



Enhancement of regional competitiveness through Corporate Social Responsibility measures

Implementation and benefits from Corporate Social Responsibility in small and medium-sized enterprises

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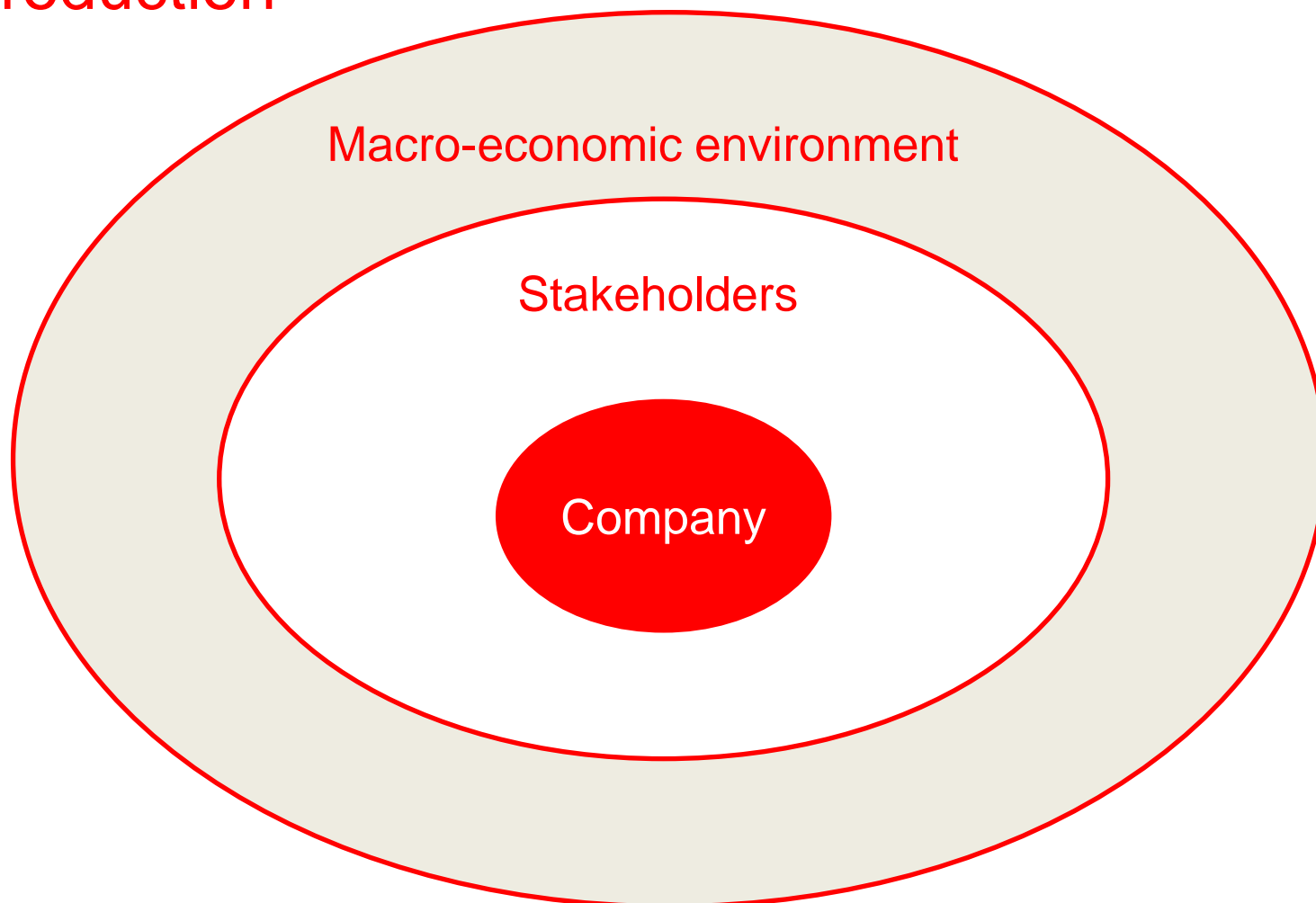
Presentation outline

1. Introduction to Corporate Social Responsibility (CSR) in SMEs
2. Benefits of implementing CSR in small and medium-sized enterprises according to the research
3. CSR practice in enterprises

