



N° 8- June 2008

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

Vaderegio Association:
csr@csrvaderegio.net

Novia Salcedo F.:
noviasalcedo@csrvaderegio.net

Responsible Business F.:
estonia@csrvaderegio.net

CSR-Vaderegio Toolkit,
available in 6 European
languages, can be freely
accessed at

www.csrvaderegio toolkit.net

If you have a great example to share about inspiring examples of public authority CSR practice please email us at

csr@csrvaderegio.net

VADEREGIO

CSR IN ACTION IN THE REGIONS

“FRESH NEWS FROM VADEREGIO ASSOCIATION”

Final version of CSR-Vaderegio Toolkit up and running!

On 14 May **CSR-Vaderegio online Toolkit for local and regional authorities** was publicly launched at the **III Local meets Europe** event, held at the European Parliament in Brussels with the support of ALDE group.

The Toolkit addresses themes highlighted during the extensive market research conducted last year by the Vaderegio Team with the aim of identifying the specific needs and interests of local and regional authorities across European regions. The easy-to-follow assessment tool enables authorities to check their level of familiarity with CSR and helps them to pinpoint how much they would like to develop CSR in a two year timeframe. It also gives authorities an opportunity to compare their assessment results with other regions or countries, and compare the average score to the rest of Europe.

Essential support

We are delighted that the CSR-Vaderegio event gained the support of the European Commission: Mr. Stephane Ouaki and Ms. Génèviève Besse (DG-Employment, Social Affairs and Equal Opportunities), and Mr. Thomas Dodd (DG-Enterprise and Industry) were all present, and several Members of the European Parliament, such as Mr. Graham Watson and Ms. Siiri Oviir of ALDE Group, and Mr. Richard Howitt, of PSE were also able to join us.

Additionally, a series of representatives of local and regional governments took part in the speakers panel: Ms. Eva Armesto (Biscay Provincial Government, Spain), Mr. Erik Oerskov, (Green Network, South Denmark), Mr. Andres Jaadla (Mayor Rakvere Town Government, Estonia) and Mr. Koen Vanbrabant, (CSR Policy Advisor, Flanders, Belgium) offered their views on CSR.

At the end of the event the participants were invited to join the **CSR-Vaderegio Association**, established in 2006 in Bilbao as a knowledge exchange platform on CSR for European public authorities.

Notable quotes

“I hope CSR-Vaderegio toolkit will enable you to boost responsible business practice and to reinforce your regions competitive advantage”.

Mr. Graham Watson, President of ALDE group (EP)

“The Vaderegio Project is a key element of the approach of bringing together different stakeholders and also of trying to reach as many different regions across the enlarged EU”.

Mr. Stephan Ouaki, EC, DG-Employment, Social Affairs and Equal Opportunities

“The main success factor of CSR-Vaderegio is that it concentrates at local and regional level”.

Ms. Génèviève Besse, EC, DG-Employment, Social Affairs and Equal Opportunities

“Small and medium enterprises (SMEs) are most important for regions, even more important than large businesses. Therefore, promoting CSR needs to be done with SMEs in the region”.

Mr. Thomas Dodd, Policy Advisor for CSR, EC, DG-Enterprise and Industry

“What we need to do as public authorities is to test ourselves and that’s what the CSR-Vaderegio Toolkit allows us to do”.

Ms. Eva Armesto, Biscay Provincial Government, Spain

“About the CSR-Vaderegio Toolkit I will just say one thing: I think it is very impressive”.

Mr. Erik Oerskov, Green Network. Region of South Denmark

“The enterprises in Estonia have started to understand that the objective is not only to make profit, but also to contribute to the welfare of the community”.

Mr. Andres Jaadla, Mayor Rakvere Town Government, Estonia

“The government can play different roles: the role of employer (through diversity management), the catalyst role (through local development) and the role of consumer (through responsible public procurement)”.

Mr. Koen Vanbrabant, CSR Policy Advisor. Flemish Government, Belgium

“We are the decisive players in this field. We shouldn’t be bystanders because we can always take a step forward to increase social responsibility”.

Ms. Siiri Oviir, MEP (ALDE)

“We, as public authorities, have the responsibility to use our resources and opportunities to reward companies and to set an example for the companies by managing our own environmental and social impacts”.