

EU Green Paper

Promoting a European framework for Corporate Social Responsibility

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WHY

Internet

globalisation

ethics

supply
chains

reputation



Once upon a time ...

~~One and only one social responsibility of business [is] to increase profits so long as it stays within the rules of the game, which is to say, engages in open and free competition without deception or fraud.~~

Milton Friedman

Changing times ...

WHY



As we pursue our strategies world-wide, we accept a social and environmental responsibility as well. These responsibilities include the promotion of a sustainable economy and recognition of the accountability we have to the economies, environments, and communities where we do business around the world.

John F. Smith, Jr., GM Chairman

Changing times ...

WHY



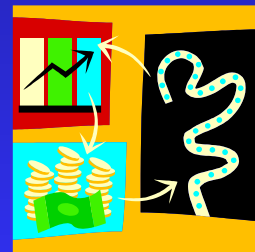
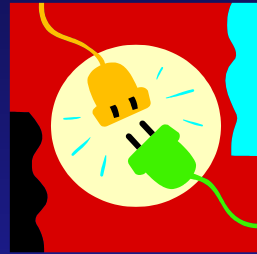
Is that all ???

WHAT



What is it then ???

Approaching CSR ...

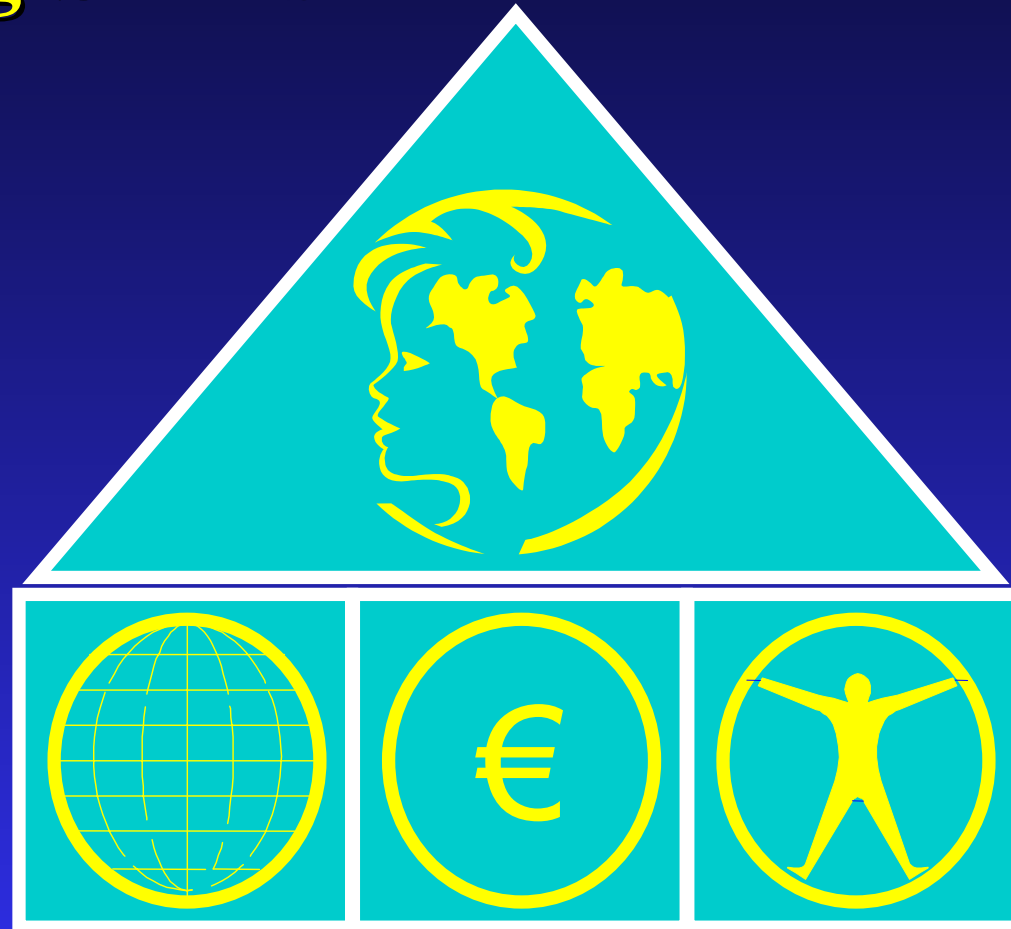


Defining CSR ...

taking up the **① triple bottom line** approach by going **② voluntarily beyond legal requirements** in offering **③ fair deals** to stakeholders while having a **④ dialogue** with them.

