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Fondul Social European
POSDRU 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

May 14 - 20, 2012

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

CSR News Romania

CSR Lessons - international conference held in Bucharest

May 17, 2012

The international conference on social responsibility held in Bucharest (May 15th – 16th) brought together Romanian and foreign specialists on CSR from various fields: corporations, SMEs, academics, civil society and social media. Presentations were grouped under the CSR main topics of interest – environment, market, community development and stakeholder engagement. Some of the ideas and study cases presented at the conference:

- Petrom believes that sustainability can be obtained only through shared values. Business growth innovation has to consider the community it is part of. Most common obstacles are represented by different demographics and mentalities;
- GSK Romania promotes a CSR strategy evolving around three main pillars: health for all, ethic principles, community development;
- BCR offers advice to Romanian companies and NGOs - they should not act as if they are on opposite sides of the barrier. NGOs should correlate their strategy with that of the company it wishes to cooperate with. Social responsibility has to prevail within the company as well as towards the community. Companies are accountable towards employees and their families and they must strive to make a profit in order to sustain the business and the community;
- Vodafone Romania's successful partnership with the Mobile Emergency Service for Resuscitation and Extrication (SMURD) saves lives through the communication system between hospitals and emergency ambulances;
- AstonEco Management would like social responsibility to be implemented more and debated less. The Eden Project in the UK represents a change of mentality and active community engagement and it should be an example for Romanian communities;
- The Centre for Sustainability & Excellence - Maximizing profit transforms itself through CSR into optimizing profit;
- The shortest CSR definition offered by journalist Liviu Mihaiu: 'to be well by doing good'... Read more [here](#) and [here](#)

Habitat for Humanity Romania and Whirlpool build houses for 12 families in Ploiesti

May 17, 2012

Around 100 volunteers from Whirlpool Europe, Middle East and Africa participated in a Habitat for Humanity Romania project. The project aimed to build houses for 12 families that need better living conditions during a 2-day stay in Ploiesti. At the moment, 240 families live in poor housing conditions in Ploiesti and are on a waiting list to receive decent housing. The families currently live in dwellings without water and electricity... Read more [here](#) and [here](#)



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MOL Romania invests in young talent

May 15, 2012

MOL Romania in partnership with the Community Foundation have launched the 7th edition of the programme *Can I help?* The programme is aimed at young artists and sportspeople who lack the financial resources to pursue their dream career in sports or arts. MOL is offering 240.000RON for young people (ages 8 – 18) and through this funding the company intends to invest in the future of local communities. Since the development of the programme (started in 2006) MOL has sponsored with 330.000 euros 1.020 young artists and sportspeople... [Read more](#)

CSR News Europe

Give & Gain Day

May 18, 2012

10,091 volunteers from 202 companies volunteered in their communities in the UK and internationally 25 countries took part with over 200 companies and 8,896 volunteers giving their time to cash-strapped community groups and local charities during their working time hours. They took part in Give & Gain Day, the only global day of employee volunteering organised by Business in the Community. Give & Gain Day connects skilled professionals with vital voluntary sector organisations by matching them with a good cause and volunteering project to support, providing an invaluable boost particularly relevant at a time when many local organisations are at breaking point. The 2012 event took place against the backdrop of increasing pressures on local services, with recent figures suggest that over 265 smaller charities were forced to close last year, with an expected 300 facing imminent closure. A range of organisations, from well-known charities such as The Big Issue, Aspire, Broadway and City Farms, to hundreds of smaller local charities, including hospices, schools, autistic societies, women's support units and community groups, are set to benefit from the time, expertise and skills of the business volunteers taking part in the initiative... [Read more](#)

AGE Platform Europe General assembly adopts 2012 Declaration

May 18, 2012

At the annual General Assembly on May 11th, AGE members adopted a Declaration urging EU leaders and Member States to put employment at the top of their political priorities and to adopt strong measures to boost the EU economy, job creation and social cohesion, and to promote a new European society based on greater solidarity, equity and cooperation between and within generations. They also called on the EU to follow the recommendation of the Committee of the Regions and establish a European Covenant of Mayors on Demographic Change, to create the political framework for local and regional authorities to promote age-friendly environments and a society for all ages across the EU, and to encourage local and regional authorities to join the World Health Organisation Global Network of Age-Friendly Cities and Communities and establish national programmes to support them. In this Declaration AGE Platform Europe and its members also acknowledge that together with rights, older people have duties towards other generations, society and the communities they live in, and call on older people to help rebuild trust and



