

5.5.4. REGION OF THE BASQUE COUNTRY: 6th of October – Bilbao,
IV European Seminar on CSR
Objective:

The objective was to involve the audience in the most recent work on CSR at European and Regional level, by encouraging active participation in discussion sessions related to both public and private perspective. Different regional European practices and instruments were presented in order to contribute with those experiences for promoting the CSR at the level of the Regions. Speakers included the European Commission and CSR Vaderegio partners as well as local Basque partners from the private, cooperative and public sectors.

Target Audience: Public Authorities; SMEs; Non profit organisations; trade unions, academics

The Seminar Programme incorporated presentations by invited speakers and audience participation to promote both information sharing and engagement at the political and practical levels. Pre-prepared “Discussion hypotheses” were used to expose the roles of public authorities and companies respectively.

Main Conclusions:

From the public authorities’ perspective

- From the European viewpoint, the implementation of the social responsibility initiatives is a decision that the companies should adopt on a voluntary basis, without legal obligations. However, those companies that decide to develop this type of practice will need to be guided by some common ground rules, which should be developed by the authorities.
- , the public authorities should also apply social responsibility in their internal operations and make themselves into “models” for companies in their communities.
- CSR values are acquired socially and it is essential to have an awareness campaign directed at the business world and the civil population.

From the private sector perspective

- CSR should not be reduced to a series of philanthropic acts. It needs to be incorporated into business strategy by senior managers who truly embrace its importance and training their employees in these concepts.
- There was strong support for recognized certifications at a worldwide level.
- There is a clear need for dialogue involving all stakeholders
- “benchmarking” strategies are needed to develop good practice.

Despite progress in raising awareness, there still remains ground to cover as manifested by the public interest in the concept which is not yet matched by confident understanding.

Reports and information referring to this Seminar can be accessed through:
www.noviasalcedo.es/csr

Contact Details

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