WHAT

**Triple bottom line approach ...
good business for all businesses
including SMEs**



Business contribution to the Lisbon strategy



*The Union has set itself a new strategic goal for the next decade: to be the most **competitive** and dynamic knowledge-based economy in the world, capable of **sustainable economic growth** with more and better jobs and **greater social cohesion***

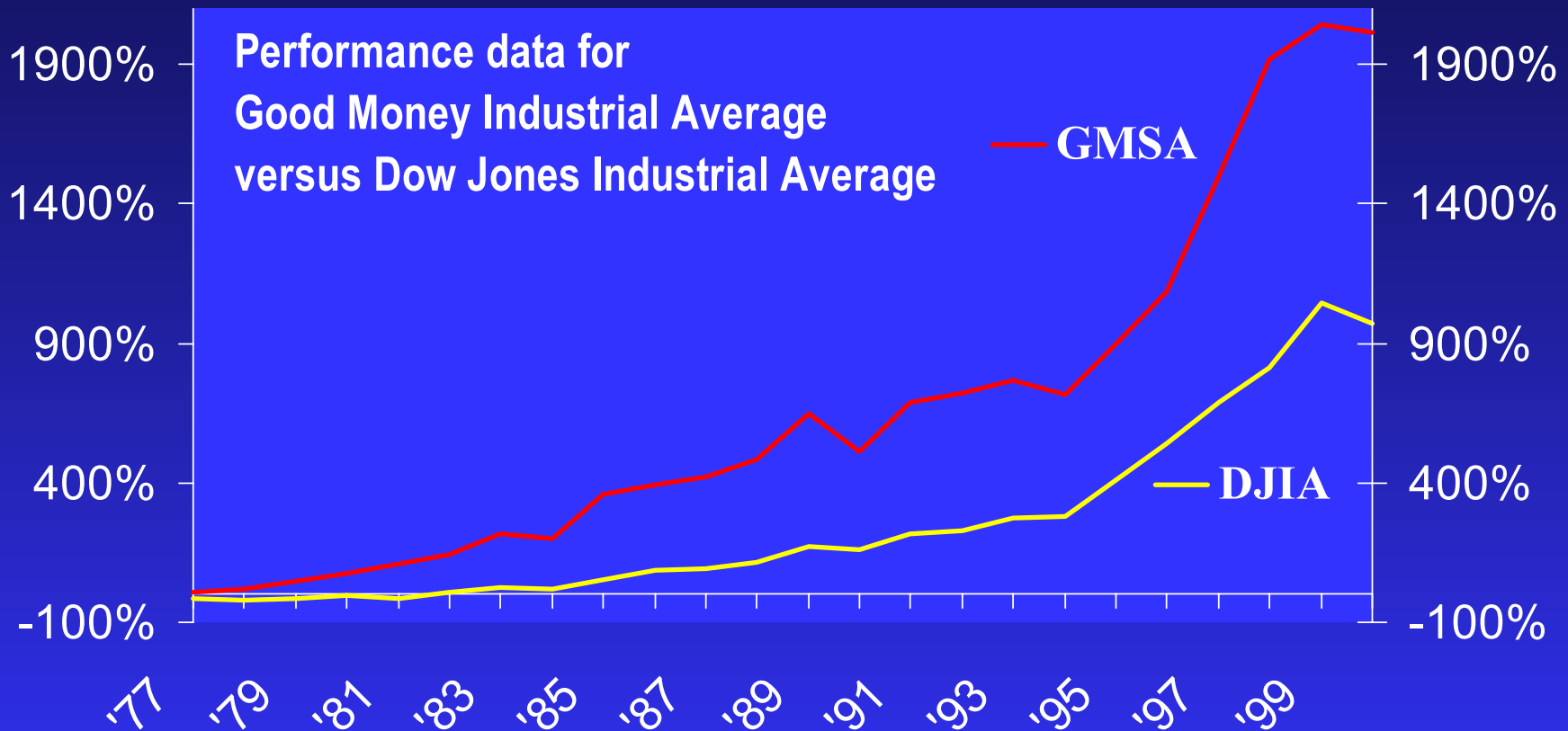
Lisbon European Council (March 2000)

WHAT

Going voluntarily beyond legal requirements ...



