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GUVERNUL ROMÂNIEI
MINISTERUL MUNCII, FAMILIEI
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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

www.aneir-csr.ro

NEWSLETTER

March 5 - 11, 2012

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

Project News

Upcoming events:

- Thursday, March 15th, public presentation of the project at the **SMEs Forum**

CSR News Romania

Romanian Commercial Bank (BCR) Donates 35,000Euros to YouthBank

March 9, 2012

Starting from this year, BCR has become national partner for the YouthBank programme and will donate 35,000Euros for projects developed by high-school students. BCR will offer consulting services to the students engaged in the projects. The projects focusing on social entrepreneurship will be the first funded as emphasis will be placed on sustainability. YouthBank was established in Romania in 2006 in Cluj, and up to now functions in 6 Romanian cities... [Read more](#)

Special Martisoare

March 8, 2012

Coca-Cola HBC Romania and Diverta, along with famous actors and celebrities, donated 678 books to the convict women from Targusor Penitentiary. The books had an inspirational sentence on the first page hoping to inspire and contribute to the second chance the women will need once released from prison. 650 women are imprisoned in the Targusor Penitentiary and now will benefit from the generous donated library... [Read more](#)

Milk for Orphans Programme

March 8, 2012

66 purebred Heifer cows were airlifted from Ireland to Romania in January, and 45 were offered as special *martisoare* on March 8, part of a social and food assurance program that assists farmer families and orphans. The cows were given to women in Ranca, Cluj, along with 110 pounds of nutritional supplements to help the animals adapt better and faster to the region's climatic conditions. 300 people participated at the ceremony... [Read more](#)

Oradea – The Green Capital of Romania

March 7, 2012

Oradea is the winner of the 2nd edition of the competition ‘The Green Capital of Romania’ organised by Tuborg and the Ministry of Environment. The competition had 3 categories based on the number of inhabitants: fewer than 50.000, between 50.001 and 199.999, and over 200.000 inhabitants. Last year Brasov was the winner of the competition. Tuborg in partnership with the Ministry of Environment has launched the social responsibility



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programme ‘The Green Umbrella’ in 2007... [Read more](#) and [more](#)

[CSR News Europe](#)

Telefonica has launched a European talent incubator

March 8, 2012

Spain-based carrier Telefonica has launched a European talent incubator – Wayra – in a move clearly designed to try and align the brand with young people and the start-up community. José María Álvarez-Pallete, chairman and CEO of Telefónica Europe talked about Europe’s ‘lost decade’, where over the past ten or so years the regional GDP has been moving backwards and a ‘lost generation’ of rising unemployment and lost innovation in the face of stellar growth from the US and China, creating a ‘brain drain’ of migrating talent, while Europe struggled with an entrepreneurial deficit and an environment where people are reluctant to start new businesses... [Read more](#)

PwC report reveals nine out of 10 private equity firms believe strong environmental performance can help create value for investors

March 7, 2012

Private equity (PE) firms are facing growing pressure from private and institutional investors to adopt more robust investment policies, according to a major new report from PricewaterhouseCoopers (PwC). The report based on in-depth interviews with executives from 17 PE firms, including six of the world's top 10, echoes similar calls from increasingly influential responsible investor groups, warning that investors are demanding a greater focus on environmental, social and governance issues (ESG). More than 90 per cent of respondents said ESG activities can create investment value through cost savings, revenue generation, or enhanced reputation, while 88 per cent said they expect limited partner attention on the ESG credentials of investments will increase over the next five years ...

[Read more](#)

Corporate Citizenship Report - *Women mean Business: Empowerment in Developing Markets*

March 6, 2012

Corporate Citizenship has launched a new research paper ‘Women Mean Business - Empowerment in Developing Markets’ in collaboration with the International Centre for Corporate Social Responsibility (ICCSR). The publication centres around the three core business benefits to be achieved by global companies investing in women in developing markets: generating wider economic opportunities, higher productivity and increased sales. In discussing these benefits, it brings to the fore successful business initiatives in this area and highlights the importance of partnerships in achieving this: http://www.corporate-citizenship.com/wp-content/uploads/Women-Mean-Business_0312.pdf

European Commission proposes innovation Partnerships on raw materials, agriculture and healthy ageing to boost European competitiveness

March 5, 2012



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The European Commission has proposed decisive action to meet three key challenges facing our society, in areas that are crucial to growth and jobs: the supply of raw materials, sustainable agriculture, and active and healthy ageing. The Commission has launched two new European Innovation Partnerships (EIPs) - on Raw Materials and on Agricultural Sustainability and Productivity - and has endorsed a four-year action plan for the Active and Healthy Ageing EIP, a pilot launched in February 2011. EIPs take a new approach to tackling the whole research-development-innovation chain, bringing together public and private stakeholders across borders and sectors in order to accelerate the uptake of innovation. They each have an ambitious target to reach by 2020, and are expected to start delivering results within 1-3 years... [Read more](#)

EU considers laws to put women into top jobs

March 5, 2012

The European Commission says it may legislate to get more women into top management jobs in Europe because companies are too slow to improve the gender balance. The EU's Justice Commissioner said that self-regulation so far has not brought about satisfactory results for women. In 2011 European firms were invited to sign a voluntary pledge to appoint more women to their boardrooms but only 24 firms signed it. A public consultation has been launched to generate initiatives - including possible legislation - aimed at redressing the gender imbalance. Just one in seven board members at Europe's top firms (13.7%) is a woman, the European Commission says... [Read more](#)



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