



UNIUNEA EUROPEANĂ



GUVERNUL ROMÂNIEI  
MINISTERUL MUNCII, FAMILIEI  
I PROTECȚIEI SOCIALE  
I ANPOSORILOR



Fondul Social European  
POSDRU 2007-2013



Instrumente Structurale  
2007-2013

A.N.E.I.R.



AIPPIMM

## Investește în oameni !

“Întărirea capacității companiilor românești de dezvoltare a parteneriatelor sociale - Responsabilitate Socială Corporativă”  
Proiect co-finanțat din Fondul Social European prin Programul Operațional Sectorial pentru Dezvoltarea Resurselor Umane 2007-2013,  
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[www.aneir-csr.ro](http://www.aneir-csr.ro)

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## PRESS RELEASE

December 2011

Romanian SMEs are invited till 15 January 2012 to participate in a national competition for the selection of companies from different fields of activity, which will benefit from technical assistance for the integration of CSR principles in their specific business strategy.

The competition will be held within the Project *Strengthening the capacity of Romanian companies to develop social partnerships*, financed through the European Social Fund, Sectoral Operational Programme for Human Resources Development 2007-2013, having as partners United Nations Development Program (UNDP) and the Agency for the Implementation of Programmes and Projects for Small and Medium Enterprises (AIPPIMM) and as beneficiary the National Association of Romanian Exporters and Importers (ANEIR).

The registration can be made on the project's website at [www.aneir-csr.ro](http://www.aneir-csr.ro).

More details about the eligibility criteria, registration conditions, and procedures of the selection process, responsibilities and benefits for the companies are also available on the project website.

European Commission's Strategy 2011-2014 regarding CSR (October 2011) highlights the significant contribution of all the companies for the creation of a competitive market in the European Union, by integrating in the business activities the concern for the employees, business partners, th consumers, community and environment.

The main aim of the project *Strengthening the capacity of Romanian companies to develop social partnerships* (to be implemented by 2013) is to stimulate Romanian employers' interest in activities which generates more than just direct return, and so to contribute towards long-term investments in human resources or the environment. Raising awareness about the benefits of involvement of companies in the sustainable development has been translated into 4 general objectives:

- Developing the model of implementing CSR principles for business operations in Romania;
- Granting assistance to the companies for implementing CSR principles in the raising adaptability operations
- Managers' training regarding the implementation of CSR principles
- Elaborating a Romanian know-how concerning the implementation of CSR adaptability principles

For further information please contact the Project Team.

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