Corporate social responsibility (CSR)

Responsible entrepreneurship

Introduction

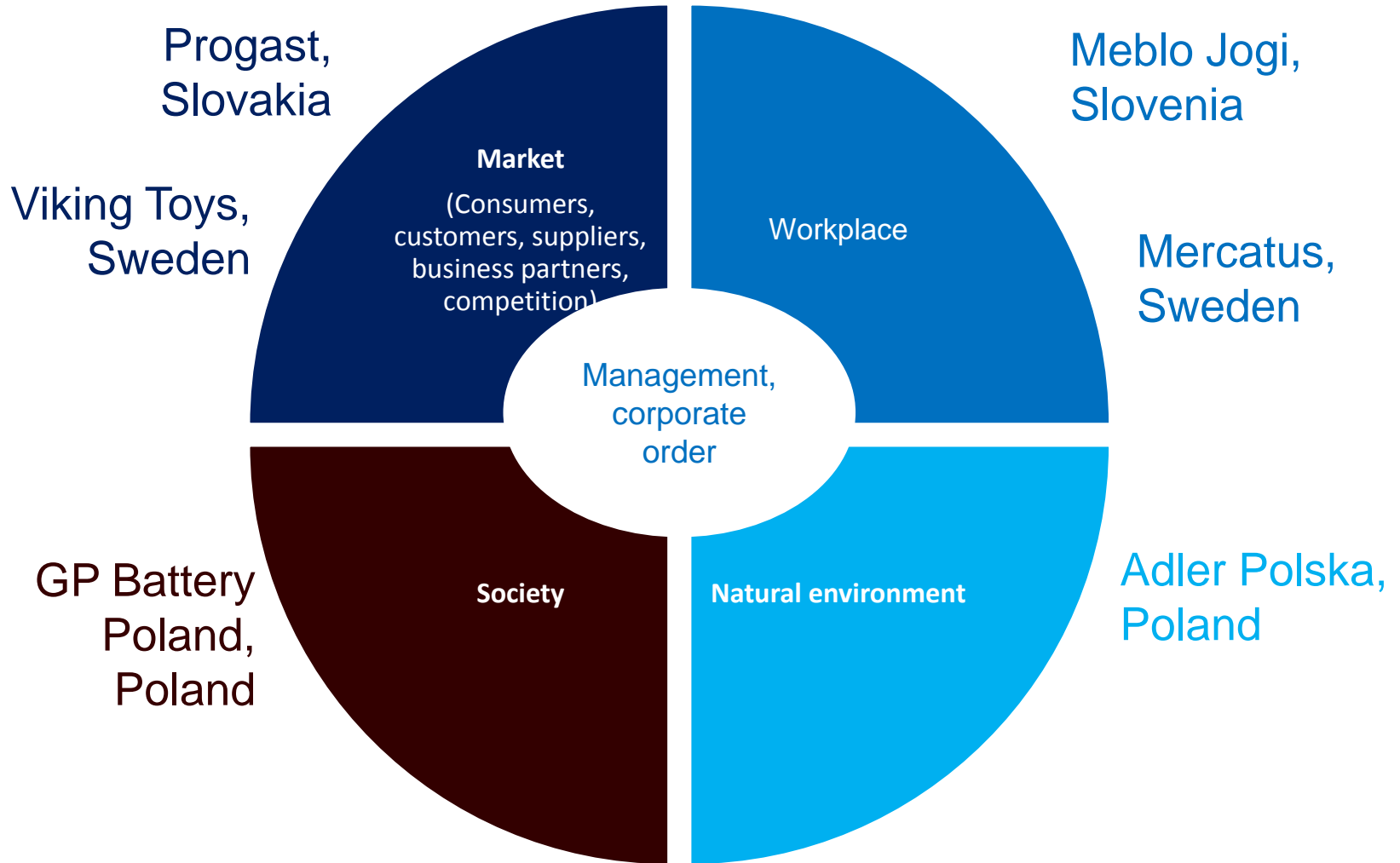


Benefits from implementation of CSR in SMEs in Poland

- **78%** improvement in the company's image and reputation
- **73%** increase in employees' confidence in the company
- **65%** enhancement of the company's corporate culture
- **55%** increase in customers' loyalty
- **53%** increase in employees' motivation

