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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

April 9 - 15, 2012

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

CSR News Romania

Book launch: 'Corporate Social Responsibility, From PR to Sustainable Development' by Dumitru Bortun

April 12, 2012

'Corporate Social Responsibility (CSR) is a concept increasingly circulated in Romania, but understood differently: either as a new corporate stratagem in order to advertise various marketing approaches or as a result of an ethical involvement of entrepreneurs'. The proposed study concludes that CSR can represent more than a corporate strategy to conquer new 'emerging markets'. PR strategies can contribute to forming a responsible CSR culture and also a culture promoting sustainability... [Read more](#)

Vodafone donation for newborn intensive care unit

April 11, 2012

The Vodafone Foundation has donated 100,000 euros for building a new wing of intensive care unit for newborns at the Hospital Marie Curie (Bucharest). The new building will increase the capacity of the current department, which is already overcrowded and can take only 50% of patients seeking medical services. The total amount to expand intensive care units for newborns is 1 million Euro. The building is modeled after the newborn intensive care unit at the University Hospital in Iowa City (USA), considered one of the best centers in the world. In addition to the donation, the Vodafone Foundation will double the amount raised through the campaign run by the Children's Heart Association. The campaign runs from April 1 to May 25, 2012, and involves donation of 2 euros per SMS to number 858. ... [Read more](#)

MOL Romania launches 3rd edition of 'Mentor Award for Excellence in Education'

April 10, 2012

MOL Romania, in partnership with the Community Foundation has launched the 3rd edition of the annual event "Mentor Award for Excellence in Education". Its purpose is to reward teachers and coaches who have launched and supported talented children in sports, arts, culture and science. The company will offer prizes totaling 80.000 RON to 10 mentors with exceptional achievements. To enter the contest, mentors can be nominated until December 31, 2012... [Read more](#)

Orange Romania encourages volunteering activities

April 9, 2012

To celebrate 10 years of activity in Romania, Orange has announced new measures to encourage volunteerism among its employees. The company will provide one day off per year to employees who want to get involved in volunteering within the company internal programme "(You) For the Community". The programme was launched in 2004 in order to



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encourage employee involvement in activities dedicated to children with sensory impairments. This year Orange expanded the programme by promoting employee involvement in volunteering in any area of cultural and environmental projects, and for social assistance for disadvantaged groups. For this activity the company offers them a day off to help community development... [Read more](#)

Green Business Index – 3rd edition

April 9, 2012

The Green Revolution Association launched the 3rd edition of the annual environmental competition Green Business Index, dedicated to companies in Romania. It aims to measure the environmental responsibility of Romanian companies. Between March 29 to May 28, 2012, companies can register for free on the project site filling one of the seven questionnaires provided focusing on the following areas: sustainable development, environmental impact, sustainable transport, use of resources, buildings, green procurement and waste management... [Read more](#)

Local Offices for Implementing CSR Practices

April 9, 2012

The Chamber of Commerce of Romania has been implementing for the past three years a project on corporate social responsibility (CSR) in partnership with an Italian consultancy company 'Ecosistemi'. The project set up offices of assistance on implementing CSR in various counties within the local chambers of commerce aiming to promote and facilitate the adoption of responsible business practices, training companies, organizations and public administration in order to achieve a stronger cohesion, increased competitiveness and a more efficient environmental protection... [Read more](#)

CSR News Europe

Flash Eurobarometer Survey Results

April 12, 2012

A new survey ran by the European Commission revealed that 95% of Europeans think that access to energy is an important precondition for overcoming poverty in developing countries. In fact, nine out of ten EU citizens want the EU to help people in developing countries to gain access to energy. Some key results:

- 95% of Europeans think that having access to energy is important for overcoming poverty (61% think it is very important; 34% think it is fairly important). This is slightly lower than other areas that were also tested in this survey, such as water and sanitation (100%), food (98%) or peace and security (99%).
- 90% think that the EU should support developing countries in their efforts to improve access to energy (48% totally agree and 42% tend to agree).
- 82% think that the percentage of EU development aid that is spent on improving energy access should be higher than its current level of 2% (42% totally agree and 40% tend to agree) ... [Read more](#)



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Sustainability Reporting for Rural Companies in Spain

April 12, 2012

More than 100 small companies in rural Spain will start the sustainability reporting process this year, thanks to a new project launched in March. In the Sustainable Rural Management project, the Global Reporting Initiative has joined the efforts of Garrotxa Lider and ADRINOC, two NGOs based in Catalonia, Spain. The aim is to train and coach more than 100 small and medium-sized enterprises in rural Spain through their first sustainability reporting process. The companies will produce their first sustainability reports in mid-2012. Rural companies are pivotal in the development of the Spanish economy and society. The Sustainable Rural Management Project (Gestió Sostenible Rural) aims to enhance the social, environmental and economic performance of small companies in three Spanish regions: Catalonia, the Balearic Islands and Aragon... [Read more](#)

Europe's Green Capital for 2014

April 12, 2012

The European Commission has announced that Bristol, Copenhagen and Frankfurt have been chosen as the three finalists in the competition to find Europe's Green Capital for 2014. They have been selected from 18 cities that applied for the 2014 award. The finalists were proposed by an independent panel of experts, who assessed the entries in 12 different areas including: local contribution to global climate change; local transport; green urban areas incorporating sustainable land use; nature and biodiversity; quality of local ambient air; noise pollution; waste production and management; and water consumption... [Read more](#)

Understanding China programme

April 11, 2012

Eurochambers is now launching the recruitment for the fourth and last cycle of the Understanding China training programme with a registration deadline May 1st. The training programme is developed for business intermediary organisations – such as Chambers of Commerce, trade promotion agencies, sectoral associations, etc. The idea is to provide both theoretical and practical China experience to those who are already assisting companies in their internationalization process on the Chinese market... [Read more](#)

Responsible Business in Poland 2011 Report

April 10, 2012

The Responsible Business Forum has issued the “Responsible Business in Poland 2011 - Good Practices” Report which summarizes companies' involvement in the execution of responsible business principles, and offers an overview of other initiatives in this area. In this edition of the publication new areas have been approached according to those used in the ISO 26000 norm. From over 300 good practices sent, 209 have been chosen in the following areas: organizational governance (18 practices), human rights (5), employee practices/aspects (66), the environment (37), fair operating practices (8), consumer issues (4), and local community involvement and development (71). The Report also contains 17 articles written by Polish and foreign experts that tackle the most important topics from last year and show trends for 2012... [Read more](#)



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New Geographies of Corporate Sustainability Beijing Workshop (UN Global Compact LEAD)

April 10, 2012

In close collaboration with the Global Compact Network China, Global Compact LEAD launched the first in a series of New Geographies of Corporate Sustainability workshops in Beijing on 28 March. Held at COSCO Group Headquarters, the workshop brought together over 60 corporate sustainability professionals based in China, representing both LEAD companies and China Network participants from diverse sectors. Designed to bring Chinese perspectives on corporate sustainability to the UN Conference on Sustainable Development (Rio+20), the Beijing workshop discussions were highly interactive and explored emerging business practices, the role of government, and partnership opportunities for businesses to advance sustainable development in China... [Read more](#)

Alina-Nona PETRIC
PR & Visibility Coordinator, UNDP
Tel: 021 201 78 11; Fax: 021 201 78 28
Email: alina.petric@undp.org



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