Going voluntarily beyond legal requirements ... because it makes good business sense



Socially responsible practices ...



*The European Council makes a special appeal to companies' **corporate sense of social responsibility** regarding best practices on **lifelong learning, work organisation, equal opportunities, social inclusion and sustainable development.***

Lisbon, March 2000

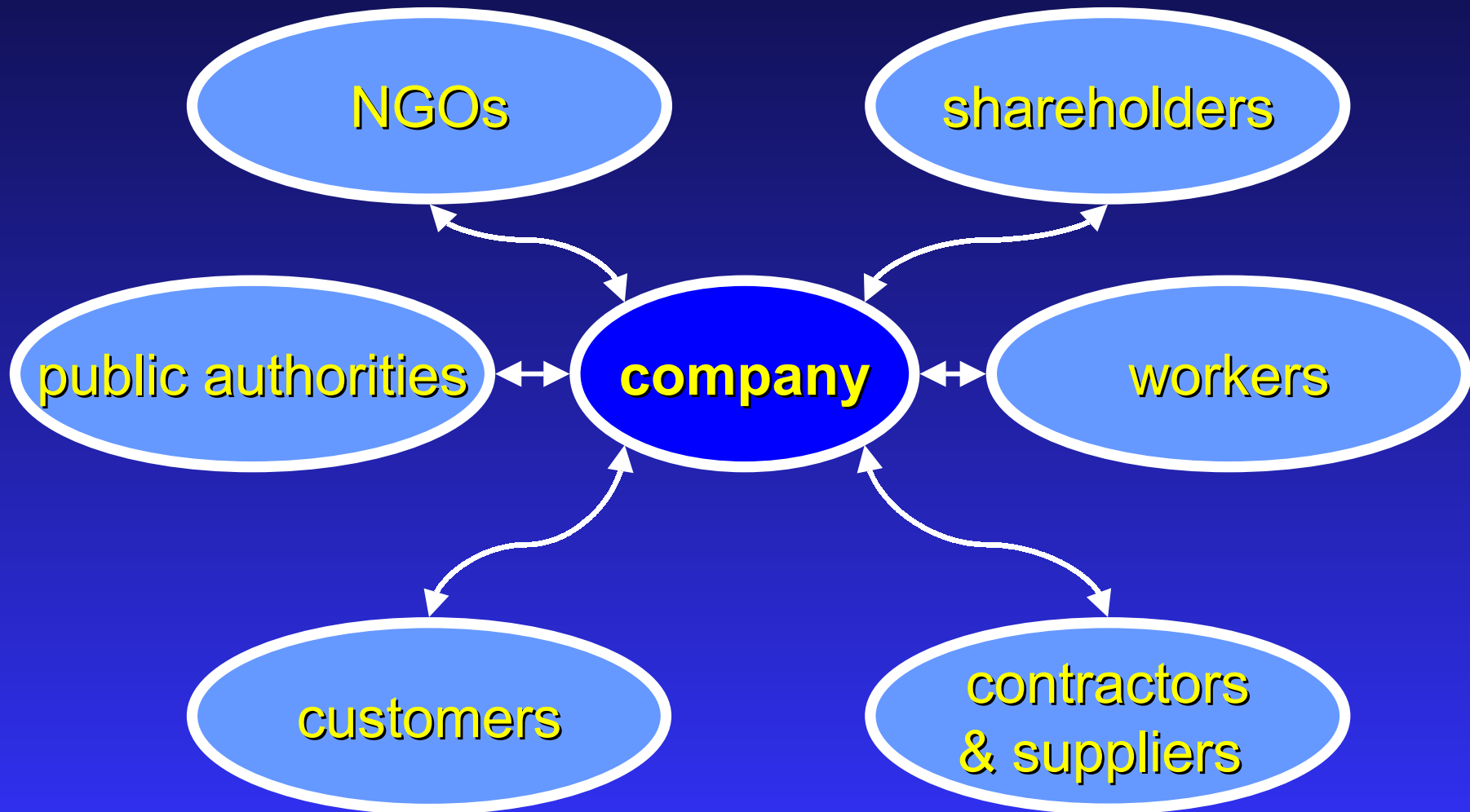
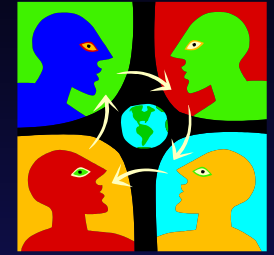
WHAT

Fair deals ...



