



Corporate Social Responsibility

Local Employment Development

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VADEREGIO

CSR impacts on local employment development

- Examples from CSR Vaderegio and AGENDA
- Positioning CSR as concept and practice
- Companies living CSR
- Public authorities promoting CSR
- Challenges and steps for progress





independent network within Scotland

AGENDA

Champions responsible business

Connects multi-stakeholder interests

Acts as information exchange

Explores new dimensions eg role of consumers

Relates to small/large, private/public/social





network across Europe for local authorities

CSR Vaderegio is

promoting responsible business practice to achieve sustainability, competitiveness and innovation across European regions

moving from EC supported partnership to independent association

Focus is

CSR in relation to regional competitiveness & innovation

Particular roles of public authorities at local/regional level

Recognising diversity of CSR drivers and experience

Developing tools for practical support



Positioning CSR

A business is not just a brand to be built but a cause to be believed in

Part of the Growth and Jobs Strategy

Its not how you spend your profit but how you do what you do to make the profit

Its not just for the big boys

Its for any of us if we employ people, buy goods, create waste, deliver to customers, invest our money, live with neighbours

Not only for the good times

CSR and LED: Companies close to their communities

Holm Nielsen - Denmark } in DG Enterprise Responsible

} Entrepreneurship for SMEs

Moulin Roty - France } Good practice database

Elite and West Leeds Family Learning - UK

BP and My Future's in Falkirk - UK

Tesco in St Rollox Glasgow - UK



CSR and LED: Company responsibility for restructuring

Boots

Strong brand identity and commitment to CSR, nationally and locally

Closed factory in Airdrie after 50 years due to overcapacity across Europe

Phased loss of 800 jobs over two years, 2003 to 2005

Factors in effective resettlement (80+% of workforce in employment):

Strong partners – Partnership Action for Continuing Employment, North Lanarkshire Council

Reputation of Boots workforce for skills and employability

Scale of investment (£3.6m) including funding local business centre and regeneration company and leverage of other public funds

Commissioned an independent study of the closure



Public authorities promoting CSR: engaging business in social inclusion

EURO (Sicily, Italy) with Prisons service

involving business in rehabilitation of young offenders, including award scheme and local ethical committee

Silikatprogress (Poltar region, Slovakia)

TeleDom network providing services to promote self employment in areas of under education and unemployment (In Banska Bystrica 80,000 unemployed of whom 50,000 unskilled). IT support from local and international companies.

Ayrshire Business in the Community (Scotland UK)

partnership of local economic development agency and local businesses, large and small, to address social, employment and entrepreneurship challenges



Public authorities promoting CSR: driving quality, entrepreneurship and innovation

Xertatu (Basque region, Spain) - a multi stakeholder forum led by the Provincial Government promoting CSR to SMEs through awareness raising and practical tools.

- Builds on enthusiasm for EFQM excellence model

- Emphasises continuous improvement

- Based on drive for innovation

Fabrica Ethica (Tuscany, Italy) – regional authority programme to promote quality standard SA8000 to SMEs in leather goods.

- Develops new grounds for competitiveness and quality assurance



CSR and social capital

Where business and social enterprise converge –
people and values

Roles for responsibility:

Designing products and services

Developing people

Making customers happy

Keeping the books

Buying supplies

Moving stuff around

Dealing with waste

Investing profits



Challenges in matching CSR and LED

Identifying where business drivers match public policy goals

Focus on social inclusion or innovation and competitiveness?

Finding a common language

Diversity of CSR models reflecting company and local cultures

Who invests in making the links?



Essentials for progress

Link LED programmes with local CSR partnerships

Nurture diverse local activity

Recognise success and incentivise information sharing

Pilot models of local brokerage





Thank You!

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