AUTHORITIES"

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Introduction

The CSR-Vaderegio project is an European network of regions, sharing learning and experience about the development and promotion of the regional corporate social responsibility (CSR) Agenda. CSR-Vaderegio has been developed as a European Platform over three years. Starting with just four regions it was expanded in 2003/2004 to include ten regions: Scotland, Greater London, Flanders, Sicily, Region of Tuscany, Region of South Denmark, Yorkshire and Humber, The Basque Country, North-Rhine Westphalia and Banska Bystrica.

Building on the knowledge gained, CSR-Vaderegio begins a new phase with **the aim to build a web-site** to make available all the relevant tools and resources for any European regional authority aiming to adopt a CSR strategy in their regions.

We would like to invite you to join us in developing and benefiting from the Vaderegio platform. If you are a local or regional authority, or a not for profit CSR organisation that has close links with your public authorities on CSR we would like to hear from you. (We are restricted to these types of organisations as partners for the project.)

In the course of this year we will develop the dedicated Vaderegio website and will seek feedback from potential users and contributors as the project develops. Through e-newsletters we will communicate with a wide group and gain views on your information needs, and relevant sources of information. By the time the site is formally launched at the end of the year we aim to have a critical mass of network partners to ensure a rich, topical exchange of information

We would like to know a little about your experience and focus in relation to CSR, in particular the activity you have in relation to SMEs and indigenous companies as these are a primary target of initiatives within Vaderegio. As a first step in identifying how your interest can be promoted through partnership with Vaderegio, please email or call the lead partner NSF.

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About us

The current CSR-Vaderegio work-team is composed of the following European entities: **NoviaSalcedo Foundation (NSF) and the Biscayan Provincial Government (BPG)** (Xertatu initiative): NSF is a non profit organization based in Bilbao which works closely with the BPG in the field of CSR. The major part of its CSR-Activities are focused on the promotion of CSR among SME-s and local and regional authorities. **AGENDA Social Responsibility in Scotland:** AGENDA is a multi stakeholder network, which supports all those working towards responsible business in Scotland. It was launched in 2001 as an initiative from civil society, involving business members, investors and citizens, to promote an agenda for social responsibility throughout Scotland. **The Flemish Ministry of Employment:** The Flemish Ministry of Employment is supporting and stimulating CSR through the Trivisi initiative which aims to bring about a change in the conduct of the business world. And is developing a Digital Resource Centre CSR in order to disseminate CSR good practices and CSR tools. **Euro Associazione:** Euro Associazione has as an important aim the spreading of CSR culture among public and private management so that CSR may become part and parcel of the basic strategies of enterprises.

Main Activities

Having developed a strong interregional Committee, we have been able to :

- Agree the scope and definition of CSR and the role of public authorities
- Describe and compare the experience and ambitions for CSR in a range of different economic, cultural and political environments
- Exchange CSR good practices, drivers and priorities of the regions
- Build an on-line database to facilitate gathering and exchange of information about CSR activities among project partners
- Disseminate CSR information through:
 - o Hosting and participating in regional and EU based events
 - o Writing reports

Currently on-line database contains more than **180 regional experiences** recorded and **50 detailed case studies** has been written up in our reports.

In accordance with the essence of our project, the design and implementation of all the activities has been based on the CSR-Vaderegio partners' coordinated work.

Ten rules of thumb for regional authorities

A short report in 2004 gathered evidence across ten European regions of what seems to work and why. On this basis Vaderegio offers guidelines for public bodies implementing new initiatives or strategies at regional or local level. The summary below can be found, with supporting evidence, in the report at www.noviasalcedo.es/csr

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1. Involve as many relevant stakeholders as possible
 2. Create partnerships and work in a bottom-up approach
 3. Link your CSR strategy with the overall strategy of the region
 4. Lead by example – Walk the talk
 5. Allocate enough resources to reach a critical mass of businesses
 6. Make your CSR strategy a long-term strategy
 7. Support voluntary actions of the businesses
 8. Break strategy down to manageable action
 9. Set goals and evaluate on a regular basis
 10. Communicate clearly and enthusiastically
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