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

## NEWSLETTER June 25 – July 1, 2012

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

#### Project News

##### **Third training session, Constanta**

June 14 - 15, 2012

The third training session (of the eight planned in the project) was held in Constanta on June 28 - 29. The trainings are structured into two modules, the first provides the basic elements of CSR and the second module focusses on implementing CSR principles. The 34 participants showed a great deal of interest in CSR principles, standards and ways of implementing and adapting them to their organisations. The next training session will be held in Timisoara, July 12 - 13... [Read more](#)

##### **Promoting CSR confirms the commitment of companies to sustainable development**

June 25, 2012

Social responsibility represents today the global concept through which companies and organisations take into account the interests of society by being held responsible for their impact upon the society. By promoting the social responsibility principles, companies show their commitment to contribute to sustainable development... [Read more](#)

#### CSR News Romania

##### **Apa Nova organizes the third edition of the event ‘Reciclioniada’ (Recycling)**

June 28, 2012

The recycling and waste collection campaign is developed in partnership by Apa Nova Bucharest and the Bucharest City Hall. The main aim is to change the attitude of the people of Bucharest regarding recycling. A study issued last year by the water company showed that there is a low level of information regarding waste collection services and 41% of the population have never used these services. 36% of the population declared that they have not noticed the waste bins for selective collection, and 60% consider that the bins are located too far away from their homes... [Read more](#)

##### **Green Bee: the Sci Fi project educating children about the environment**

June 25, 2012



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Coca-Cola HBC Romania, Mega Image and Green Revolution have launched Green Bee, the largest project on green education in Romania. The project is aimed at children between 6 – 14 years old and intends to change their approach towards environment through green education. The project will develop between June – October 2012 in Tineretului Park, Bucharest. The concept is based on a Sci-Fi adventure and children will embark on a space ship led by Captain Raxo Williams and travel to an imaginary place. Along the way they will find out information on air, pollution, water, energy and waste. The approach of learning through playing will allow children acquire information on environment... [Read more](#)

## Actavis organises a programme for academically gifted children

June 25, 2012

Actavis supports the academically gifted children that will participate in the chemistry international olympics in Washington through a specially designed programme. The students visited a factory in Bucharest where they saw how medicine is produced then exported to 50 countries all over the world. In the Quality Control laboratory they were encouraged to apply various techniques that will allow them to understand the use of new equipment, which will be of great help for the practical exercises in the olympics... [Read more](#)

## Health Education Project for Danube Delta Children

June 25, 2012

GlaxoSmithKline (GSK) Romania and the Save the Danube and Delta Association have launched a health education project, part of the programme assessing the health of children in the Danube Delta developed in November 2011 – January 2012. The project will run over the summer and is structured on two levels: organizing first-aid courses for children and parents, and donations of first-aid kits and educational materials. Until now, 100 children and 12 adults from the most isolated area of the Delta have benefited from first-aid training offered by the emergency service SMURD. The project is the results of the most serious issue raised in the report Delta Warning Report 2012 – Assessment Report on Health of Children in the Danube Delta made public in November 2011... [Read more](#)

## CSR News Europe

### Orange issues 2011 Corporate Social Responsibility Report

June 28, 2012

Orange, a subsidiary of CSR Europe's member, France Telecom, in its latest CSR report emphasises the areas in which it has made significant progress in 2011:

- its strategy of contributing to the economic and social development of emerging countries
- the mobilisation of its European entities for the protection of children on the internet
- the reinforcement of its governance in terms of energy consumption

The report describes over 140 achievements and performance indicators covering the Group's 4



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CSR commitments: recognising and supporting its employees; ensuring transparency, quality, security and safety for its customers; making the benefits of the digital world accessible for the greatest number and, finally, finding innovative solutions for a greener world... [Read more](#)

## Coca-Cola Hellenic: Ninth Corporate Social Responsibility Report

June 28, 2012

Coca-Cola Hellenic, one of Europe's leading bottlers of non-alcoholic beverages, published its ninth Corporate Social Responsibility (CSR) report highlighting the measurable progress it has made in a range of environmental indicators to conserve some of the planet's most precious resources. In preparing the report the company worked to the most stringent criteria and robust international standards and for the second consecutive year, has been independently audited to reach an 'A+' rating according to the Global Reporting Initiative (GRI). The report highlights the most important element for the company: water stewardship. "No Water, No Business" was the challenge Coca-Cola Hellenic set for itself in 2008. Some accomplishments:

- Three years later Coca-Cola Hellenic has passed a significant milestone in its comprehensive programme on Water Stewardship.
- In 2011, the company met its longstanding goal to ensure that 100% of all wastewater in its 28 countries of operation is treated to levels that support aquatic life. To achieve this, it operates 44 purpose-built on-site effluent treatment facilities.
- Absolute water use declined in 2011 for the third consecutive year, and has decreased by 6% since 2004.
- The company's operational water footprint today is 58% smaller than it was in 2004 - despite increasing sales volume of 55% in the same period. By 2020, we aim to reduce our relative water consumption by 40% and our operational water footprint by 75% vs 2004... [Read more](#)

## The L'Oréal Solidarity Sourcing programme

June 26, 2012

In 2010 L'Oréal initiated the Solidarity Sourcing programme inspired by The Body Shop's sustainable development and fair trade values. The Solidarity Sourcing programme is a comprehensive approach implemented worldwide that has enabled 14,000 people to find work with the Group's suppliers and partners. L'Oréal's Solidarity Sourcing opens the Group's purchasing process to new categories of suppliers who for example have trouble accessing major contractors or employ people who are usually left out of the job market. The Group's 600 buyers accompany and support these companies in their economic development so that they are considered regular suppliers like any other. The Solidarity Sourcing programme reaches out to fair-trade producers, companies working for the inclusion of disabled people, companies promoting social integration, very small, small and mid-sized businesses and minority-owned companies (depending on local law).

Key aspects of the programme:

- Project budgets: between 35,000 and three million euros
- 14,000 people receive a direct income
- Approximately 100 initiatives in over 40 countries



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- L'Oréal group brands, including The Body Shop, have registered €50 million in solidarity purchases so far... [Read more](#)

## Office Depot Foundation Releases 2011 'Report To The Community'

June 26, 2012

The Office Depot Foundation – the independent, non-profit foundation that serves as the primary charitable giving arm of Office Depot (NYSE: ODP) – highlights its progress in serving children, families and communities around the world in its recently published *2011 Report to the Community – Helping Children and Communities Stand Taller*. The report discusses how the Foundation's initiatives helped to make a difference during the preceding year in such diverse ways as supporting relief and recovery efforts in tornado-ravaged Tuscaloosa and Joplin and helping children prepare for school worldwide by donating kid-friendly sack - packs and essential school supplies. The report describes how the Foundation expanded its signature National Backpack Program by partnering with non-profit organizations working overseas. The Foundation had helped more than 2.5 million children through this award-winning program by year's end. It discusses the Foundation's successful "Conversation on Community Renewal" series, which seeks to extend the benefits of its annual Weekend in Boca Civil Society Leadership Symposium by bringing together leaders from business, government and non-profits for collaborative discussions in cities around the country... [Read more](#)

## Best Global Green Brands 2012

June 25, 2012

Interbrand, the world's leading brand consultancy and author of the annual Best Global Brands report, has released its 2012 Best Global Green Brands report. Toyota (#1), Johnson & Johnson (#2), and Honda (#3) top the ranking with Danone (#9), Ford (#15), Starbucks (#36) and UPS (#43) representing this year's top risers. This year's report shows that industries around the world are taking actionable and quantifiable measures to improve both their sustainability performance and their degree of external reporting. As sustainability initiatives continue to gain relevance in the C-suite and with consumers, companies in all sectors are striving to strike a winning balance between building a green business and effectively communicating sustainable practices in the global marketplace. Interbrand's 2012 Best Global Green Brands report examines the gap that exists between corporate environmental practices and consumer perception of those practices using its 2011 Best Global Brands report, extensive consumer research and performance data provided by Deloitte – data based upon publicly available information... [Read more](#)

## HP issues annual Global Citizenship Report

June 25, 2012

HP has issued its eleventh annual Global Citizenship Report, describing the company's global citizenship policies, programs, performance, and goals for 2011. The report demonstrates how HP uses its technology, expertise, and influence to make a positive impact on the world. Among the focus areas are environmental sustainability, ethics and human rights, supply chain responsibility, social innovation, and privacy. HP's accomplishments during 2011 include:



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- Reducing the energy consumption of HP products by 50% compared with 2005 levels—exceeding the company’s original goal of a 40% decrease.\*
- Lowering greenhouse gas emissions from HP operations by 20% compared to 2005, meeting the company’s goal two years early.
- Working with the Clinton Health Access Initiative and the Kenyan government to automate testing processes and reduce the amount of time it takes to diagnose HIV-positive infants.
- Releasing an electronic Patient-Centered Dashboard, developed by HP Labs and Lucile Packard Children’s Hospital at Stanford, that can help prevent human error in medical settings... [Read more](#)



Romania

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