Grzegorz Baran, research conducted in 2005 in Małopolskie Voivodeship using the sample of 60 small and medium-sized enterprises

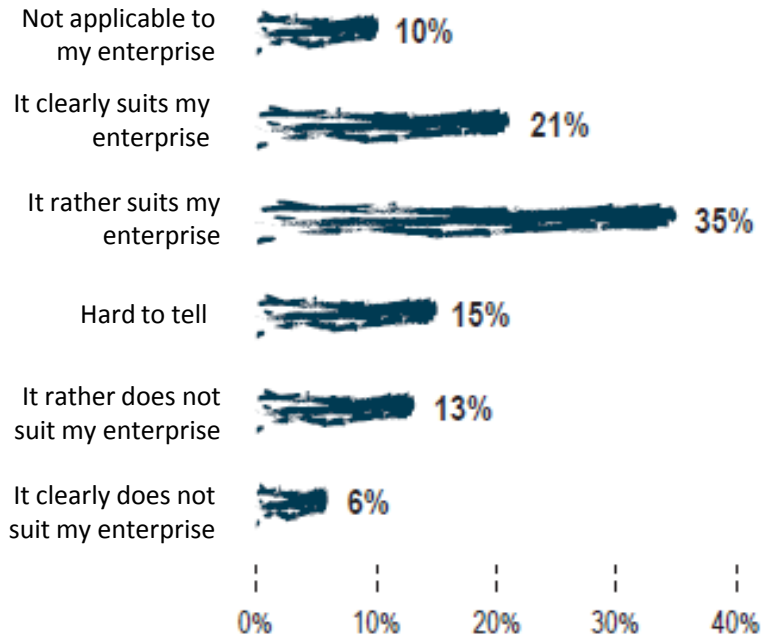
CSR in small and medium-sized enterprises – examples



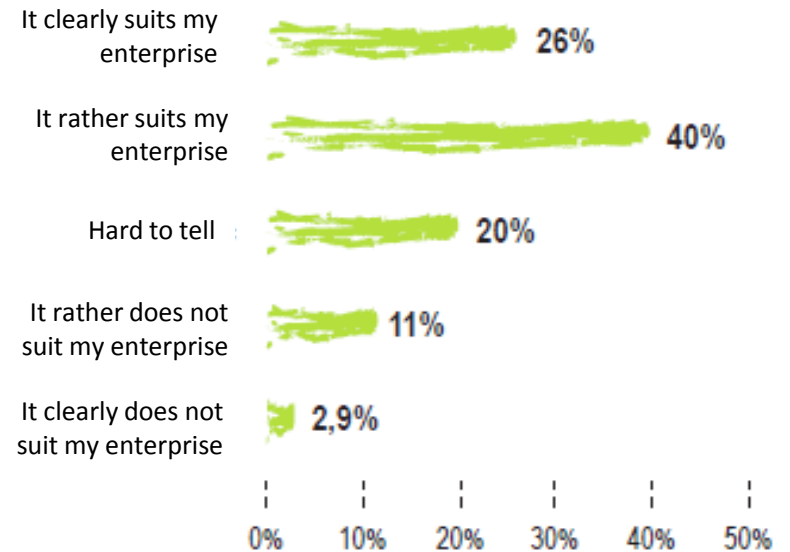
Exemplary measures in 4 areas

Workplace	Market	Society	Environment
<ul style="list-style-type: none"> •Clear rules of personal policy •Involvement of employees in decision-making, dialogue with employees and trade unions •Encouraging employees to development and career planning 	<ul style="list-style-type: none"> •Research on customers' satisfaction •Information provided for the customers about company's good will •Timely settlement of liabilities (complaints) •Ethics in advertisement and communication. 	<ul style="list-style-type: none"> •Support in the form of funds, in kind or in the form of services for measures under local community projects •Encouraging employees to participate in local community measures, e.g. though devoted time and knowledge of the personnel •Provision of supplies from the local market 	<ul style="list-style-type: none"> •Reduction in the company's negative impact on the environment by minimisation of waste •Estimation of environmental impact during development of new products and services •Provision of clear information about the environmental impact exercised by the products, services and measures

Workplace



Polish research edition



Swedish research edition

Fig. 4 Encouraging employees to develop their skills and plan their career on a long-term basis

Source: RespEn Research, 2011

Sample of 251 enterprises, including 14% medium-sized, 41% small and 44 micro-enterprises.

