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

## NEWSLETTER

July 9 - 15, 2012

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

#### CSR News Romania

##### **Petrom extends the national competition ‘Andrei’s School’**

July 11, 2012

The Petrom company extended the national competition ‘Andrei’s School’ that focuses on environment and community aspects to two editions this year. The first edition was held between May-June 2012 and was aimed at school children from the communities where Petrom is present on the market. The second edition will be developed at national level and will commence in autumn. The first edition was organized in partnership with the Ministry of Education, Research, Youth and Sport; 4000 schoolchildren along with 238 teachers formed teams and submitted community projects in the areas Education, Culture, Community and Environment. On June 21<sup>st</sup> the winners will be announced. Since 2009 Petrom has awarded grants to 18.000 school children who submitted 800 projects for their communities... [Read more](#)

##### **UNICEF and UniCredit Tiriac Bank initiative ‘Baby-Friendly Hospital’**

July 9, 2012

UNICEF and UniCredit Tiriac Bank have launched the third project within the framework promoted by UNICEF ‘Baby-Friendly Hospital’. The project focusses on training and educating hospital staff and mothers from the Bacau Maternity, as well setting up a special salon to encourage breastfeeding. This is the third maternity to be transformed by the partnership UNICEF-UniCredit Tiriac Bank. Later this year the project will be implemented in the maternity hospital from Ploiesti. The partnership between UNICEF and UniCredit Tiriac Bank was initiated in 2010 when the bank launched a special card through which the bank clients can support UNICEF initiatives. The bank also donates 1% of each transaction for clients using the UNICEF card, and 50% of the annual card maintenance fee... [Read more](#)

##### **Heineken’s global sustainability programme ‘Brewing a Better Future’**

July 9, 2012

Heineken Romania and the Aliat Association are developing the 3<sup>rd</sup> edition of the project ‘Alcohol Caravan’. The programme Brewing a Better Future is integral in enabling Heineken to achieve its business objectives is its approach to sustainability and represents the company’s long-term integrated approach to creating real value for all stakeholders. The long-term aspiration is to be



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the world's greenest brewer based on three strategic imperatives: to continuously improve the environmental impact of own brands and business; to empower people and communities; and to positively impact the role of beer in society. The project Alcoholhelp Caravan aims to draw attention to the effects of alcohol on health and to provide better access to prevention and treatment of alcohol users. The caravan begins on the 7<sup>th</sup> of July in Bucharest and will travel to the four regions of the county Moldova, Dobrogea, Oltenia and Transylvania... [Read more](#)

## The CEZ Group invests in community

July 9, 2012

The CEZ Group donated 140.000 euros to build a farmers' market in Fantanele, Constanta county. Work on the market has been recently completed and the aim is to encourage local traditional trade, especially organic produce. The project was developed in cooperation with the local administration of Fantanele which coordinated the construction works. The company has developed previously other projects in the Dobrogea area where the CEZ Wind Farms are located. The total investment in local communities (Fantanele, Gradina si Cogealac) since 2010 is around 2 million euros... [Read more](#)

## CSR News Europe

### *The CR and Sustainability Salary Survey 2012*

July 12, 2012

In its fourth year, the survey provides insight into the individuals employed in the corporate responsibility sector, including the types of job functions and professionals who are now classed as CSR or CR professionals. The survey has focused on: CR professionals working within large commercial organisations (including cooperatives, mutual and limited liability partnerships); consultants working in dedicated "CR Consultancies", or in CR Consulting teams within larger professional services groups; and CR professionals working within select public bodies and CR-related NGOs. The results indicate a positive outlook for the sector in regard to salary, job security and job satisfaction. Some of the findings:

- On average, those working in the Europe (excluding the UK) earn £69,000 followed by £68,010 for North America and £56,360 in the UK. Almost one quarter of respondents received basic salaries of £80,000 and upwards and 4% were rewarded with salaries in excess of £140,000;
- Over 80% of respondents felt that their job security has improved or remained the same over the past 12 months (the same as 2010) with the same number (80%) of respondents satisfied with their jobs. 94% of respondents would recommend a career in the sector.

