



# Enhancement of regional competitiveness through Corporate Social Responsibility measures

Corporate Social Responsibility in the public sector

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



## Definitions

- EU – Green Paper (2001) – a strategy according to which companies/organisations in their everyday activity and in contacts with their stakeholders voluntarily take their social and environmental needs into account
- World Business Council for Sustainable Development (2000) – agreement of entrepreneurs to participate in sustainable economic development through cooperation with their employees, their families, local community and society in order to improve the quality of life.

## CSR pyramid



## Four groups of CSR beneficiaries

- Employees
- Market (customers, contractors, suppliers, entrepreneurs, charity organisations, social partners...)
- Society (local, regional, national communities, groups of residents...)
- Environment

## Stakeholder inclusion

- Gradual building of the vision of development
- Overcoming the limitations of representative democracy
- Emphasis on the 'subsidiarity' of the authorities
- Application – Self-governments and sectoral policies

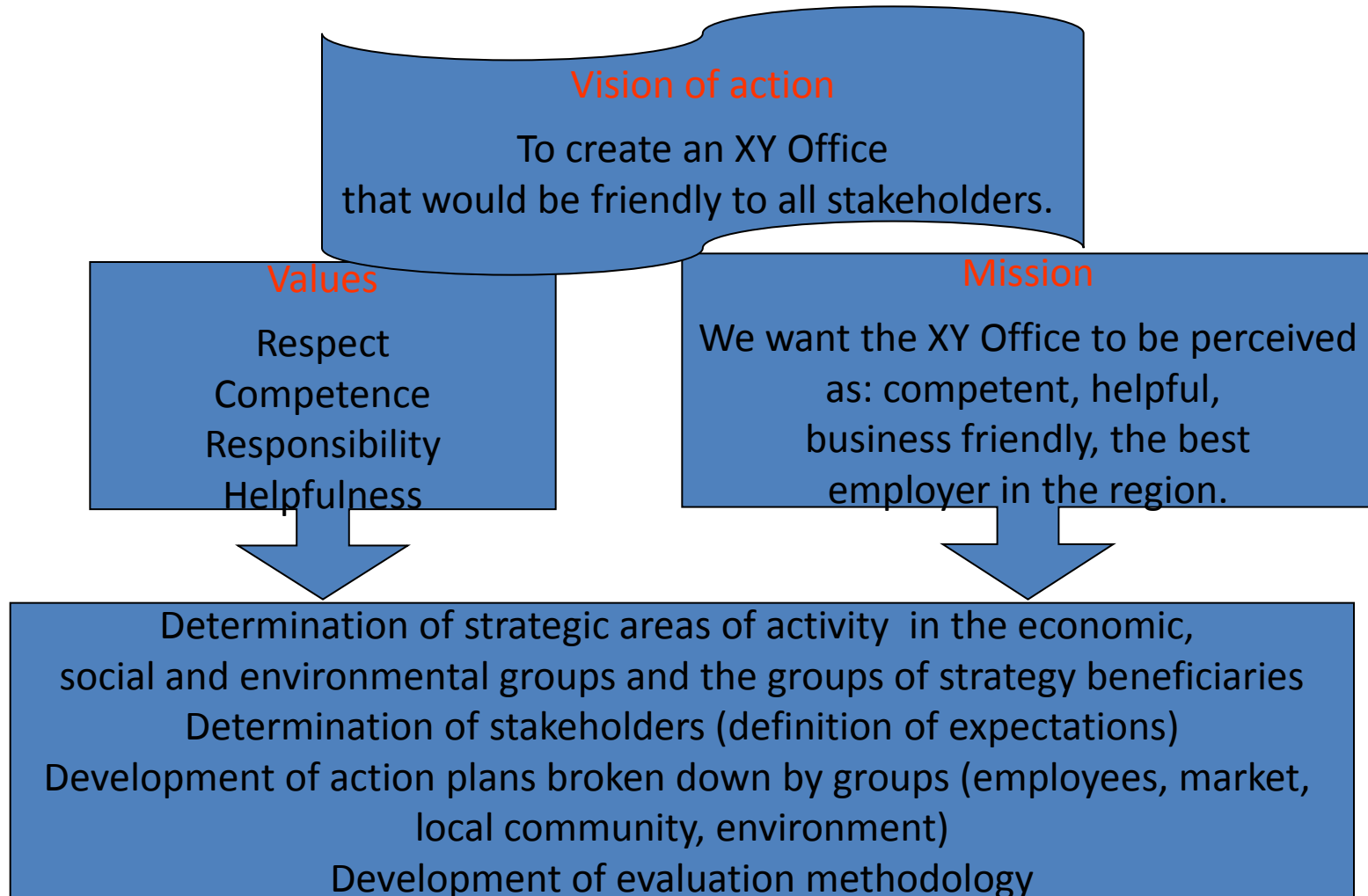
## Advantages

- Reduction of the gap between the administration and the citizens
- Introduction of the effective solutions adjusted to the actual needs
- Effective support for the weakest groups
- Activation of citizens
- Transparency of decisions

## Challenges

- Difficulties in reaching a consensus
- Prolongation of debates
- Possible supremacy of a better organised minority
- Giving way to populism

## Establishment of a CSR strategy in public institutions





## **Determination of the needs of stakeholders of public institutions**

- Surveys
- Direct interviews
- Focus groups
- Open motions
- Statistical interviews (e.g. phone calls, home visits, etc.)

## Examples of the needs of stakeholders

### Market - customers

- Competence
- Time of service
- Quality of service
- Transparency
- Observance of deadlines

### Employees

- Remuneration system
- Motivational system
- Work life balance
- Training opportunities

### Environment - ecology

- Waste management
- Recycling
- Energy efficiency
- Savings in office materials

### Communities - residents

- Improving the quality of life
- Transparency of action
- Technical and substantive support
- Representing interests

## **Possible support for entrepreneurs**

- Standards
- Promoting socially responsible activities
- Simplifications in the public procurement system

## Initiatives of public sector institutions

- Activity of the Marshal Offices: CSR Council (Śląskie Voivodeship) – the Council will promote CSR among entrepreneurs and within the Office
- Voivodeship offices: activity for customers and employees (IT systems, e-office, customer service points, transparent rules of employment, promotion and remuneration of employees)

## Codes of ethics in local governments

- Information about the standards that can be expected by stakeholders
- Preventing corruption
- Ensuring competent service
- Keeping political neutrality
- Impartiality and fairness

## Fair Play Gminas

- Implementation of high ethical standards of gmina employees
- Improvement of the level of project servicing in gminas
- Identification and promotion of investor-friendly gminas
- Promotion of cooperation between business and gminas

## **Selected evaluation criteria**

- Conditions for running business activity in the gmina
- Investor service standards
- Access to physical infrastructure
- Quality and scope of business infrastructure
- Scope and quality of own investments

## Programme results

- Transparent rules of investor services
- Improved investment climate
- Enhanced efficiency of public sector institutions
- Better quality of promotion
- Local economic policy implemented on a partnership basis





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Thank you for your attention

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