



N° 5 - April 2007

#### Contents:

The Vaderegio Association is up and running

CSR Vaderegio toolkit

New EU Parliament Resolution on CSR

Coming soon

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

[csr@csrvaderegio.net](mailto:csr@csrvaderegio.net)

Ana Díaz  
Novia Salcedo F.:  
[csr@noviasalcedo.es](mailto:csr@noviasalcedo.es)

Kyla Brand  
AGENDA:  
[kyla@britishlibrary.net](mailto:kyla@britishlibrary.net)

Elina Rääsk  
Open Estonian Foundation:  
[elina@csr.ee](mailto:elina@csr.ee)

# VADEREGIO

## CSR IN ACTION IN THE REGIONS

### "FRESH NEWS FROM VADEREGIO ASSOCIATION"

#### The Vaderegio Association is up and running

As you will know from previous newsletters, CSR-Vaderegio has been involved in creating a structure focused specifically on the needs and requirements of regional and local public authorities .

From its wide experience working for and with public regional authorities, CSR Vaderegio was aware that **local and regional authorities were not finding ready access to the advice, information, experience and support that is relevant to their situation.** To help solve this problem, the current CSR Vaderegio partners decided in late 2006 to create an Association on CSR for regional public and local authorities.

**This decision has been implemented and CSR Vaderegio Association is now a legally constituted entity.** The registration process is complete and initial founder members are signing up. Now **CSR Vaderegio looks forward to extend its membership amongst other regions of Europe.**

We would like you to be part of the CSR Vaderegio Association. Here you will find not only firm support, advice and knowledge, but also an open organization where you and other public authorities will be the core participants and will be able, to the extent that you wish, to take part in the decision process. In other words, **the regions will shape and guide the Association.**

To find out **more about becoming a member** of CSR Vaderegio do not hesitate to contact us:

[csr@csrvaderegio.net](mailto:csr@csrvaderegio.net)

## News Snips

### New EU Parliament Resolution on CSR

Last week the European Parliament voted to approve a new Resolution on CSR. The new Resolution was drafted in response to the European Commission's March 2006 Communication on CSR that identified corporate responsibility as a key component for achieving the Lisbon Agenda goals and subsequent policy developments. Document defines the EU Parliament's strategic choices and calls for other EU institutions to integrate their policy initiatives to position Europe as the world leader in addressing the societal and environmental impact of economic globalisation.

You can access the Resolution in full at European Parliament website [here](#).

### Coming soon

On 3 May the European Commission is hosting the first Responsible Entrepreneurship Exchange.

This innovative event will bring together people from the worlds of entrepreneurship, small and medium-sized enterprises and corporate social responsibility (CSR) to ask how we can help more small businesses to be more responsible

For more information click [here](#)



INDEX

PREVIOUS PAGE

## FRESH NEWS FROM VADEREGIO ASSOCIATION

### CSR Vaderegio toolkit

With the support of the European Commission CSR Vaderegio has begun the development of the Vaderegio toolkit, **a practical instrument to develop the quality and effectiveness of local and regional public policies on CSR.**

The toolkit will provide for local authorities at different stages and with different priorities and will allow for different pathways, but within a common framework. The objective is to create a comprehensive instrument appropriate for all kind of regional and local public institutions. The first stage of the toolkit development will be the **identification of the actual needs of local authorities** for support and cooperation, which will be achieved through systematic **market research**.

For success in that needs and requirements identification **we need a wide participation of local and regional authorities** in the **market research**. Thus, we ask for your participation in this research, which will start in April.

**Participating is easy** – you simply need to let us have the email contact of the appropriate person in a relevant public authority in your region. They may be in local or city council, or in an economic development agency or in some other way connected with CSR. Their job title may specifically include CSR or as experience tells us, it may refer to other issues such as competitiveness, responsible business, sustainable development. We are looking for the closest relevant contact among your regions institutions.

**We will send to them a link to a simple on-line questionnaire.** If you/they request, we shall provide a telephone contact to talk through the issues (in a limited range of languages only). If having been through the written questionnaire, you/they would be interested to participate further we shall follow up with a qualitative telephone interview, and offer opportunities of involvement in the pilot testing of the toolkit later in the year.

**Participants in the research will gain specific benefits in particular:**

- Appearing as a collaborative organisation in the Report
- Showcasing innovative experience
- Access to the main findings of the Research
- Opportunity for coaching in the use of the toolkit

If you have something to say about how CSR is being developed in your Region, please contact us and join in the research. **Your participation will inform a genuinely relevant and valuable set of tools in the next stage of the project.**