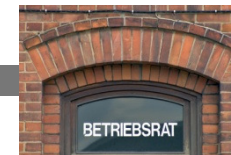


Corporate Social Responsibility

*and its contribution to bind high potentials in
the region*



Corporate Social Responsibility is...

Benefit for companies and regions

About us

Foresight

Corporate Social Responsibility is...

...the community engagement of BP

The screenshot displays the BP Sustainability website. At the top left is the BP logo. To the right are links for 'Reports and publications', 'Contact us', 'BP worldwide', and a search bar. A navigation bar below contains links for 'About BP', 'Products and services', 'Sustainability', 'Investors', 'Press', 'Careers', and 'Gulf of Mexico restoration'. Below this, a breadcrumb trail reads 'You are here: BP Global > Sustainability'. The main content area features a large image of a woman speaking, with the text 'Community engagement' and 'Engaging with local communities is a vital element of our work'. To the left of this image is a sidebar menu with links: 'BP and sustainability', 'Gulf of Mexico oil spill', 'How we operate', 'The energy future', 'Safety', 'Environment', 'Society', 'BP Energy Lab', and 'Data and mapping tools'. To the right of the main image is a 'Featured case studies' section with a photo of two men in a field, titled 'Community engagement in Alaska' with the subtitle 'Being a good neighbour on the North Slope'. Below this are links for 'Alaska', 'Azerbaijan', 'Indonesia', 'Global', and 'View all case studies'. Further down, there are three sections: 'Latest updates' (dated July 2011) with links for 'BP investigation recommendations' and 'Bribery and corruption'; 'Group performance data' with a bar chart and a link to an 'HSE charting tool'; and 'Highlights' with a photo of US dollar bills and text about 'Bribery and corruption' as a risk in the oil and gas industry.

And the communication with their stakeholders

Source: <http://www.bp.com/sectionbodycopy.do?categoryId=3311&contentId=7066754> (13.10.11)

Corporate Social Responsibility is...

*...painting the walls
of a Kindergarten by
the managers of
RWE...*

VORWEG GEHEN
HEISST HERAUSFORDERUNGEN
ANNEHMEN.

3.10 Gesellschaftliche Verantwortung



Teambuilding durch freiwilliges Engagement
Gutes tun und dabei gleichzeitig lernen. Im Rahmen des TeamAKTIV-Projekts von RWE Companius renovierten im Juli 2010 knapp 50 internationale Führungskräfte der RWE IT den Außenbereich der Essener Kindertagesstätte „Kleine Farm“. In gemischten Teams strichen sie die Fassade, restaurierten die Torwand, verschönerten die Tiergehege und legten ein Feuchtbiotop an. Für die Führungskräfte aus England, Tschechien und Deutschland war der Einsatz eine Gelegenheit, sich auch jenseits des Arbeitsalltags näher kennenzulernen.

European Commissions
(Enterprise and Industries)
definition:

*“... a concept whereby companies **integrate social and environmental concerns** in their business operations and in their **interaction** with their **stakeholders** on a **voluntary basis**.”*

Source: http://ec.europa.eu/enterprise/policies/sustainable-business/corporate-social-responsibility/index_en.htm (13.10.11)

CSR is not a new development:

...old hat with a new name?

- Companies have been engaging for the society in which they do business for as long as there have been companies
- Best known are the many foundations through which business personalities have been contributing to their communities since the Middle Ages

New trends:

- Because of the globalization the social responsibility of companies got a new meaning as corporate misbehavior was reflected more and more into the publicity
- Companies are under growing pressure to be accountable not only to shareholders, but also to stakeholders such as employees, consumers, suppliers, local communities, policymakers, and society-at-large

...old hat with a new name?

CSR and the economic crisis:

- CSR is more relevant than ever in the context of economic crisis
- It can help to build (and rebuild) trust in business, which is vital for the health of Europe's social market economy
- It can also point the way to new forms of value of creation based on addressing societal challenges, which may represent a way out of the crisis

...complex and not just a image campaign!