WHAT

Business talks ...

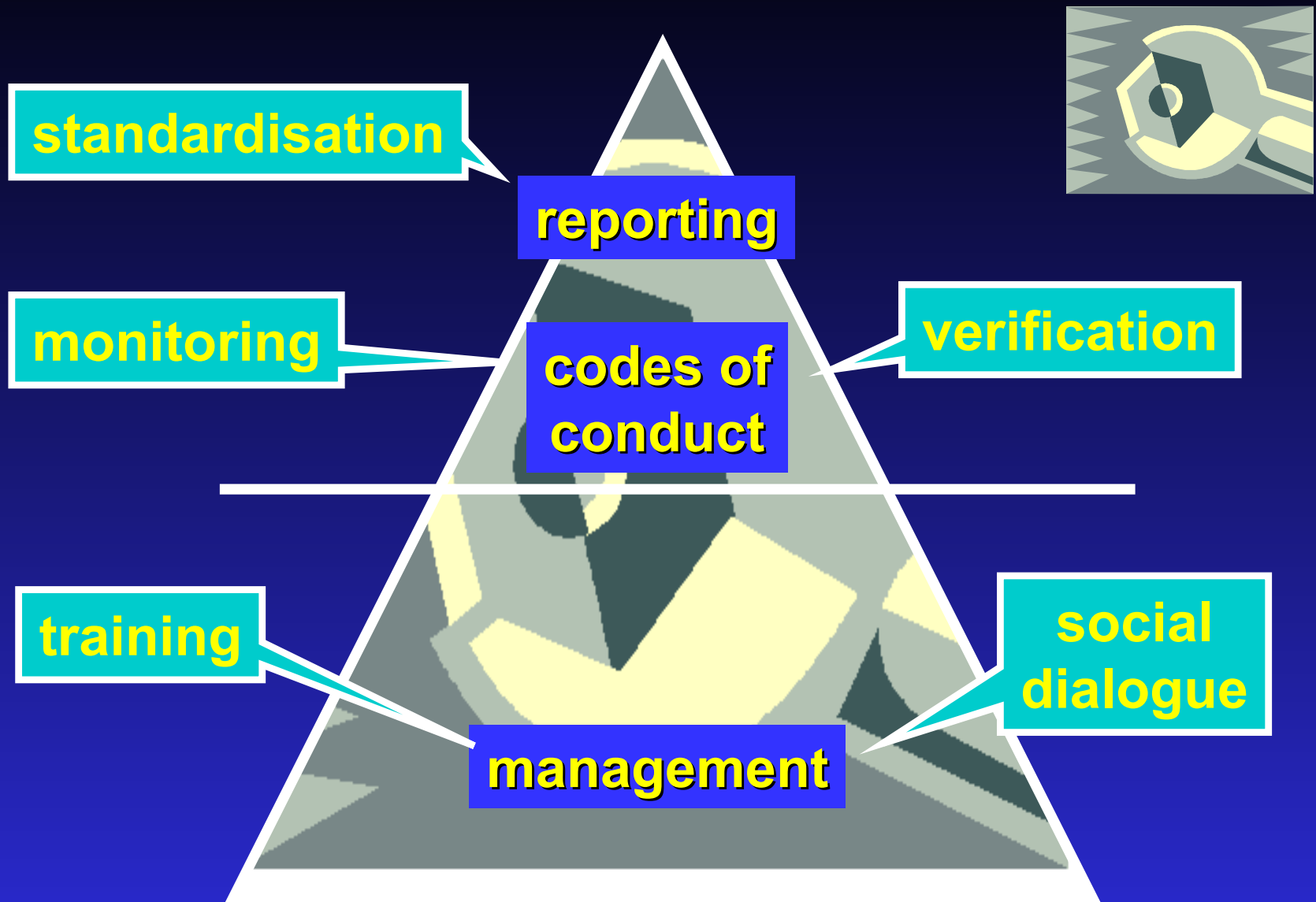


HOW

All aboard ...

