



European Commission policy on CSR



Juice Summit 2014
ANTWERP, 17 October 2014

Why CSR?

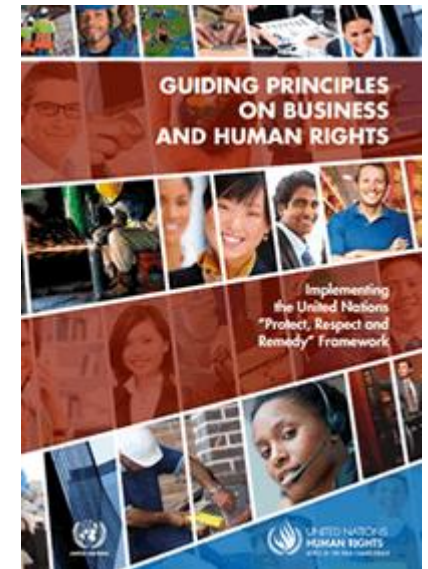
- European **citizens feel not informed** about what companies do to manage their social and environmental impacts
- Influential factor in strengthening the **competitiveness** and **sustainability** of European companies
- **Socially responsible behaviour** of companies important to the values of the European Union

THE INTERNATIONAL CSR LANDSCAPE

Internationally recognised CSR guidelines and principles



OECD Guidelines
for Multinational Enterprises



OUR UNDERSTANDING OF CSR

A modern understanding of CSR

- Commission definition: "**The responsibility of enterprises for their impacts on society**"
- Definition consistent with global CSR instruments
- Positive and negative impacts
- All enterprises have impacts, all have a social responsibility

How should a company meet its social responsibility?

- **Legal compliance** is a pre-requisite
- Process of **integrating social, environmental, ethical, consumer and human rights** concerns **into business** strategy and operations, in cooperation with stakeholders

For more detailed guidance: refer to internationally recognised CSR guidelines and principles



THE COMMISSION'S APPROACH – OUR 2011 – 2014 STRATEGY

What is our starting point?

- **No prescriptive approach**
- **Encourage** the application of **good practices** and **support companies** to adhere to international guidelines

What's the aim?

- ✓ Maximise **creation of shared value**, for company and owners/shareholders, and for other stakeholders and society at large
- ✓ Identify, prevent and **mitigate** possible **adverse impacts**

Agenda for action

1. Enhancing **visibility** (Multistakeholder sector-based platforms, and award scheme for enterprise-stakeholder partnerships)
2. Improve and tracking levels of **trust** in business (consider measures on greenwashing, and surveys of citizen perceptions)
3. Code of good practice for **self- and co-regulation**
4. Enhancing **market reward** for CSR (consumption, investment, public procurement)

Agenda for action (continued)

5. Legislative proposal on company **disclosure of social and environmental information**
6. CSR in **education, training** and **research**
7. Importance of **national** and **sub-national CSR policies**
8. Better alignment of **European** and **global approaches** on CSR

Sector-specific guidance



**Employment & Recruitment Agencies
Sector Guide on Implementing the
UN Guiding Principles on Business
and Human Rights**



**ICT Sector Guide on Implementing
the UN Guiding Principles on
Business and Human Rights**



**Oil and Gas Sector Guide on
Implementing the UN Guiding
Principles on Business
and Human Rights**



Adapting legislation

➤ Directive on non-financial information reporting

New disclosure rules for companies above 500 employees to report on non-financial information in their management reports – including human rights

➤ New public procurement rules

Social, labour and environmental concerns were included in the award decisions, exclusion grounds, rejection of a tender, conditions for the performance of contracts



WHY ACTION IN THE FRUIT JUICE SECTOR MATTERS

Promoting CSR in the fruit juice sector

- Best proposal based on merits
- The fruit juice sector is one of three sectors that we support in building **multi-stakeholder CSR platforms**
- **Best practice sharing**
- **Supply chain** approach
- **Role model** for other sectors
- We will learn from your experience





EU's CSR Policy

Future challenges in CSR.

Public consultation.

***The response to public consultation :
530 responses to questionnaire and
50 position papers***

***Industry associations, large
companies and SMEs, 45% of the
respondents***



EU's CSR Policy

- ***The Commission, an important role to play in CSR (over 80%)***

CSR is important for the medium and long-term competitiveness (81%) and sustainability (83%) of the EU

Publication of a technical report by October

Plenary meeting of the Multi-stakeholder Forum on 3 – 4 February 2015



THANK YOU

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