- **The intern dimension**

CSR starts in the own company and concerns all divisions and business processes

For example:

- Operative environment protection
- Occupational health and safety
- Diversity Management

- **The external dimension**

CSR goes beyond the business processes to improve the relationship with the Stakeholder

...integrated business strategy

CSR as a term and as a definable business concept has been created mainly by and for larger companies

Many big and global acting companies admit to the new management concept

But...

...mostly it has no effect to their management practices

To implement an integrated and sustainable CSR-Strategy it is necessary to “inject” it in the whole company and not just place it on the top

...chance to strengthen SMEs

- Small and medium-sized enterprises (SMEs) are the predominant form of enterprise in the European Union
- If Europe and its enterprises want to achieve the full benefits of Corporate Social Responsibility (CSR), it is important that SMEs are fully engaged and that their commitment is entirely recognized in public
- Small businesses are typically not less responsible than large enterprises
- They may not know and use the term "CSR", but their close relations with employees, the local community and business partners often mean they have a naturally responsible approach to business

Corporate Social Responsibility is...

Instruments of Corporate Social Responsibility

Code of Conduct

Standards
(Global Compact, ILO)

Codices for special
sectors

Ethical investments

Human Ressource
Management

Corporate Foundation

Corporate Volunteering

Corporate Giving

CSR-Reporting

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Benefit for companies and regions

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The social commitment should have a benefit for the companies as this is important for the longevity and the strategically character of CSR

The benefit for the companies

employee motivation and loyalty

In accordance to a study:

- 87% of the employees in Europe show a strong loyalty to social committed companies
- employees, who participate on “Corporate Volunteering”-projects are more satisfied (plus 14%) and their willingness to perform increase about 30%
- by 42% the social commitment of the companies was the essential appeal to take the job in this company

Chance: CSR - a management instrument to win the skilled employees of tomorrow

The benefit for the companies

employee motivation and loyalty

- Gallup-Study:
 - 84% of the interviewed persons in ethically led companies feel joy at their work
in return: just 14% of the interviewed employees **in not** ethically led companies feel joy at their work
 - The average status of employee's illness is in ethically led companies 5 days a year and 11 days **in not** ethically led companies

CSR is a key factor for employee motivation in the future and an instrument to obligate the well skilled employees in the future

The benefit for the companies

- **expertise and transfer of knowledge**
 - socializing
 - opening up for innovative thinking (*“catching a view beyond one’s own nose”*)
 - promoting social and emotional competence and increasing the ability to communicate
- **Enhancement of the working atmosphere**
- Vital corporate culture / Upgrade of the corporate communication and reliability of the company to it’s stakeholders
- customer loyalty and image improvement
- **Raising up the Shareholder Value**