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confidence in the future and invest in sectors that will create jobs and growth... [Read more](#)

Humana releases 2010-2011 CSR report

May 17, 2012

Humana has released its 2010-2011 corporate social responsibility (CSR) report -the “Well-Being Starts with Us: 2010 & 2011 CSR Report”. It is the first such publication among major U.S. health insurers to use Global Reporting Initiative (GRI) guidelines, the world's most recognized standards for environmental, social and governance reporting. The report focuses on Humana’s CSR platform – *Healthy People, Healthy Planet, Healthy Performance* – and introduces the company’s energy-saving targets for 2012. The report also illuminates a range of specific ways Humana is helping people achieve lifelong well-being, including an innovative well-being pilot program in Kentucky and Humana’s partnership with Walmart to make prescription drugs more affordable for Medicare beneficiaries. The “Well-Being Starts with Us: 2010 & 2011 CSR Report” highlights that Humana:

- Pledges to reduce building energy consumption, greenhouse gas emissions and annual energy expenses by 10 percent each, over the course of 2012 (from a 2009 baseline)
- Obtained ENERGY STAR® certification for its Louisville headquarters building, the Humana Building
- Intends to hire 1,000 military veterans and/or their spouses for roles across the company
- Has created four Network Resource Groups for African-American; Hispanic; caregivers; and gay, lesbian, bisexual and transgender associates
- Vastly improved its standing in the 2011 Newsweek Green Index, ranking No. 72 in 2011 – up from No. 317 in 2010
- Doubled its score on the Human Rights Campaign’s 2012 Corporate Equality Index, to 90 of 100 from a score of 45 in 2010... [Read more](#)

The International Conference on Corporate Social Responsibility in Bratislava

May 14, 2012

The Pontis Foundation in cooperation with the Business Leaders Forum organised the International Conference on Corporate Social Responsibility in Bratislava on May 10th. The conference focused mainly on successful project reporting, CSR, as well as considering approaches towards employees for a successful employer-employee relationship.

The Market of Solutions panel introduced the best Slovak CSR examples from 19 companies: the ecologization of mountain cottages, the measurement of the immediate electric energy consumption of various appliances and use of high quality ecological envelopes are few of the examples presented at the conference.

Other conclusions:

- the crisis seems to be necessary and it proves we should move on;
- other approaches exist regarding work than the hierarchy management model in the workplace;
- Slovakia’s corruption rating is similar to its position in democracy, courts, and law quality ratings, ranking 66th from 180 countries, the 5th worst of the EU countries. Lagging behind are Greece, Italy, Romania and Bulgaria;



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- Slovakia lacks entrepreneurial culture, ethics, and fair entrepreneurial rules... [Read more](#)

Six World Monuments Watch Sites Receive American Express Grants

May 14, 2012

American Express and World Monuments Fund (WMF) announced \$1 million in grant funding to six historic sites. This is the first allocation from a \$5 million, five-year grant to the World Monuments Fund to support the World Monuments Watch. Each of the six locations was among the at-risk historical sites included on the 2012 Watch list, announced in October 2011. American Express is founding sponsor of the Watch program. The projects receiving funding are the Ruta de la Amistad in Mexico City, Mexico; Salvador de Bahia, Brazil; Balaji Ghat in Varanasi, India; the Canterbury Provincial Government buildings in Christchurch, New Zealand; the ruins of the former Cathedral of Saint Michael in Coventry, United Kingdom; and the town of Sawara in Japan. World Monuments Fund is the leading independent organization devoted to saving the world's most treasured places. For over 45 years, working in more than 90 countries, its highly skilled experts have applied proven and effective techniques to preserve important architectural and cultural heritage sites around the globe. Through partnerships with local communities, funders, and governments, WMF inspires an enduring commitment to stewardship for future generations...

[Read more](#)



Romania

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