



UNIUNEA EUROPEANĂ



GUVERNUL ROMÂNIEI  
MINISTERUL MUNCII, FAMILIEI  
ȘI PROTECȚIEI SOCIALE  
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

[www.aneir-csr.ro](http://www.aneir-csr.ro)

## NEWSLETTER

March 19 - 25, 2012

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

#### **CSR News Romania**

#### **Petrom encourages its employees to redirect 2% of income to an NGOs**

March 22, 2012

Petrom developed its annual campaign for its employees to promote the re-direction of 2% of income to an NGO by choice. EUR 30,000 were allocated this year for the campaign. A brochure lists 150 local and national NGOs that develop activities in education, health, environment and social programs... [Read more](#)

#### **Vodafone invested EUR 260.000 in video equipment for SMURD**

March 21, 2012

The partnership between Vodafone Romania and SMURD continues this year by expanding the telemedicine solution launched seven years ago, following an investment of more than EUR 270,000. A total 100 SMURD ambulances from Bucharest and 26 counties are equipped with video cameras and modems connected to the Vodafone network, allowing paramedics to transmit to the central dispatch and emergency hospitals video images and the vital parameters of their patients... [Read more](#)

#### **Ardem Invest launched the project ‘The Future Choses Innovation’**

March 21, 2012

Ardem Invest is a Romanian company specialized in technological engineering and has launched a project on social responsibility, ‘the Future Chooses Innovation’. It is an education project in the field of technological innovation and so far EUR 50,000 have been used for implementing the project platform. It addresses 600 high-school students from Craiova, Suceava and Targu Mures. In the 24 selected high-schools the students will participate in creativity and innovation classes... [Read more](#)

#### **ENEL rewards responsible clients**

March 20, 2012

ENEL Energy, the electricity operator, rewards socially responsible clients who choose to receive their bills by email instead of the traditional bill by post. ENEL will offer a symbolical eco gift for the first 50,000 subscribers who ask for the electronic bill. They will receive a card with flower seeds which can be later planted... [Read more](#)

#### **[CSR News Europe](#)**

**BITC presents the 2012 Corporate Responsibility Index at its Hitachi sponsored Business Convention**



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March 22, 2012

Business in the Community presented its 10th Corporate Responsibility Index (CRI). The Corporate Responsibility Index aims to challenge and support companies in their pursuits to integrate responsible business practice. BITC concluded that “while participating companies are at different stages, they all have in common a commitment to transparently improving their impact in society and the environment”... [Read more](#)

### **CSR Europe’s Members and the European Commission engage in dialogue on health literacy**

March 21, 2012

On 19 March 2012, CSR Europe hosted an EU Workshop on Health Literacy in cooperation with the leaders of the Collaborative Project “Business Action on Health Literacy“. With around 23 participants (companies, NPOs, European Commission and other stakeholders), the discussion about the draft Blueprint for Business Action on Health Literacy and the further development of the project was very fruitful... [Read more](#)

### **Unilever launches new Open Innovation Space to support Sustainable Growth**

March 20, 2012

Unilever's Open Innovation team recently launched a new online platform which offers experts the opportunity to help the company find some of the technical solutions it needs in order to achieve its ambition of doubling the size of its business while reducing its environmental impact. The global consumer goods manufacturer has extended its collaborative approach with partners to help it deliver a range of important innovation projects which support the company's sustainable growth strategy... [Read more](#)

### **Microsoft Named One of ‘World’s Most Ethical Companies’**

March 19, 2012

Microsoft is among 145 companies to receive an honour from the Ethisphere Institute for being one of the world's most ethical companies. The Ethisphere Institute, an international think-tank focused on the creation, advancement and sharing of best practices in business ethics, corporate social responsibility, anti-corruption and sustainability awards the honour to companies that they determine promote ethical business standards and practices... [Read more](#)



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