

Contents:

CSR Vaderegio Identity

Building our Website

CSR Vaderegio Event:
"Local meets Europe"...
... at European Parliament

Second rule of Thumb

CSR VADEREGIO

CSR Vaderegio Identity

CSR Vaderegio Network has a new logo!

As you can see, it's meaningful and very communicative. From the use of colours and stars located at the top of the logo, the reference to the European Union is immediate. The presence of a gear at the bottom focuses the attention on enterprises, while the stylized figure of a man in the middle, sets the absolute value of the individual at the centre of all the issues connected with Corporate Social Responsibility (CSR).

Building CSR-Vaderegio Website

The CSR-Vaderegio Website is growing.

As a virtual reference point for regional and local authorities in Europe, the website will not only represent the intent of the CSR Vaderegio Network to promote CSR topics but will also give stakeholders the chance to express their opinions, gain visibility for their own activities and to participate in the wider development of CSR.

From February 2006 the website will provide information about policies and activities in the 13 regions which have been partners in the early stages of the CSR Vaderegio project. It will provide for registration by new organizations which want to join the project, and will constantly develop the range of examples of public policies promoting CSR.

So, stay in touch with the CSR Vaderegio network, we'll be online soon.

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

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News Snips:

NoviaSalcedo Foundation receives the European Quality Award 2005

NoviaSalcedo Foundation, lead partner of CSR-Vaderegio project, has been honoured with the European Quality "Prize on Focus on Customer" granted by the European Foundation for Quality Management, under the Category of Public Sector. Reaching this stage of the European Quality Award is the result of dedication towards Excellence and continuous improvement.



Edinburgh City Council studies the Edinburgh Perspective on CSR

A city-wide study of businesses – large and small – shows that 90% engage in some form of CSR activity, though many do not call it that. They view CSR as a mix of altruism and enlightened self interest and more than 2/3 consider it has business benefits. They want the public sector to do more to promote awareness of CSR.

For more information see www.edinburgh.gov.uk/responsiblebusiness/index.html



Conference:

2ème JOURNEE ANNUELLE DU DEVELOPPEMENT DURABLE ET ENETRPRISES
8th December 2005 – Lille
The detailed program of the conference is at:
<http://www.jadde-lille.com>



CSR Vaderegio Event: "Local meets Europe"

Don't miss the opportunity to join the CSR network for local and regional authorities at the European Parliament!

The event will explore the role of public authorities at regional/local level in developing responsible business practice.

In particular the discussion event will expose:

- Why and how CSR is significant at regional/local level – for competitiveness, social cohesion, and sustainability policy goals
- The roles of public authorities – ranging from awareness, information and education to procurement and financial incentives
- Activity being undertaken, giving detailed case studies from advanced and less advanced regional experience.

It will demonstrate the support available through the CSR Vaderegio network.

The outcomes will be: strong awareness of CSR Vaderegio, active new members in the network, increased confidence and interest among authorities new to CSR, consideration of new/additional activity by experienced practitioners.

Leaders of public authorities at local city and regional levels, NGOs and business working in partnerships with public authorities to promote CSR are all welcome to participate in this event at European Parliament.

Keep the date free- 9th February 2006 - and look out for your personal invitation.

Second rule of thumb

Create partnerships and work in a bottom-up approach

For CSR to be accepted as a priority for action by a range of public stakeholders, it needs first to be seen as a key objective of regional strategies to improve competitiveness and sustainable development. Then CSR activities need to be seen to link directly with the economic, social and environmental goals of the region's institutions and to deliver related outcomes.

One challenge is to show how mainstream social and environmental programmes promoted by the public sector can have greater impact when they engage businesses as key stakeholders. Another is to show how the social and environmental benefits such programmes are providing also benefit businesses and therefore give business leaders an incentive to take part.

As an example of creating partnership and working in a bottom-up approach, Sicily's experience of CSR has been enriched from the creation of the "Technical Table for CSR in Sicily", promoted by Euro Association and aimed to promote agreements and animation activities at local level by involving several stakeholders, like the Industrial Association, the University, and Local Authorities.

Ten Rules of Thumb will appear on the CSR Vaderegio website....