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GUVERNUL ROMÂNIEI
MINISTERUL MUNCII, FAMILIEI
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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

NEWSLETTER

June 4 - 10, 2012

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

CSR News Romania

The Greenest Companies in Romania

June 8, 2012

The magazine Revista Biz has issued the results of a research study conducted by the research company ISRA Center that focusses on ‘green’ companies, projects focusing on environment and their perception by the public. The research has been conducted between February – March and is based on 1.111 interviews referring to 44 companies selected from the Top 200 Romanian Companies with the largest turnover. The indicators considered were the assessment of green CSR initiatives (credibility, relevance, message clarity, and the efficiency of the campaign), the frequency of involvement in green CSR initiatives and level of awareness regarding CSR environment campaigns. The results:

- Petrom is the company recognized for its implication in CSR environment campaigns, followed by Cosmote, Vodafone, Carrefour and Coca-Cola;
- 79% of the population is not aware of any CSR environment campaign;
- The profile of people aware of CSR campaigns: young, university educated, financially stable, and having urban background... [Read more](#)

GlaxoSmithKline (GSK) and the Ovidiu Rom Association

June 7, 2012

GlaxoSmithKline (GSK) and the Ovidiu Rom Association have announced 18 projects focusing on health which will be financed by GSK Romania, part of the programme ‘Every Child Belongs in Kindergarten’ developed by the Ovidiu Rom Association. The projects will be developed over three years in 18 poor communities and will be funded with 150.000 euros. The projects will focus on improving health and hygiene in poor communities, based on the needs of each community. There are four main activities to be developed:

- Repeated disease prevention;
- Access of poor children to health services;
- Facilitating the activity of sanitary mediators;
- Health education for children and parents... [Read more](#)



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ECCO – shoes for children in need

June 5, 2012

ECCO shoes producer is developing between May 18 and June 10 the campaign ‘from children to children’ through which it encourages its clients to donate shoes for children in need. The ECCO stores in Bucharest, Iasi, Timisoara, Constanta si Cluj offer a 10% discount to when purchasing a new pair of shoes to those who donate a pair of used shoes. The donated shoes will be sanitized and offered to 250 children in need with the cooperation of the association ‘Ana and the children’. Last year 200 pairs of shoes were donated in the same cities. The campaign has been run by ECCO worldwide for seven years... Read more [here](#) and [here](#)

Holcim Group’s campaign ‘Together for the Community’

June 4, 2012

Holcim Group will develop community-related activities all throughout 2012 under the slogan ‘Together for the Community’. Holcim employees from all over the world – at least 80000 of them - will volunteer for at least one day in various social programmes and together, at the end of they year, they would have collected among them enough days to make up at least 100 years. It represents a symbolical gesture that Holcim grants local communities all over the world for their support. Starting in April, the 1100 Romanian employees will engage in community activities in Bucuresti, Chitila, Alesd, Brasov, Campulung, Cluj Napoca, Craiova, Pitesti, Ploiesti, Oradea, Satu Mare, Sibiu, Targu Mures, Timisoara si Turda. In May they carried out the 10th activity of this year in Alesd... [Read more](#)

CSR News Europe

New online portal on “Business & Freedom of Association”

June 8, 2012

The non-profit Business & Human Rights Resource Centre launched an online portal on “Business & Freedom of Association”, aiming to make it transparent for all to see which companies are respecting the internationally-recognised human right of workers to form unions. The portal provides up-to-date information on issues ranging from companies preventing workers from organising, to dismissal of workers because of their union membership, to killings of trade unionists, to positive initiatives by companies. Features of the portal include:

- Issues: news and reports on subjects such as interference with the right to form trade unions or the right to strike, and corporate lobbying undermining union rights
- International standards relating to freedom of association
- Positive company initiatives that promote union rights; joint initiatives with trade unions
- Alleged abuses: including dismissal, harassment, death threats, killings
- Company responses that we seek when abuses are alleged
- Lawsuits against companies
- Practical guidance.

