



Enhancement of regional competitiveness through Corporate Social Responsibility measures

PROJECT FINANCED BY A GRANT FROM SWITZERLAND THROUGH THE SWISS
CONTRIBUTION TO THE ENLARGED EUROPEAN UNION



Component 1 objectives

- Popularisation of the idea of Corporate Social Responsibility (CSR) among the representatives of the Marshal Offices, of Investors and Exporters Attendance Centres (COIE) and SMEs;
- Building the competences of the Marshal Offices, of COIE centres and SMEs in the field of CSR through training, information meetings, study visits;
- Promotion of socially responsible enterprises in the local government activities oriented towards entrepreneurship and investments.

Measures planned under Component 1:

- Training of the representatives of the Marshal Offices and Investors and Exporters Attendance Centres
- Information meetings for SMEs,
- Study visits for the representatives of the Marshal Offices and Investors and Exporters Attendance Centres .

Training

The training activities will cover in total at least **240 representatives of the Marshal Offices and COIE centres** from 16 voivodeships, i.e.:

- 10 representatives from the Marshal Offices from each of the 16 voivodeships
- 5 representatives from COIE centre from each of the 16 voivodeships.

In each Voivodeship, the training will be organised as a cycle of **2** one-day sessions.

The second training session in a given voivodeship will be held within 7-14 days from the first training session conducted in a given voivodeship.

Information meetings

Information meetings will be attended by a total of at least **480 representatives of the SMEs** (at least 30 owners of SMEs or their employees from each of the 16 voivodeships).

In each voivodeship, the information meeting will be organised as a cycle of **3** one-day sessions.

Subsequent sessions of the information meeting will be held within 7–14 days from the last session of the information meeting in a given voivodeship.

Subjects of trainings and information meetings

- the definition of CSR, in particular the definition given in the ISO 26000 standard;
- areas of CSR, detailed analysis of 3 areas:
 - **environment,**
 - **relations with employees,**
 - **social involvement;**
- benefits, opportunities and risks associated with the implementation of CSR, discussed divided into:
 - 3 above-mentioned CSR areas,
 - types (e.g. financial and image-related one),
 - beneficiaries (e.g. owners of enterprises, employees, local community, the society);
- the process of developing the CSR strategy in SMEs;
- instruments for implementing CSR in SMEs

Subjects of trainings and information meetings (continued):

- international standards and principles of CSR: ISO26000, ISO9000, ISO14000, SA8000, AA1000, EMAS, Global Compact, the OECD Guidelines for Multinational Enterprises, Principles of the Caux Round Table;
- eco-efficiency, inclusion of social and ecological criteria in export of goods and services;
- tools for conducting benchmarking studies, CSR results monitoring and communication;
- examples of activities, good practices;
- potential sources of project financing;
- sources of information on CSR.

Study visits

The study visits in other countries will be attended in total by at least **32 representatives of the Marshal Offices and COIE centres** from 16 voivodeships.

Selected countries – European leaders in the implementation of CSR:

- **Great Britain, Denmark.**

Selected institutions:

- public institutions involved in the development of CSR,
- socially responsible enterprises.

Timeframe for Component 1

Information meetings, training, study visits

January – June 2012

The planned deadline to announce the tender for Component 1 implementation

November 2011

Component 1 budget: PLN 1.8 million



Małgorzata Bieniecka-Grygo
Thank you for your attention

PROJECT FINANCED BY A GRANT FROM SWITZERLAND THROUGH THE SWISS CONTRIBUTION
TO THE ENLARGED EUROPEAN UNION

Polish Agency for Enterprise Development
ul. Pańska 81/83, 00-834 Warszawa, Poland
Phone +48 22 432 80 80, Fax. +48 22 432 86 20
csr@parp.gov.pl, www.csr.parp.gov.pl

