



# CORPORATE SOCIAL RESPONSIBILITY

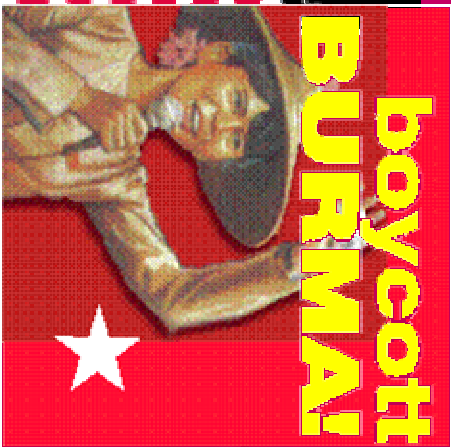
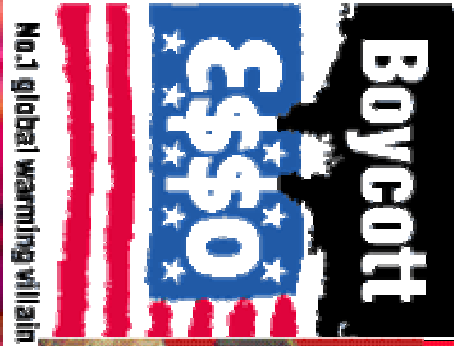
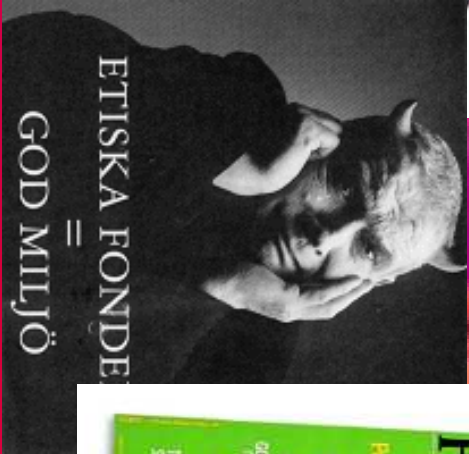
**“Nice to have or Must have ?”**

MARIA ALEXIOU, SECRETARY OF THE BOARD, CSR HELLAS  
CSR MANAGER, TITAN GROUP

## **Contents**

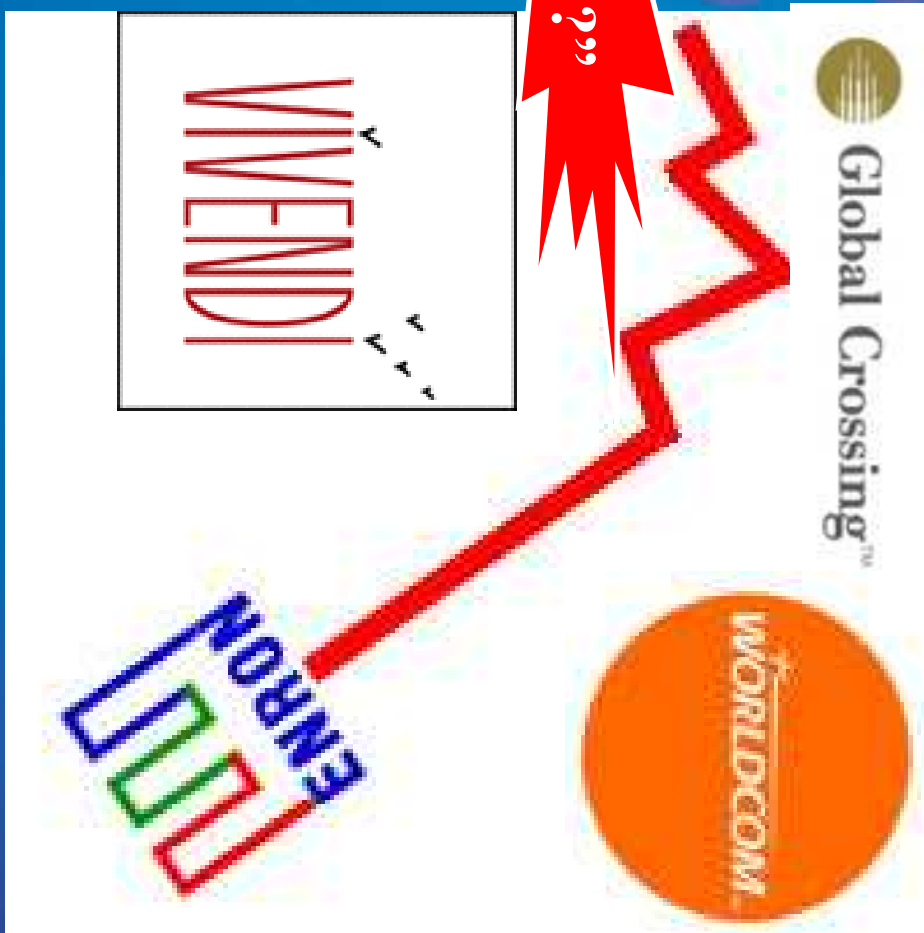
- ▶ **CSR : “A new trend or what?”**
- ▶ **Definitions, challenges and perspectives**
- ▶ **CSR Hellas : Objectives and priorities**

# CSR: A new trend ?



# CSR: A new trend ?

“TRUST ???”