The portal is accessible free of charge. It comes from a broad range of sources, including labour



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rights organizations, trade unions, companies, the ILO and the United Nations... [Read more](#)

Marks & Spencer 2012 How We Do Business Report

June 7, 2012

Marks & Spencer (M&S) today publishes its 2012 How We Do Business Report, which reports on the first five years of progress of its 180 commitment eco and ethical programme, Plan A. Some of the highlights:

- the first major retailer to become carbon neutral;
- 138 commitments have been achieved and a further 30 are 'on plan';
- recycles 100 per cent of its waste, nothing goes to landfill²;
- 31 per cent of M&S products now have a Plan A attribute such as free range, made at an eco factory or made from recycled material;
- over five million customers have taken part in Plan A activities;
- uses fewer carrier bags (1.7 billion bags saved in five years) and less packaging (26% less by weight);
- over ½ million hours of training and education, including health care and employment rights, have been completed in the supply chain... [Read more](#)

Delhaize Group presents its fifth sustainability progress report

June 7, 2012

Delhaize Group, the Belgian international food retailer presents its fifth Sustainability Progress Report. The online report reflects on the Group's sustainability performance over the period 2009-2011 and confirms its long term commitment to sustainability. This is reinforced by the Group's membership of The Sustainability Consortium, the independent group of organizations working to develop tools to improve the sustainability of consumer goods. Delhaize Group's 2011 sustainability report gives a short overview of the Group's activities and key learnings over the three-year period 2009-2011. A special focus is put on last year's performance for each of the Group's strategic sustainability areas of Products, People and Planet. Some of the highlights:

- The introduction of two new healthy products private brand ranges: Delhaize Kids (in Belgium) and NutriLife (in Greece);
- A 6% drop in greenhouse gas emissions from product transport, compared to 2010;
- A reduction of 2.6 million kilometers traveled by trucks to our company-operated stores;
- Better resource efficiency by taking recycling food waste to the next level, resulting in 7 307 tones recycled at Delhaize America and 5 916 tones recycled at Delhaize Belgium... [Read more](#)

Bayer issues Sustainable Development Report 2011

June 6, 2012

The review of 2011 documented in the report shows that sustainability is an important part of the company's corporate strategy. Bayer places emphasis on innovative strength and partnership models so as to operate successfully and sustainably and this is reflected in the company's high



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research and development budget, which – at around EUR 3 billion in 2012 – is once again the highest in the German chemical and pharmaceutical industry. Some of the highlights:

- Health - Bayer faces two structural challenges with regard to its sustainability commitments in the area of health: on the one hand, the lack of basic medical care in developing countries where populations are on the rise and, on the other, health care requirements in industrialized countries with aging populations as a result of demographic change;
- Nutrition - In the field of nutrition, Bayer focuses on new cultivation methods and sustainable practices along the entire value-added chain. The interaction between the various players in the food industry – from farmers and processors to dealers – is playing an increasingly important role in satisfying requirements in terms of quality, volume, price, and social and ecological compatibility.
- Climate protection and resource efficiency - Bayer is pursuing a two-pronged approach to climate protection and resource efficiency. First, the Group plans to further improve the energy efficiency of its own production plants. Second, the Group is increasingly focusing on the development and marketing of resource-friendly products;
- Social commitment - this forms an integral part of Bayer's sustainability strategy. The company invested EUR 54 million in charity projects in 2011. In doing so, it is looking to make a valuable contribution to society and, at the same time, help shape the framework for the Group's business activities in a positive manner... [Read more](#)

Coca-Cola Hellenic cuts CO2 emissions at its plant in Ukraine

June 4, 2012

Coca-Cola Hellenic announced the inauguration of advanced energy-efficient power generating capacity at its plant in Ukraine that will reduce CO2 emissions by more than 40% and will increase energy efficiency by more than 32% versus traditional power generation. The Combined Heat and Power (CHP) plant, which is located at the Coca-Cola Hellenic bottling facility in Kyiv region, was introduced in partnership with ContourGlobal, an international provider of efficient energy solutions. ContourGlobal has invested in the project approximately €18 million. With electrical capacity of 6MW, the CHP plant supplies highly efficient clean electricity, heat, chilled water and CO2 for the soft drink production process. It is the only “quad generation” plant in Ukraine. The use of combined electricity, heat and cooling generation guarantees high efficiency in environmental, technical and financial terms... [Read more](#)



Romania

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