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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

March 26 – April 1, 2012

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

CSR News Romania

Social Responsibility campaign at the University of Bucharest

March 26 – April 9, 2012

The students of the Faculty of Administration and Business, University of Bucharest, develop socially responsible activities within a group "Business Ethics and Social Responsibility" organized by the faculty. Between March 26 to April 9, 2012, the students will run a campaign collecting clothing for the needy parishioners of St. Elijah church in the Crângași area.

The group "Business Ethics and Social Responsibility" provides professors, practitioners of social responsibility and students a discussion forum with topics of interest in business and social responsibility, and allows them to apply the knowledge gained from national and international projects, and scientific meetings. Ultimately the goal is to contribute to the social capital of the university... [Read more](#)

Children's Health in the Danube Delta Warning Report

March 30, 2012

Save the Danube and Delta Association and GlaxoSmithKline (GSK) Romania launched the report "Children's Health in the Danube Delta," which focusses on health problems in the delta communities. Over 80% of all young people between 3 and 15 years living in ten villages isolated from the Danube Delta Biosphere Reserve received primary care services and a health education campaign. The report highlights the need for medical services in the Danube Delta.

Almost 40% of children beneficiaries of the medical caravan were diagnosed as having health problems. Of these, 52% have poor oral hygiene and untreated tooth decay. Parasitic disease is another health problem, 17% of examined children suffering from intestinal parasites. Pharyngeal exudate harvesting result was positive in 42% of preschool children, mainly due to the environmental characteristics of the area, specific diet and lack of access to drinking water. Lack of health education, both at parents and children, enhances exposure to these conditions... [Read more](#)

Creativity & Innovation Challenge

March 28, 2012

Junior Achievement Romania and Raiffeisen Bank are organizing a competition for high school entrepreneurial creativity for high school students, called *Creativity & Innovation Challenge*. The project aims to encourage young people to find innovative solutions to real business problems. The competition will be attended by 200 students from 30 high schools in Bucharest and Constanta. The project is structured in two stages and requests students to develop a business plan, which could form a basis for banks for young people. First event



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dedicated to high schools in Bucharest took place on March 24 and the second will take place on March 31, in Constanta... [Read more](#)

Eco-Rom: 2011 Annual Report

March 27, 2012

Eco-Rom Pack SA, the company dealing with packaging waste recovery and recycling, announced in its 2011 Annual Report that it recovered and used 354,996 tons of packaging waste, representing 57.8% of all packaging collected from its customers. Compared to the previous year, the quantity of packaging waste recycled increased by 7%. Regarding the selective collection from the population, it increased by 40% over last year.

Eco-Rom Pack SA is an organization founded in 2003 by a group of companies operating in Romania, which took the initiative of implementing the "Der Grüne Punkt" - Green Point, in our country. Founding members are: Argus, Ball Packaging Europe, Chipita Romania, Coca-Cola HBC Romania, Heineken, Mars Romania, Munplast, Pepsi Americas, Romaqua Borsec Group, Tetrapak, Unilever, Titan, Bergenbier Tymbarck and Ursus... [Read more](#)

‘Professional Volunteer’, a Vodafone campaign

March 26, 2012

The Vodafone Foundation has completed the second edition of the ‘professional volunteer’, carried out from September to March. For 6 months, 18 people were supported by the Vodafone Foundation to work as volunteers within various organizations. The 18 volunteers, selected by Vodafone Foundation, put in 20,000 volunteer hours for the benefit of 9.500 people (children and youth with disabilities, people with cancer, elderly, poor rural families, and abandoned children). The Foundation provided the current salaries of persons employed, and other administrative expenses, of approximately 150,000 euros. Each volunteer received a salary equal to his last salary received at work before starting the program.

‘Professional volunteer’ is part of a program run by International Vodafone Foundation, called ‘World of Difference’, which is underway in 15 countries. In Romania, the program was launched in 2010, in order to encourage involvement of people with superior training in the NGO sector... [Read more](#)

[CSR News Europe](#)

Business Leader Award to Fight Human Trafficking announces call for nominations

March 29, 2012

Through a joint initiative, End Human Trafficking Now, United Nations Global Compact and the United Nations Global Initiative have designed an award which aims to recognize the tireless work of business executives engaged in combating human trafficking. The Business Leader Award to Fight Human Trafficking seeks to identify and reward those executives who have shown enthusiasm in and dedication to tackling human trafficking and who have made a significant impact on ensuring respect for the human rights of employees and community stakeholders alike. With such an award in place, there is an overall goal to promote greater innovation by business to tackle the global issue of Human Trafficking... [Read more](#)



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European Enterprise Promotion Awards

March 28, 2012

The Commission launched its 2012 edition of the European Enterprise Promotion Awards. It rewards the success of public bodies and public-private partnerships in promoting enterprise and entrepreneurship. One of the subjects for the 2012 edition will be SME funding for those entrepreneurs that want to extend their business and enter new markets. In the current economic context, SMEs are acknowledged to contribute to growth and their job creation potential is impressive. 85% of all new jobs in the EU are provided by SMEs. Public authorities support SMEs with a large number of initiatives. The most impactful measure will be chosen by an expert jury and receive its award during the 2012 SME Assembly in November in Cyprus... [Read more](#)

Study *Social attitudes to innovation and entrepreneurship* made public

March 27, 2012

The results of the study *Social attitudes to innovation and entrepreneurship* provide novel insights into entrepreneurship and social attitudes to innovation and underlines how different social factors influence attitude towards innovation. Understanding these differences is therefore essential to improve the framework conditions for innovation. The study team UNU-MERIT, (Maastricht Economic and Social Research Institute on Innovation and Technology), recommends a number of actions to change social attitudes including long-term subsidies lowering the cost price of innovative products, awareness-building measures to emphasize the benefits of innovations, and the introduction of labels to act as guarantees of their quality and potential use. Besides, the study focuses on aspects to be considered when collecting statistical data meant to assess social attitudes toward innovation and entrepreneurship... [Read more](#)



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