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GUVERNUL ROMÂNIEI  
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AMFOSDRU



Fondul Social European  
POSDRU 2007-2013



Instrumente Structurale  
2007-2013



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## 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, POSDRU/64/3.3/S/41722

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# NEWSLETTER

April 30 – May 6, 2012

## ***Strengthening the capacity of Romanian companies to develop social partnerships– CSR***

### CSR News Romania

#### ***Plant Art 2012***

May 05, 2012

The art exhibition *Plant Art 2012* organised by Alpha Bank in cooperation with the Bucharest Botanical Garden and the University of Bucharest presents a collection of art studies, modular decorative compositions, photographs and textile fabrics, all based on real plants found in the botanical garden. The event is part of Alpha Bank's social responsibility activities for the environment, aiming to promote a responsible attitude towards plants and sustainable living. The exhibition is open to the public between May 05 – July 2012... [Read more](#)

#### **Vodafone attaches the eco label to its mobile phones**

May 04, 2012

Eco Score is the eco label under which Vodafone rates the ecological efficiency of its mobile phones. The rating system is from 1 to 5 - 1 represents the highest impact a mobile has on the environment, while 5 the lowest impact. The Eco Score assesses 162 criteria; 106 evaluate the product itself and 56 the activity of the manufacturer. By taking into account the Eco Score label consumers can make the best decision regarding the impact mobile phones have on environment... [Read more](#)

#### **Danish and Romanian labour unions cooperate on social responsibility**

May 04, 2012

Danish labour union HK has been cooperating with the labour union CNSLR Fratia Mures since 2005. They met recently to discuss and share practices of social responsibility for the commerce unions in the Mures county and in the center development region. The Danish union has organised training courses and provided resources for developing social responsibility in the county but its representatives admit that Romania lags behind other European countries regarding social responsibility... [Read more](#)

#### **Siemens launches the competition 'The City 20.20' for sustainable urban development**

April 30, 2012

Siemens launched a competition focusing on sustainable urban development addressed to Romanian students enrolled in undergraduate and graduate courses, and who wish to



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express their vision of developing an area of their town or city. Competitors must submit by May 15<sup>th</sup> a short film (2-4 minutes) of an area of their town/city and present the way in which it can be sustainably developed in the year 2020. The winner will be rewarded with 1000 euros... [Read more](#)

## CSR News Europe

### **Lead Europe 2012**

May 3, 2012

LEAD are currently calling for applications for this year's LEAD Europe Programme. The programme is designed for emerging leaders from all sectors who want to strengthen their leadership skills, enhance their understanding of sustainable development, and join a global network of leaders working towards a more sustainable world. In 2012 LEAD will focus on a learning experience in Romania, Portugal, Belgium, Bulgaria and the UK to explore local leadership challenges on sustainable development... [Read more](#)

### **Eurosif Media Sector Report 2012**

April 30, 2012

The European Sustainable Investment Forum (Eurosif) – the independent think tank whose mission is to develop sustainability in European financial markets - launched the *Eurosif Media Sector Report 2012*. The report, based on research by Ethix SRI Advisors, describes the key environmental, social and governance issues facing the sector and their importance in investment decisions. These include trust and freedom of expression issues as well as privacy and intellectual property, environmental and content diversity issues... [Read more](#)

### **Edelman's 2012 goodpurpose® survey**

April 30, 2012

Edelman's 2012 trust barometer found that tomorrow's trust is built on societal performance through the treatment of employees, putting customers ahead of profits, and investments in the environment, society and local communities. Over the course of five years, Edelman's *goodpurpose® survey* has explored global consumer attitudes around social purpose, including their commitment to specific societal issues and their expectations of brands and corporations.

This year's study of 8,000 consumers in 16 markets confirmed brands and companies today cannot just be responsive, they must be responsible. Some of the findings:

- In 2012, 76% of global consumers believe it is acceptable for brands to support good causes and make money at the same time – this is a 33% increase globally from 2008;
- Not only are consumers making purchase decisions, they are also buying and advocating for purposeful brands - 72% of consumers would recommend a brand that supports a good cause over one that doesn't (a 39% increase since 2008);



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- 71% of consumers would help a brand promote their products or services if there is a good cause behind them - a growth of 34% since 2008;
- 73% of consumers would switch brands if a different brand of similar quality supported a good cause;
- 87% of global consumers believe that business needs to place at least equal weight on society's interests as on business' interests, less than a third believe business is performing well in addressing societal issues... [Read more](#)



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PR & Visibility Coordinator | “Strengthening the capacity of Romanian companies to develop social partnerships” POSDRU/64/3.3/S/41722 | [www.undp.ro](http://www.undp.ro)

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