Innocent Drinks

- 1998
- 1999 -3, 2009 - 275
- Idea and management



keeping things
natural



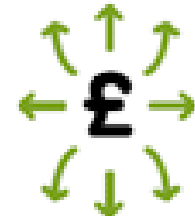
responsible
ingredients



sustainable
packaging

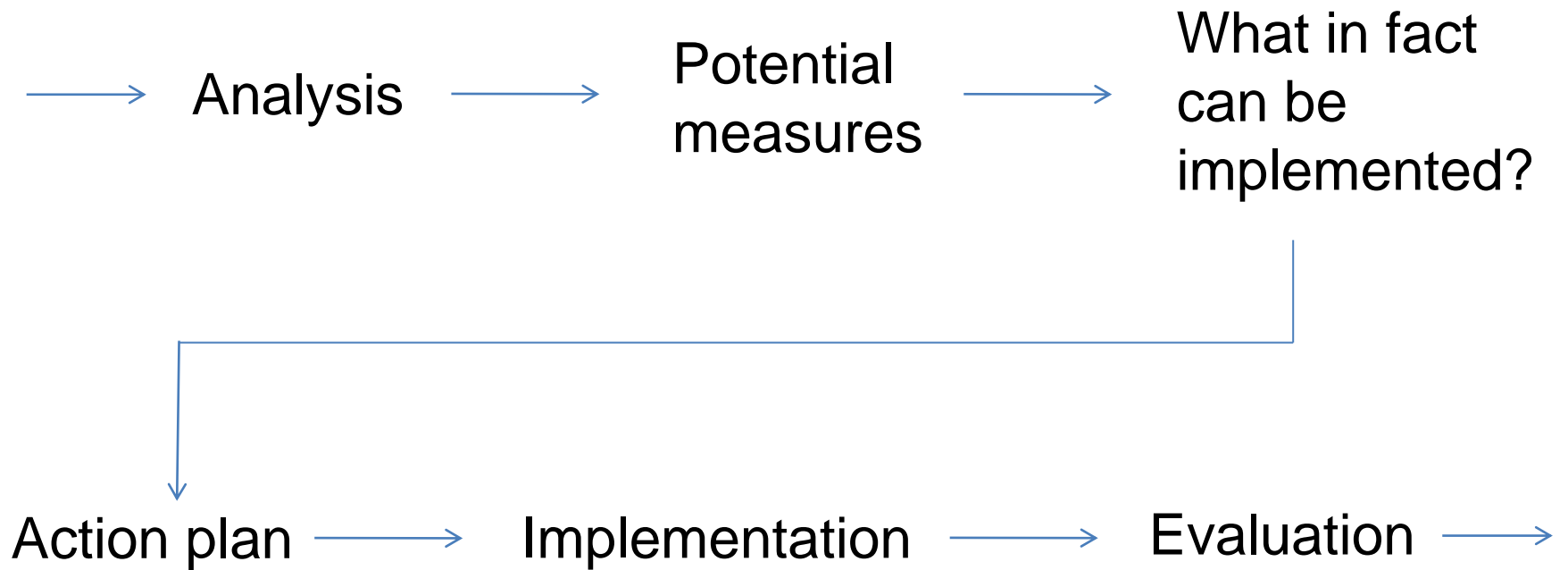


resource-efficient
business



sharing
the profits

Process of implementing CSR in SMEs



Useful sources

- Społeczna odpowiedzialność biznesu (CSR).

Podręcznik do samooceny dla przedsiębiorstw.

[Corporate Social Responsibility (CSR). Manual for enterprise self-assessment]

[<http://www.csrinfo.org/pl/wiedza/publikacje/2834-nowy-podrecznik-samooceny-dla-firm>]

- Rozmowy o dobrym biznesie

[Talks about good business]

[<http://www.csrinfo.org/pl/wiedza/publikacje/985-rozmowy-o-dobrym-biznesie>]

- European Commission sources

[http://ec.europa.eu/enterprise/policies/sustainable-business/corporate-social-responsibility/sme/index_en.htm]



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Thank you for your attention

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