

### 5.5.5. Sicily, 21 October 2004 Palermo

#### **Working on Corporate Social Responsibility, delivered by EURO Association**

**Objectives: The main goal of the event was that of promoting CSR by presenting the "Ethical Committee" that is a working team on CSR composed by businesses, enterprises associations, the Church, Academics, Public Authorities and non-profit organizations**

**Speakers:** Industrial Development Area of Palermo, EURO Association, Local Authorities Representatives, Academics, Clericals, Industrial corporate representatives. The main theme was the work of the Regional Ethical Committee (CREI) and its related programme of actions for promoting CSR in Sicily.

Euro Association presented the Vaderegio project including the partners and the activities undertaken.

**Participants: About 100 participants from employer's and corporates' federations, Trade Unions, SMEs, academics, business consultants, local politicians, corporates, non-profit organisations, students.**

**Outcomes:** The event has given more visibility to the efforts of the Ethical Committee on spreading its work on CSR among several audiences.

**More Info:** The event has been part of a complex work on CSR within Equal "Etiquitalitas" project. Next steps of this project are publications, Training sessions on CSR and meetings of the Ethical Committee.

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### 5.5.6. Cologne, 5th of November

#### **TITLE: CSR and the role of regional public authorities**

##### **Objectives**

The workshop, organised by the ISO Institut zur Erforschung sozialer Chancen together with the Regionale 2010 Agentur, was held to bring together for the first time local and regional public authorities that have up and running CSR-projects. The aim was to exchange and discuss the experiences that the coordinators of public authority action regarding CSR have made during the development and implementation of programmes and to debate the outcomes and problems of each of their activities.

**Participants**

ISO (Vaderegio partner); six coordinators of CSR-projects from local and regional public authorities and one German business representative.

25 participants from local and regional governmental bodies, science and business.

**Outcomes**

A learning process has been started. All participants have agreed that it is most important that programmes have to be adapted to the distinctiveness of each region but found that concepts and strategies to promote CSR which are transferable in terms of panaceas do not exist. A precondition for successful public CSR-programmes that was identified was sufficient and sustainable funding as well as some sort of coordinating body, i.e. a project office. Most importantly all local and regional public authority representatives agreed that within their programmes and activities the term CSR is not being used on purpose: it is seen as the wrong term to address businesses (especially SMEs). The difficulty of making contact with businesses regarding issues of social responsibility was generally acknowledged. Therefore local governmental bodies in the federal state of North Rhine-Westphalia - and that counts for all of Germany - prefer to address business with terms already known and that have a long tradition, such as "Verantwortung".

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