The survey is the result of collaboration between sustainability recruitment specialists Acre Resources, corporate responsibility consultancy Acona, creative communications agency Flag and the publication Ethical Performance... [Read more](#)



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## Piraeus Bank Group issues 6th corporate responsibility report

July 10, 2012

Piraeus Bank Group has issued its 6th corporate responsibility report. The Group has implemented the Global Reporting Initiative Guidelines for a 5th consecutive year, considering that this model is a comprehensible framework of principles that facilitates the disclosure and communication of Corporate Responsibility issues. This year, the “Environmental Actions” section and the B+ Application Level of the GRI G3 guidelines have also been reviewed and assured independently. Key Environmental Achievements in 2011:

- 28% increase in green loan balance versus 2010 at €0.7 bn;
- More than €1 bn in green loan credit limit;
- RES projects totaling 364 MW were completed with the support of Piraeus Bank thus preventing the emission of 598,000 tonnes of CO<sub>2</sub>;
- ISO 14001 and EMAS certification for all Bank branches and administration buildings in Greece;
- 4.6 % reduction in electricity consumption (per employee);
- 7.1% reduction in total CO<sub>2</sub> emissions;
- Creation of Climabiz Computational Model assessing the financial consequences of climate change on businesses and the cost of their adaptation;
- Participation of over 73% of Bank employees in more than one “green” training programme... [Read more](#)

## Sustainability of products – What it’s all about!

July 10, 2012

Cefic has released a new publication looking at the sustainability of chemicals and how chemicals can contribute to more sustainable products. Aimed particularly at smaller companies, the guide is written in a way that will help demystify many of the concepts and technical terms used by sustainability experts. The publication, entitled “Sustainability of products – What it’s all about”, is part of Cefic’s programme to deliver the sustainability vision spelled out in the European chemical industry’s first sustainability report published in May. The publication presents approaches that companies can use to make science-based choices when evaluating and developing their product portfolios. Topics covered range from general product stewardship considerations to specific tools and methods, such as Life Cycle Assessment (LCA) and environmental footprint methodologies. A “to do” list gives suggestions for first actions to be taken... [Read more](#)

## Cargill delivers the first-ever sustainable verified rapeseed oil to Unilever

July 9, 2012

Cargill has supplied the first-ever sustainable verified rapeseed oil to Unilever with an initial consignment covering five percent of Unilever’s rapeseed oil needs. In the next three years Cargill’s European refined oils and grain & oilseed businesses will be able to meet all of Unilever’s sustainable rapeseed oil needs, which is used in products including margarines and mayonnaises. As a strategic supplier, Cargill is playing a key role in supporting Unilever’s ambitious target to source 100 percent of its agricultural raw materials as part of its Sustainable Living Plan by 2020. Cargill and Unilever worked in partnership to verify German oilseed rape



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production against the Unilever sustainable agriculture code, building on an initial pilot project started in 2008. A positive outcome of the work is that Cargill and Unilever now have established a repeatable model that can be applied to drive sustainability within other oilseed crops in the future. Through this commitment on rapeseed, Unilever, Cargill and farmers will agree annual improvement plans beyond those required by mandated European good agricultural practice. This will include optimizing agricultural inputs and agreeing biodiversity action plans to support environmental and habitat enhancement. Such actions will involve increasing available habitat for insects, including wild bees... Read more [here](#), [here](#) and [here](#)

## The next generation of GRI Guidelines: comment on the G4 Exposure Draft

July 9, 2012

Sustainability experts, organizations and professionals can help shape the future of corporate sustainability reporting, as the Exposure Draft of GRI's G4 Guidelines is now available for public feedback. Page Content. The public can now comment on an exposure draft of the G4 Guidelines, from 25 June to 25 September 2012. G4 is part of GRI's commitment to the continuous development of its Guidelines, aiming to meet the following development priorities:

- to offer guidance in a user-friendly way, so that beginners can easily understand and use the Guidelines
- to improve the technical quality of the Guidelines' content in order to better support reporting organizations when preparing the report information and information users when using it
- to align with other international disclosure standards and relevant metrics
- to improve guidance on identifying “material” content – from different stakeholders perspective – to be included in the sustainability reports
- to offer guidance on how to link the sustainability reporting process to the preparation of Integrated Report aligned with the guidance to be developed by International Integrated Reporting Council (IIRC)

The G4 development is focused on five main areas – Boundary, Application Levels, Governance and Remuneration, Supply Chain, and Disclosures on Management Approach – and Working Groups have produced new and updated content. This content is now available for public comment. Individuals and organizations can provide feedback by answering questions about the new content and providing editorial suggestions and comments in the text of the exposure draft...

[Read more](#)



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