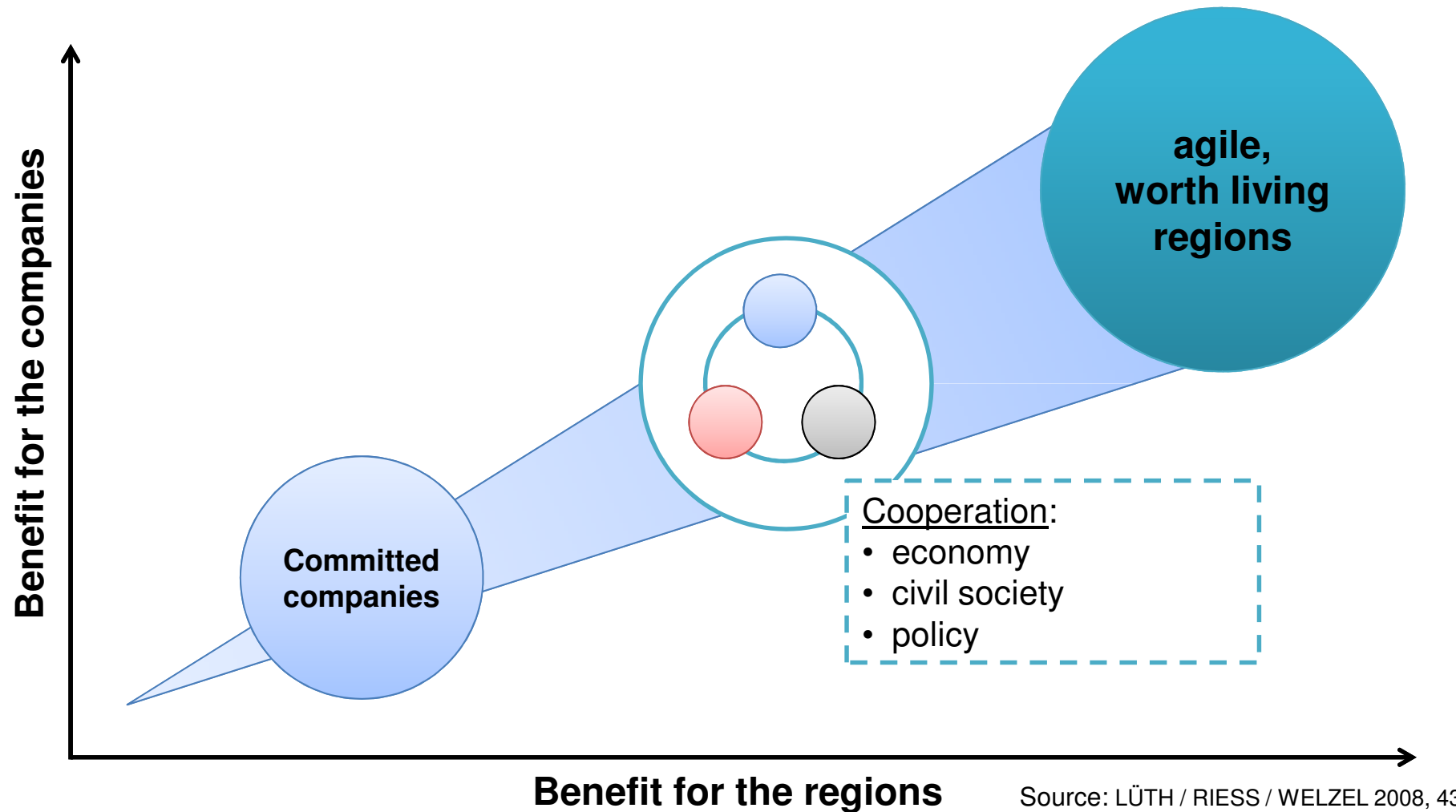
The benefit for the regions

WIN-WIN-Situations for companies and society

Not just companies can generate a benefit by CSR. According to the spatial shape of the project the society and even regions can have benefits:

- Establishing new cooperation- and communication structures between policy, civil society and economy
- Generating social capital in the region
- Companies forge close links with their place of location
- Creating soft local conditions (important to recruit highly qualified manpower)
- Increasing the ability to compete

Benefit for companies and regions



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Corporate Social Responsibility is...

Benefit for companies and regions

About us

Foresight

Q&A Banner · Küster - Consulting company (Oberhausen, Hamburg)

Our main business areas are:

- Consulting for workers councils in case of works alteration
(based on the Works Council Constitution Act)
- Business analysis
- Human Resource Management
- Organizational development
- Corporate Social Responsibility

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mediator organization as multiplier for CSR

- CSR can make a sustainable contribution to strengthen the region
- To use the potential of CSR for the regional development CSR has to dispread into the companies
- Urban and regional institutions (e.g. communal business development, agency for honorary office) play a key role to manifest CSR into the economy and to initialize the dialog between companies and Non-Profit-Organizations
- In North Rhine-Westphalia we have “good practice”-examples like “Ehrenamtsagentur Mülheim” – but nevertheless there is room for improvement

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-
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Thanks for your attention

Anne Meyberg