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GUVERNUL ROMÂNIEI  
MINISTERUL MUNCII, FAMILIEI  
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AMFOSDRU



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

# NEWSLETTER

April 16 - 22, 2012

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

### CSR News Romania

#### **‘Pills Are Not Candy’ awareness campaign**

April 20, 2012

IMAGE PR and the Romanian Association of International Producers of Medicine (EFPIA) will run the campaign ‘Pills Are Not Candy’ from April to December 2012, part of the social responsibility strategy of the association in 2012. The campaign is organized with the support of the Ministry of Health and is based on a study issued in March 2012 by the market research company Unlock Market Research which reveals that over 60% of parents offer medicine to children without the advice of a doctor and are not aware of the risks or side effects involved... [Read more](#)

#### **Elefant.ro offers Romanians 3000 books**

April 20, 2012

The ‘Offer a Book’ event part of the World Book Day is an initiative launched by elefant.ro, one of the largest online libraries in Romania. The aim is to encourage reading among school children under the slogan ‘Reading is Cool’. In Bucharest the library intends to offer books to passers-by in Piata Universitatii, Centrul Vechi and 30% discount vouchers for books purchased online from [www.elefant.ro](http://www.elefant.ro). Other cities participating in the event are Oradea, Cluj and Brasov... [Read more](#)

#### **Green Entrepreneurship**

April 20, 2012

The Romanian - American Foundation and the Foundation for Partnership have sponsored with over 1 million RON the NGOs that establish 7 social enterprises, in a pilot program called Green Entrepreneurship. The program was launched in February 2011 and aims at the sustainable development of areas with significant natural and cultural heritage. 13 NGOs were invited to submit letters of intent to apply for the program and received support to prepare a business plan to develop the local community. The plans were assessed by an evaluation committee, plus a group of over 10 volunteers, business people and individuals with financial expertise. After the selection process, 7 environmental protection and community development NGOs have each received 150.000 RON for the establishment of social enterprises, and invest profits in the local community, for the cultural and natural heritage conservation or for economic development... [Read more](#)



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## CSR News Europe

### A strategic guidebook for civil society organizations

April 19, 2012

The rationale for civil society organisations (CSOs) to engage in multi-stakeholder initiatives (MSIs) is to influence corporate activities to move in a more sustainable direction. This guidebook takes stock of the experiences gained by non-governmental organisations (NGOs) and trade unions gained and identifies lessons they have learned in the process. The aim is to strengthen the influence of CSOs in multi-stakeholder initiatives. The guide is intended for professionals working for CSOs and participating in MSIs. It provides strategic perspectives for action and highlights critical issues to address when participating in MSIs... [Read more](#)

### Quality of work and employment conference in Brussels

April 19, 2012

On 12 April 2012, the European Parliament and Eurofound organized a joint conference on quality of work and employment: a policy tool towards inclusive and sustainable growth. The conference was opened by Martin Schulz, President of the European Parliament and Juan Menéndez-Valdés, Director of Eurofound. Key speakers from EU institutions and stakeholder organisations discussed how a stronger integration of quality of work and employment into policy agendas can also contribute to the ultimate perspective of a more 'sustainable and inclusive work' based on the impressive results of the 5th European Working Conditions Survey 2010. Key issues discussed included youth unemployment, demographic change, flexicurity and the role of social partners and EU institutions... [Read more](#)

### Bahrain Grand Prix: Only 29% of Formula One Companies Respond To Human Rights Concerns

April 19, 2012

Only 29% of firms linked to Formula One responded to Business & Human Rights Resource Centre about human rights concerns that various organizations raised relating to the Bahrain Grand Prix, scheduled for 20-22 April. Human Rights Watch warned Formula One that by holding the Bahrain Grand Prix, it would be endorsing the kingdom's government despite claims that sport and politics don't mix. Amnesty International said "Human rights violations are continuing unabated... Holding the Grand Prix in Bahrain in 2012 risks being interpreted by the government of Bahrain as symbolizing a return to business as usual." The company responses were on the whole disappointing, given the gravity of the human rights concerns raised about Bahrain, and given that last year the United Nations Human Rights Council adopted by consensus the Guiding Principles on Business and Human Rights, which confirmed that all companies have a responsibility to respect human rights... [Read more here](#)



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and [here](#)

## The Profile of the Socially Responsible Consumer

April 17, 2012

The Nielsen Company (a global information and measurement company) recently published a report on the socially responsible consumer profile. According to the results, it profiles a young person (under 40), prefers companies that invest in environmental projects and is willing to pay extra for products or services provided by responsible companies. The study was conducted online during August-September 2011 and included 28,000 respondents in 56 countries, including Romania.

Some of the results:

- 66% of global consumers are socially responsible and prefer to buy products from companies that have CSR programs. Of whom:
  - ❖ 62% would choose to be employed with these companies;
  - ❖ 59% would invest in socially responsible companies;
  - ❖ 46% would pay extra for the services and products provided if the companies would run CSR programmes;

The profile of the socially responsible consumer:

- Age – 63% of responsible consumers are between 15-39 years old, and 37% are above 40 years old;
- Region – Asia-Pacific has the most of socially responsible consumers - 55% - while Europe the least – 32%;
- Cause (including the UN MDG) – Environmental sustainability is supported by 66%, improvements to science, technology and math education by 56% and eradication of poverty and hunger by 53% of socially-conscious consumers.... [Read more](#)

## CSR as a Profession is still in an Early Stage

April 16, 2012

Professionals interested in the pursuit of a career focused on sustainability or corporate social responsibility (CSR) will either feel motivated or cautious based on the findings of two reports released this past week. One report by a sustainability and strategy consulting firm revealed data about the salaries that such consultants make. Another, by the U.S. Chamber of Commerce Civic Leadership Center (BCLC), describes what it sees as the current state of the CSR profession.

Some of the BCLC's major findings include:

- CSR is still a nascent profession - that is probably obvious.
- There is still no clear deliberate career path - hardly a surprise, as CSR professionals often come from all walks of life, from marketing to strategy to environmental, health and safety (EHS).
- There are no clear leaders because a lack of educational capacity exists - considering that the reality of working within a business is different from what we learn in the halls of academia that may not be a problem.
- Most CSR professionals should take risks - the report needles CSR practitioners for



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not confronting their employers on difficult issues. That is more the fault with top management than the CSR practitioners themselves. Many CSR managers will say that they approach the c-level suite all the time with ideas but often do not win buy-in on their plans...Read more [here](#) and [here](#)



Romania

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