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GUVERNUL ROMÂNIEI
MINISTERUL MUNCII, FAMILIEI
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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

April 23-29, 2012

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

Project News

The guide *Socially Responsible Small and Medium Enterprises (SMEs): A Guide for Integrating Social Responsibility* included in [CSR Research Digest April 2012](#) - CSR International

CSR News Romania

Holcim’s social responsibility campaign ‘Together for the Community’

April 26, 2012

Holcim Romania is celebrating this year 100 years since the company was established and 15 years of activity in Romania. Between April – June 2012 a series of events will be organised part of the campaign ‘Together for the Community’. At least 1.100 employees will be involved in voluntary activities in 15 locations around the country. They will plant trees, collect waste and rehabilitate public areas. Employees from each location have come up with suggestions tailored to the needs of their community. The first event was organised in Campulung at a kindergarten attended by 300 children, where the Holcim employees restored the playground and repaired fences... [Read more](#)

IKEA invests in programmes for children

April 26, 2012

IKEA has launched a competition for the best community programme focusing on children’s rights and education, as well as programmes for children with special needs, part of the ‘Commitment towards the community’ campaign. NGOs and foundations are invited to apply for the € 30000 programme that will develop long-term activities. The company runs the programme in Bucharest, Ploiesti and Ilfov, all locations representing the communities surrounding the IKEA stores. The competition is open until May 24... [Read more](#)

GlaxoSmithKline donates € 150,000 for Ovidu Rom programme

April 23, 2012

GlaxoSmithKline is sponsoring a 3 year project worth € 150,000 to promote better health care in very poor communities which are running the ‘Every Child in Kindergarten’ programme. Each community will benefit from a health project and a health education for the community project. Through these projects, communities will be able to develop activities



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that include regular medical check-ups, mandatory inoculations, financial support for emergency medicines not available locally, education for health, hygiene and family counseling. The need for such a programme is based on the fact that poor children get sick more often and stay sick longer than middle class kids, affecting their performance in school. Through the ‘Every Child in Kindergarten’ programme in 2010-2011, 1400 children from 20 poor communities attend kindergarten on a daily basis. The success of the programme is due to the 50 lei vouchers/month given to the parents in exchange for the children’s daily attendance... [Read more](#)

Petrom’s social responsibility programme ‘Andrei’s country’

April 23, 2012

‘Andrei’s country’ is the social responsibility programme run by Petrom aiming to motivate people to interact as much as possible, to communicate, and to actively change the world they live in.

On April 21st, 260 volunteers planted in the South of the country, in Giurgiu (Roata de Jos), 10000 wattle and honey locust shrubs. The location was chosen due to the heavy snowfalls that accumulated last winter and left the communities isolated for days without resources and means of communication. Heavy vegetation represents a modality to prevent such dramatic situations because they slow down winds snow storms. All members of the local community participated in the planting, including schoolchildren... [Read more](#)

CSR News Europe

Enhancing job skills for 10000 vocational school students

April 26, 2012

A new partnership was launched at the European Business Summit to enhance job skills, employability and interest in future careers in the automotive business among vocational school students. This new pan-European initiative, the ‘Skills for the Future’ Programme, aims to promote greater understanding and awareness among young people between the ages of 15-18 about the skills required to succeed in the future. The three-year programme will give close to 10,000 young people in vocational schools in 15 European countries the opportunity to try their hand at enterprise, learn valuable STEM (science, technology, engineering and math) skills and apply their knowledge in new ways. With support from their teachers, they will be exposed to a variety of learning-by-doing approaches and work with over 400 Hyundai business volunteers from all over Europe... [Read more](#)

Novartis Associates Worldwide Volunteer for Local Causes

April 26, 2012

Novartis associates across 54 countries engaged in volunteer activities to benefit people in their local communities in celebration of the company’s annual *Community Partnership Day* (CPD). This year marks the 16th *Community Partnership Day*, commemorating the 1996



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creation of Novartis as a global leader in healthcare. Participation in the 2012 CPD activities is seeing a 25% increase over the previous year, with more than 25,000 Novartis associates worldwide supporting a wide range of charitable causes. More than 4,400 associates throughout Switzerland, including 3,600 from the Basel headquarters area, participated in a range of voluntary projects at nursing homes and centers for young adults and children with disabilities. In Spain, around 300 associates donated blood and spent time producing arts and crafts with disabled children, as well as redecorated and repaired local school buildings. In Turkey, 300 associates partnered with Make-A-Wish Foundation to help children and young adults suffering with life-threatening medical conditions... [Read more](#)

Belgian beer company Anheuser-Busch InBev's 2011 Global Citizenship Report

April 26, 2012

The report 'Connecting for a Better World' details AB InBev's 2011 progress toward its Better World commitment and global goals, which focus on responsible drinking, environment and community. In 2011, AB InBev established a set of six ambitious Global Responsible Drinking Goals to help promote responsible drinking and discourage the harmful use of alcohol. The company aims to achieve these goals by the end of 2014 and progress will be independently audited:

- reach at least 100 million adults with programs to help parents talk with their children about underage drinking;
- provide ID-checking materials and other education information to help prevent sales to minors;
- provide training on responsible alcohol beverage sales to those who serve and sell alcohol;
- reach at least half-a-billion legal-age consumers to increase awareness of the importance of using a designated driver or safe-ride home;
- invest at least 300 million USD in advertising and programs to help remind and educate consumers about the importance of responsible drinking;
- celebrate Global Be(er) Responsible Day annually to promote the importance of responsible drinking among employees, retail customers and consumers... [Read more](#)

The European Co-operative Week (23-27 April 2012)

April 26, 2012

Cooperatives Europe is the European cross-sectoral organization representing co-operative enterprises consisting of 90 member co-operative organisations from 34 European countries. It promotes the co-operative business model in Europe, representing 123 million individual member co-operators owning 160.000 co-operative enterprises and providing jobs to 5.4 million individual citizens – a force for economic growth and social change.

The United Nations has declared 2012 as the International Year of Co-operatives, encouraging all member states and relevant stakeholders to take advantage of it to establish policies, laws and regulations conducive to the formation, growth and stability of co-operatives.



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The European Co-operative Week (23-27 April 2012) is the main event organized at European level during the International Year. The Co-operative Week aims to get a wide recognition and integration of the co-operative business model into EU strategies.

Cooperatives Europe opened the European Co-operative Week with the conference ‘Co-operative contributions to the EU 2020 strategy’, organized in collaboration with the EU Commission. The conference was aimed to highlight the social and economic importance of co-operatives, the relevance of businesses which care about people’s needs and communities ... [Read more](#)



Romania

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