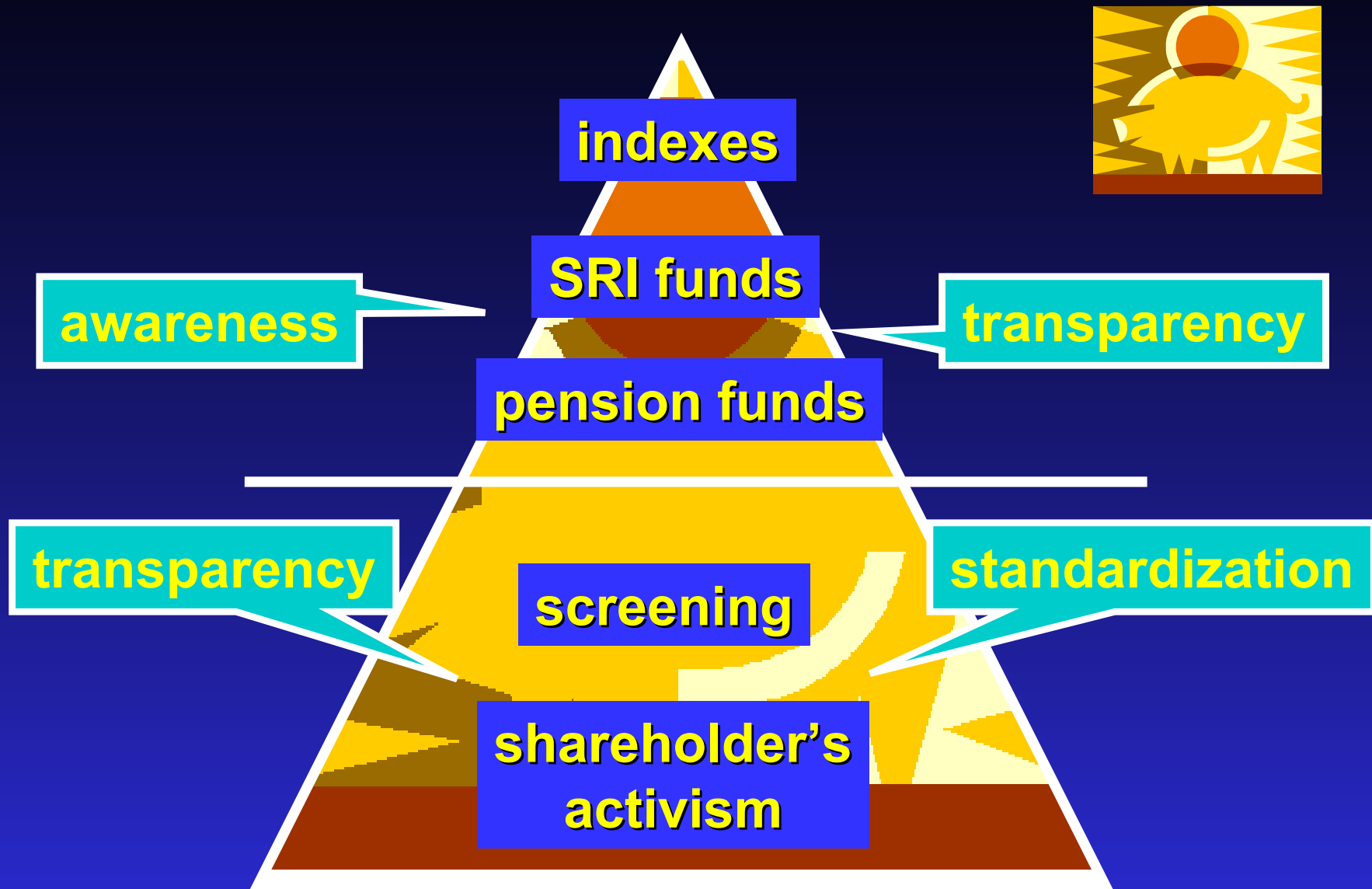


HOW



Doing business ...

HOW



Investing ...

