



UNIUNEA EUROPEANĂ



GUVERNUL ROMÂNIEI
MINISTERUL MUNCII, FAMILIEI
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AMFOSDRU



Fondul Social European
POSDRU 2007-2013



Instrumente Structurale
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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

February 20 – 26, 2012

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

Project News

Launch of the guide *Socially Responsible Small and Medium Enterprises (SMEs): A Guide for Integrating Social Responsibility*

February 21, 2012

The guide *Socially Responsible Small and Medium Enterprises (SMEs): A Guide for Integrating Social Responsibility* was presented at the National Conference, held in Bucharest, on February 21, 2012. It was developed as part of our project, conducted in partnership with, the National Association of Romanian Exporters and Importers (ANEIR) and the Agency for Implementing Projects and Programmes for Small and Medium Enterprises (AIPPIMM).

The guidebook recently launched, aims to increase awareness regarding social responsibility in Romanian SMEs, engaging entrepreneurs and managers in applying sustainable principles in their business activity. CSR is conceptualized as an integral part of the business strategy, consisting of good practices and can be implemented in any type of business without high costs. Promoting sustainability through small measures is highly encouraged, resulting in a better quality of life for all stakeholders.

The content of the guidebook is organized in two parts: the first part centers on the background of CSR - definition, global trends, and case studies for SMEs within the Romanian and European context; and the second part focuses on implementing CSR - practical foundations, specific areas and expected actions related to responsible entrepreneurship. It also provides a four-step model for integrating social responsibility in the core business.

About the conference:

[Conferința Națională de lansare a ghidului „IMM-uri responsabile social. Ghid privind modelul de integrare a responsabilității sociale”](#)

CSR News Romania

COSMOTE: Financing child protection NGOs – ‘Messages of Love’

[February 23, 2012](#)

COSMOTE Romania will organize a competition to fund NGOs that offer care services, counseling and education for sick children. In the competition 9 organizations will be selected and each will receive 5000 euros...[Read more](#)

CSR News Europe

Amendment of five EU directives on health and safety at work



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23 February 2012

The Commission has just published a number of roadmaps concerning policy areas such as Employment and Social Affairs and Competition. The aim is to ensure that the requirements lay down in EU worker protection directives, which depend on the European Union's classification system for chemicals, continue to apply. The amendments should bring the directives into line with the changes made to the classification and labelling system for chemicals by the Classification Labelling and Packaging Regulation... [Read more](#)

CSR Europe hosts stakeholder dialogue session for McCain on Sustainable Agriculture

22 February 2012

On the 22nd of February 2012, McCain Continental Europe held its second stakeholder meeting with CSR Europe and welcomed stakeholders from the European Institutions and Business arena. The first stakeholder meeting was held in June 2011 and welcomed over 20 attendees from across Europe. During the first meeting, sustainable agriculture was identified by stakeholders as a complex, multifaceted theme, to be addressed as a priority by McCain. Against this background, the aim of the second working session was therefore to explore how McCain can go ahead, investigating the impact of its agricultural operations, specifically on planting and growing... [Read more](#)

Novartis delivery of child friendly antimalarial hits the 100 million mark

22 February 2012

One hundred million treatments of Coartem Dispersible (artemether-lumefantrine), an antimalarial developed especially for children with Plasmodium falciparum malaria, have been delivered by Novartis to 39 malaria-endemic countries, Medicines for Malaria Venture (MMV) announced. Coartem® Dispersible is the product of the partnership between MMV and Novartis. This is the first who prequalified child-friendly artemisinin-combination therapy (ACT) and addresses an unmet need for pediatric medicines... [Read more](#)

KPMG says environmental costs average 40% of corporate earnings

21 February 2012

If companies had to pay for the full environmental costs of their production, they would lose 41 cents on average for every US dollar in earnings, according to a new study, Expect the Unexpected: Building Business Value in a Changing World by KPMG. The research finds that the external environmental costs of 11 key industry sectors jumped 50% from \$566 to \$846 billion in 8 years (2002 to 2010), averaging a doubling of these costs every 14 years. Currently, these costs are rarely shown on financial statements, because companies generally do not have to pay for them directly... [Read more](#)



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