**CSR: A new trend ?**

1999  
Seattle

WTO:  
FIX IT...OR  
NIX IT!


STOP  
EXPLOITING  
WORKERS

2001  
Genoa



# CSR: The challenge

**Why now?  
Why a must?**

- 
- ▶▶ **Globalization has increased expectations**
  - ▶▶ **53 from the top 100 economies today re corporate**
  - ▶▶ **Consumers become more and more sensitive in “responsibility issues”**
  - ▶▶ **“There is no prospect of any kind of development within a dead environment”**



# Shareholders vs. Stakeholders



GREENPEACE



Κοινωνία



# Stakeholders



MARKET

GOVERNMENTS



EMPLOYEES

SHAREHOLDERS



COMPANY

LOCAL  
COMMUNITIES

NONGOVERNEMNTAL  
ORGANISATIONS

**GREENPEACE**



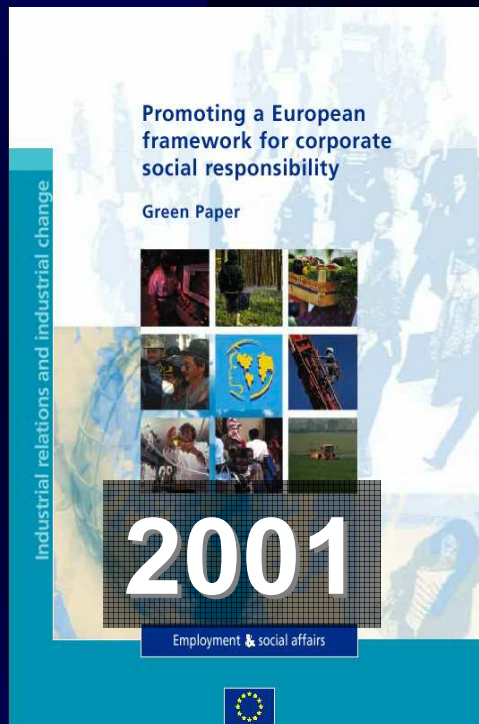
PLANET



SOCIETY AT LARGE



# Defining CSR



"CSR is the voluntary commitment of enterprises to include in their business practices social and environmental activities that go beyond what is imposed by legislation and are related to all those who are influenced by their activities (employees, shareholders, collaborators, suppliers, investors, consumers, communities in which they operate, etc.)  
E.U. Green Paper on CSR, 2001

**"Corporate Social Responsibility is the continuing commitment by business to behave ethically and contribute to economic development while improving the quality of life of the workforce and their families as well as of the local community and the society at large".**  
World Business Council For Sustainable Development, 2000

# Defining CSR

## WHAT IS NOT

- ✗ Compliance with the law
- ✗ Sponsorships and philanthropy
- ✗ Public relations exercise
- ✗ A contradiction to core business objective (creating wealth)

## WHAT IS

- ② Continuous investment in building trust with stakeholders
- ② Enhancing integrity through transparency and active communication
- ② Living and acting with values
- ② Focus upon creating added value and long term perspectives

# Defining CSR

## Beyond legal compliance

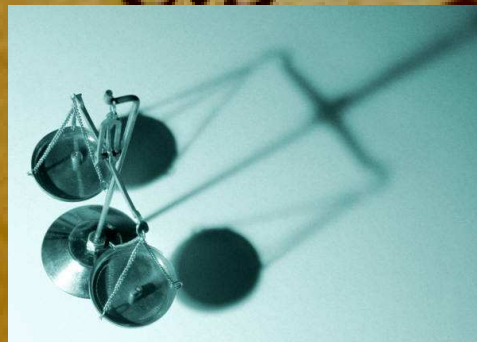


**CSR**

SOCIAL  
CONTRACT



COLLECTIVE  
AGREEMENTS



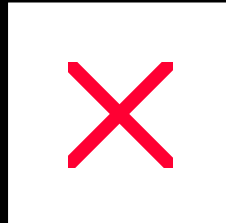
LAW

# Sustainability and Competitiveness



**Financial performance**

**+**



**Social Performance**

**+**



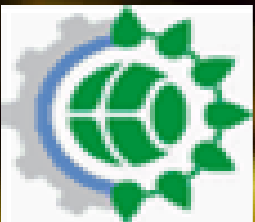
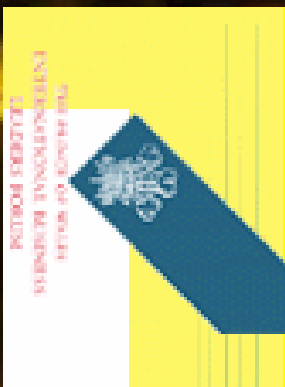
**Environmental  
Performance**