HOW



awareness

**Responsible
consumption**

transparency

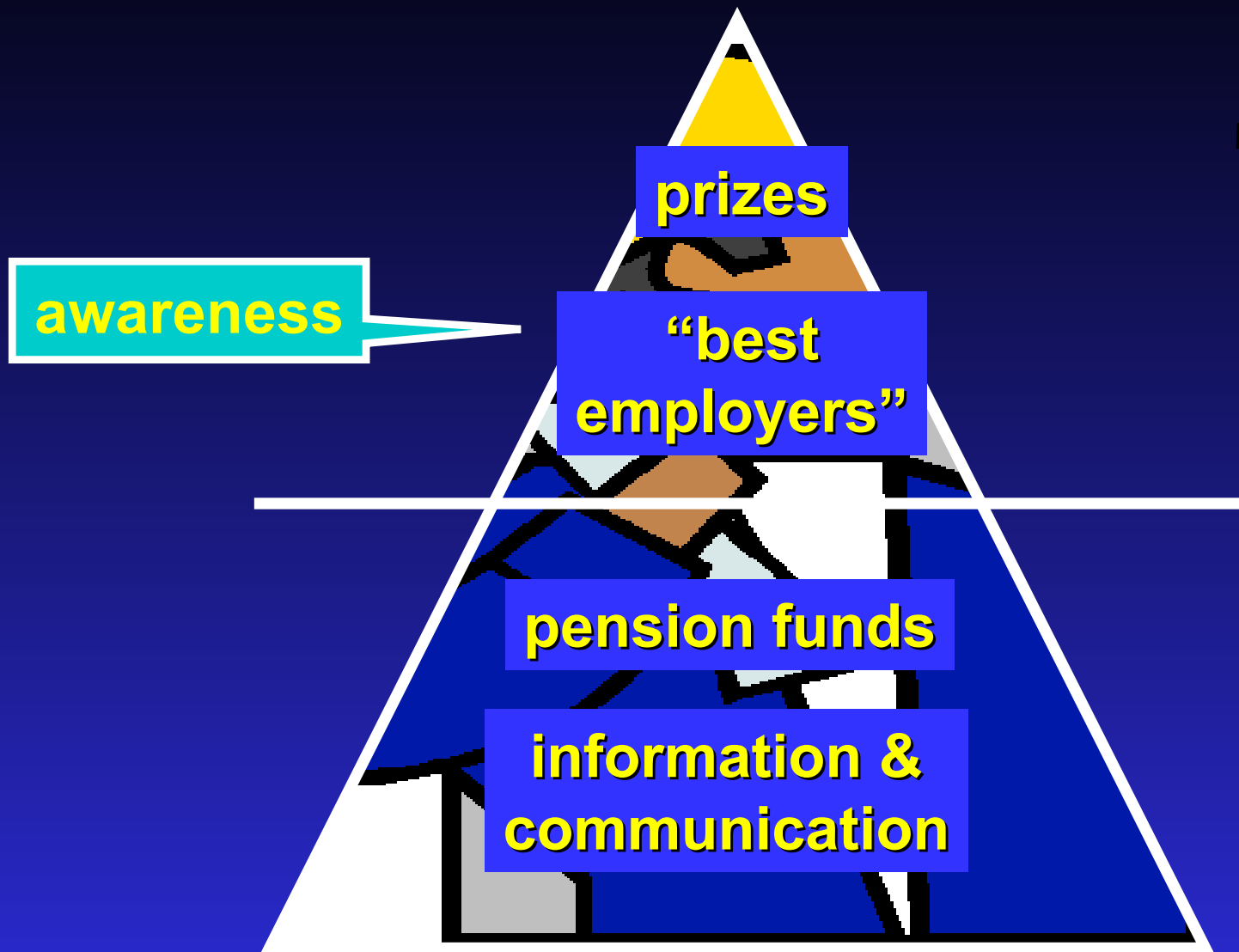
standardization

social labels

monitoring

Consuming ...

HOW

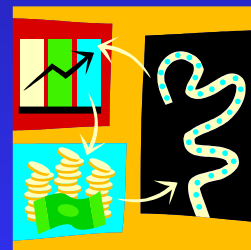
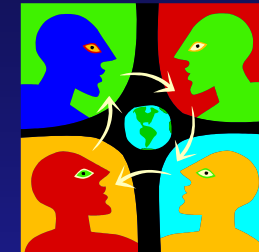
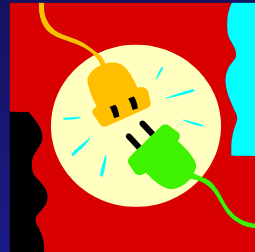


Working ...

Building upon ...



A new framework ...



A new partnership ...



EU CSR Agenda



- ➔ **31-Dec-2001** consultation on
CSR Green paper
- **27-28/11/01** EU Conference on CSR
www.socialresponsibility.be
- **03/12/01** Social Affairs Council
- **14/12/01** EU Laeken Summit
- **mid-2002** EU CSR strategy

REPLYING

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http://europa.eu.int/comm/employment_social/soc-dial/csr/csr_index.htm