



N° 4 - 15, May 2006

Contents:

Introduction

Mission and Services

Structure, governance and Financing

Communication

Development phase

Comments by participants

Attendees list

If you would like more information about CSR Vaderegio or partners please contact:

csr@csrvaderegio.net

Ana Díaz
Novia Salcedo F.:
csr@noviasalcedo.es

Kyla Brand
AGENDA:
kyla@britishlibrary.net

Eugenio Ceglia
Associazione Euro:
eu@associazioneeuro.org

Elina Rääsk
Open Estonian Foundation:
elina@csr.ee

VADEREGIO

CSR IN ACTION IN THE REGIONS

“PLANING MEETING ON VADEREGIO ASSOCIATION”

Introduction

Vaderegio partners presented outline plans for a Vaderegio Association and a development plan to make the transition from the current European Commission funded project.

Presentations by Ana Diaz, Novia Salcedo Fundacion; Fran van Dijk, AGENDA; Kyla Brand AGENDA; Triinu Groon, Open Estonia Foundation are available here: <http://www.csrvaderegio.net/document/reports/Presentation.pdf>

In discussion the following points were made:

Mission and Services

- Provide clarity on how Vaderegio will meet the needs of public authorities and shape services in terms of public authorities current priorities – which generally are not defined in terms of CSR.
- Focus clearly on the dominant role of public authorities in the Association.
- Make the connections with other stakeholders as well as business and NGOs – in particular citizens who are the constituents and tax payers supporting local authorities and need to understand the value of CSR activity.
- Be sure to include enterprise and economic development agencies.
- Define a short clear mission statement.
- Include a specific offering on procurement.
- Highlight the support for activity to engage SMEs.
- Describe the innovative types of support that will be available through the Vaderegio Association.
- Emphasise the scope for working in partnerships eg CSR Europe NPO network, Network of Regional Governments for Sustainable Development.
- Consolidate the arrangements for a statement of commitment by members

Attendees List

Current VADEREGIO

members:

Ana Díaz

NoviaSalcedo Foundation

Ibon Díaz de Rada

NoviaSalcedo Foundation

Kyla Brand

AGENDA

Fran van Dijk

AGENDA

Triinu Groon

Open Estonian Foundation

Other participants:

Anne Françoise Lefevre

European Saving Banks
Group

Dominique Be

European Commission

Genevieve Besse

EU Commission

Gordon McLaren

East of Scotland
European Partnership

Judit Kiss

West Pannon Regional
Development Agency

“PLANING MEETING ON VADEREGIO ASSOCIATION”

Structure, Governance and Finance

- Emphasise the lead and commitment from public authorities.
- Allow for flexibility in membership of the Board of Directors. An alternative model could be a Council of all members with a sub group providing strategic direction
- Maintain a simple fee structure but provide differential rates of fees to reflect size and wealth of organisations
- Recognise that organisations may move gradually in their commitment. They may wish to join initially in a role as , say, observer and then move into full membership.
- Spread widely the opportunities for gaining financial support and seek sponsorship from a range of sources.
- Recognise the value of in kind contributions but be careful to maintain the level of cash support that is needed to provide for match funding .

Communication

- Refine the messages supplied for different audiences and add more low level examples to the high level statements.
- Include consumers, investors and others as target audiences to set Vaderegio in the widest context.

Development Phase

- Pursue the opportunity to gain a dedicated resource to develop the association plan. This may be modest resource in the short term.
- Recognise that the eventual organisation needs to be of sufficient scale and

In follow up to this very open and supportive discussion Vaderegio partners are undertaking bilateral discussions, then preparing a model for public sector commitments and support that will enable the development of the Association to proceed.

[PREVIOUS PAGE](#)

[INDEX](#)

[NEXT PAGE](#)

[Attendees List](#)

[Jackie Eveleigh](#)

East of England
Development Agency

[Laura Serassio](#)

Regione Piemonte

[Magdalena Stoica](#)

National Union of County
Councils from Romania

[Monica Costea](#)

Bromotion

[Patrick Neyts](#)

Vectra International

[Pierre Echard](#)

CSR Europe

[Sylvia Gray](#)

Sustainable Scotland
Network

[Vesna Caminades](#)

Provincia Autonoma di
Bolzano

"PLANING MEETING ON VADEREGIO ASSOCIATION"

Comments by participants

"Local authorities have an important role to play in demonstrating how private-public sector partnerships work" Pierre, CSR Europe

"As local authorities we should practice what we preach but also preach. Procurement is a huge issue for local authorities and by setting high standards they can have a major impact" Sylvia Gray, East Dunbartonshire Council

"It is important to define how local authorities explain their new roles and relationships [in CSR terms] with stakeholders. How does that communication work?"

Vesna Caminades Provincia Autonoma di Bolzano- Alto Adige

"it's always going to be a question of partnership - grassroots ones built at the local level."

[PREVIOUS PAGE](#)

[INDEX](#)

[NEXT PAGE](#)