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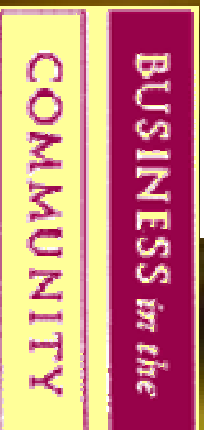
**= Sustainability**



# The CSR movement



**World Business Council for Sustainable Development**





# The CSR movement in Greece

- ▶▶ 1999 : Joined efforts to establish CSR Hellas
- ▶▶ 2000 : 13 companies and 3 business organizations form the Hellenic Network, National Partner of CSR Europe
- ▶▶ 2001 : 1<sup>st</sup> European Conference on CSR in Athens
- ▶▶ Publishing the outcomes of the first public opinion, qualitative survey on CSR
- ← **“CSR means to have social consciousness”**
- ▶▶ 2003 : The Network supports the publication of an opinion on CSR by the Greek Economic and Social Committee
- ▶▶ 2004 : Joining the U.N. Global Compact Initiative
- ▶▶ Launching new means for cooperation with Governmental and Non governmental organizations, i.e. organizing “seeing is believing study visits”, open communication meetings, etc.
- ▶▶ 2006 : “Mainstreaming CSR in SME s”, a 2year long program to enhance participation of SMEs in the CSR movement
- ▶▶ 2007 : Leading LABs in the framework of E.U. **Business Alliance on CSR**
- ← **1<sup>ST</sup> CSR MARKETPLACE in ATHENS**



# Aims and objectives

“To promote and expand the CSR culture, principles and practices in Greece”

To meet its aims the Network has defined its priorities as:

- ▶▶ Continuous updating and dissemination of information on the concept of CSR
- ▶▶ Networking and collaboration with enterprises, unions and other organizations at all levels for the exchange and dissemination of information
- ▶▶ Raising the awareness of the business community and the general public on enterprise social activities and contributions at the local, national and international level
- ▶▶ Mobilization and development of collaborations for the promotion of joint social projects and the combating of social problems
- ▶▶ Transfer, adaptation and dissemination of best practice in the area of social cohesion and CSR
- ▶▶ Promotion of all enterprise activities conducted for the accomplishment of Network objectives

- ▶▶ The registering of projects and best practice developed by Greek enterprises in the area of CSR, the philosophy behind them, their main objectives, the methodologies used and their achieved results
- ▶▶ Collection and archiving of new data regarding CSR
- ▶▶ Raising awareness and supporting enterprises, specially the SME's in their effort to develop a CSR philosophy
- ▶▶ Support and dissemination of the European Alliance for CSR
- ▶▶ Attraction and enrolment of new members to the Network
- ▶▶ The development of collaborations with public organizations

## Conclusions and / or Questions :

- ▶▶ “CSR is like beauty, there is no single definition for beauty, but when something or someone is beautiful, every body can see”
- ▶▶ There is no single CSR model to fit all. Every company has to find its own way in this long, demanding trip.





# Useful CSR links



**U.N. GLOBAL COMPACT INITIATIVE**

**[WWW.GLOBALCOMPACT.ORG](http://WWW.GLOBALCOMPACT.ORG)**



**GLOBAL REPORTING INITIATIVE – GRI**

**[WWW.GLOBALREPORTING.ORG](http://WWW.GLOBALREPORTING.ORG)**



**WORLD BUSINESS COUNCIL FOR  
SUSTAINABLE DEVELOPMENT**

**[WWW.WBCSD.CH](http://WWW.WBCSD.CH)**



**BUSINESS FOR SOCIAL RESPONSIBILITY**

**[WWW.BSR.ORG](http://WWW.BSR.ORG)**



**TRANSPARENCY INTERNATIONAL**

**[WWW.TRANSPARENCY.DE](http://WWW.TRANSPARENCY.DE)**



**CSR EUROPE**

**[WWW.CSREUROPE.ORG](http://WWW.CSREUROPE.ORG)**



**HELLENIC NETWORK FOR CSR**

**[WWW.CSRHELLAS.GR](http://WWW.CSRHELLAS.GR)**

