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Coming soon

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VADEREGIO

CSR IN ACTION IN THE REGIONS

"FRESH NEWS FROM VADEREGIO ASSOCIATION"

CSR-Vaderegio 2nd Local meets Europe Workshop

Designing a CSR Toolkit for European Public Authorities

CSR-Vaderegio, with the support of the European Commission and the collaboration of the Basque Country Delegation in Brussels, held its "2nd Local Meets Europe" Event on 28th November 2007.

The workshop focused on CSR Vaderegio's current project: "Designing a CSR Toolkit for European Public Authorities".

A range of stakeholders involved in public authority-related CSR around Europe, mostly regional delegations in Brussels, took part in the day.

This newsletter offers a snapshot of the major presentations at the event. It gives an overview of the major research findings presented by ESADE followed by an outline of toolkit development presented by Agenda Social Responsibility in Scotland and Responsible Business Forum in Estonia.

Major Research Findings

Major research questions included exploring the level of understanding of CSR among public authorities and the way they promote CSR in their regions, as well as highlighting the challenges they face and the way forward.

Public authorities are aware of the increasing popularity of socially responsible businesses, but it is clear that there is no common understanding of CSR amongst public authorities. For instance, not all public authorities have clearly defined what CSR means in/for their region. Some similarities were found in the role public authorities want to play in strengthening CSR. Most of the organisations surveyed endorse the concept and plan to increase their support for companies, helping them to engage with the CSR agenda. Furthermore, there is a general agreement on the voluntary nature of CSR and, for this reason, public authorities consider it unnecessary to impose any regulations in the area.

Coming soon

25-26 February, Brussels

EC – DG Regional Policy:

The European Commission will hold the second annual conference of the 'Regions for economic change' initiative under the title "**Regions For Economic Change – Sharing Excellence**". The event will be organised by the Commission's Regional Policy Directorate General and other Commission services in cooperation with the Committee of the Regions. During the evening of the first day, Commissioner Danuta Hübner will present the 2008 'RegioStars' awards to projects displaying good European practice and innovation in regional policy.

http://ec.europa.eu/regional_policy/conferences/excellence/home_en.cfm?nmenu=1

Next Spring, Brussels

CSR-Vaderegio Toolkit Launch Event:

Details will be published on our Web site:

<http://www.csvaderegio.net/en/news/calendar.asp>



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Public authorities face different challenges in promoting CSR. Some of the most common constraints are the limitation of resources (human and economic), the degree of awareness and the difficulty to engage companies. The opportunity to benchmark other public authorities' situation and programs is welcomed, although time to share their experiences is in short supply.

This importance given to the role of public authorities in promoting CSR is not always reflected in their actions and programs. Only a minor part of the public authorities surveyed (37%) have a formal policy or strategy on CSR, and responsibilities and resources are not always formally assigned.

More research news at our Toolkit launch in Spring 2008. Stay tuned!

Online Toolkit Soon to Be Released

The CSR-Vaderegio team is currently in the final stages of developing a toolkit to help public authorities to engage and inspire CSR in local business. A demo version was presented at the November workshop in Brussels, where user feedback was gathered, consolidated and fed in to further improvement of the toolkit.

The toolkit will be organized in a logical flow, taking participants through the 5 main sections:

- Rationale (providing reasons why public authorities should engage and ways how to match public policy agenda with business agenda)
- Inspiring Examples (highlighting great examples of innovative public authorities)
- Success Factors (capturing learning experiences of practitioners)
- Taking Action (providing you a tool to track your current reality and compare with other regions)
- Support (outlining further opportunities of learning and development in this area)

CSR Vaderegio received positive feedback from the audience and support from main European institutions (DG Employment, DG Enterprise, DG Regio, CoR), and as a result of comments from workshop participants, we are refining the latest version of the Toolkit to the needs of local and regional authorities. This final version will be presented at our launch event next Spring in Brussels.

If you want to get an early taste of the toolkit and contribute with user feedback, please email us at: csr@csvaderegio.net and we will get in touch with you providing you access to the demo version. Similarly, if you have a great example to share about inspiring examples of public authority CSR practice, or you are interested in being part of the market research, we'd be delighted to hear from you.