

Period: 1 October 2008 – 31 September 2009

PROJECT TITLE: Effective Utilisation of the CSR Practices to Deal with the Margins of the Labour Markets in South-East Europe (EU-CSR)

Call: VP/2008/007

Budget Heading: 04.04.01.01

Application number: VP/2008/007/236

Applicant: BILSP - Balkan Institute for Labour and Social Policy - Bulgaria

Project partners:

*** ESC- Economic and Social Council of the Republic of Bulgaria**

*** AUR - National Association of Human Resources Specialists (A.N.S.R.U.) - Romania**

SCOPE OF THE PROJECT

The project is aiming at preparing a tool-kit for fostering the implementation of the Corporate Social Responsibility in South East Europe consisting of:

- compendium of best CSR practices from 7 Member States of the European Union;
- methodology for monitoring and assessment of the level of excellence achieved in CSR practices in Europe.

The geographical coverage of the project includes the following countries:

- Bulgaria, Denmark, France, Great Britain, Ireland, Romania, Sweden, regarding the accumulated experience;
- Bulgaria, Romania, Macedonia and Serbia, regarding the direct dissemination of the results of the project;
- Bulgaria and Romania, regarding the testing of the results of the project.

The conferences for disseminating and promoting the results will be conducted in Belgium (Brussels), Bulgaria (Sofia) and Romania (Bucharest). Participants from 6 countries – Member States, candidate and potential candidate countries, will be included in the panel discussions of the conferences and will have the obligation to disseminate the results of the project.

The publication of the project results and the proceedings of the conferences on the web-sites of project partners as well as on the web-site of organisations supporting the project from other countries will be done in 6 languages (Bulgarian, English, French, Macedonian, Romanian and Serbian). This will make them available to interested organisations from countries whose aggregated number of population exceeds 150 million people.

PROJECT AIMS

The first objective of the project is to improve the understanding of Corporate Social Responsibility as an effective instrument to achieve the directly related to the labour market objectives of EES - full employment and improving quality and productivity at work. This objective is directly supporting EU Member states commitments and efforts to create more and better jobs and to build a more cohesive society. This objective should be achieved

through collecting, analysing, comparing and assessing of the CSR practices in 7 EU Member States and producing a compendium of the best CSR practices.

The second objective of the project is to assist in improving the institutional capacity of the different stakeholders - governmental bodies, social partners, NGOs - at European and national level to monitor, assess and on that basis improve their policy and measures related to labour market development - socially responsible production including human resource management (HRM), working conditions improvement, social inclusion.

The third objective of the project is to identify and prove the relevance and sustainability of the project results by testing the implementation of selected best practices for socially responsible production as well as the methodology for monitoring and assessment of CSR practices in 6-10 enterprises in Bulgaria and Romania.

One of the cumulative effects of achieving the three above-listed objective will be promoting the CSR concept among employers and investors to introduce socially responsible production and investment as a competitive instrument on the market. A second effect will be getting more people into jobs especially those at the margins of the labour market thus tackling also discrimination and inequality. This will help in achieving the priorities of the Social Agenda.

AUR – A.N.S.R.U will be involved and will coordinate all the following activities carried out in Romania:

In order to achieve the above aims, the project will undertake the following activities:

Activity 1: Creation of inventory of CSR practices related to attracting people from the margins of the labour market (young people, pre-retirement age people, disabled, low-educated and low-skilled, women after maternity leave)

- 1.1 Investigation and research of the relevant CSR practices in: Bulgaria, Denmark, France, Great Britain, Ireland, Romania and Sweden;
- 1.2 Analysis of the CSR practices in the above-mentioned countries
- 1.3 Comparison of the practices in the different countries with establishing of the pre-requisites for the practice and the conditions for success
- 1.4 Selection of best practices and preparation of a compendium of the best practices
- 1.5 Publication of the compendium of the best practices in 6 languages - Bulgarian, Romanian, English, French, Macedonian, Serbian

Activity 2: Development of methodology for monitoring and assessment of the level of excellence in CSR practices in Europe (Methodology)

- 2.1 Establishing the relation between the HRM life cycle and the CSR aspects and its impact for each phase of the HRM
- 2.2 Development of the conceptual principles and model of CSR level of excellence
- 2.3 Development of methodology for monitoring of CSR level of excellence
- 2.4 Development of methodology for assessment of CSR level of excellence
- 2.5 Publication of the developed methodology for monitoring in 6 languages

Activity 3: Pilot project for testing the developed methodology

After the preparation of the Compendium and the Methodology their quality will be tested in 6-10 Bulgarian and Romanian enterprises.

- 3.1 Selection of 3-5 enterprises in Bulgaria and Romania each
- 3.2 Implementation of the recommendations developed at activity 2.1 in the factories
- 3.3 Monitoring of the implementation of the activities and the results following the developed methodology at activity 2.3

Activity 4: Dissemination of project results

- 4.1 Conference in Sofia
- 4.2 Conference in Bucharest
- 4.3 Conference in Brussels
- 4.4 Web-site

Activity 5: Project management

- 5.1 Administration of the project activities
- 5.2 Internal monitoring

OUTPUT

1 Documents

- **Compendium of CSR best practices aiming at attracting people at the margins of the labour market into employment** - 300 copies in each of the 6 languages or totally 1800 copies
- **Methodology for monitoring and assessment of the level of excellence in CSR practices in Europe** – 300 in each of the 6 languages or totally 1800 copies

2 Reports

- systematized and structured reports on the CSR practices in 7 EU Member States
- joint report containing the comparative analysis of the CSR practices in 7 EU Member States
- report containing proposal for the criteria for selection of best CSR practices
- report on the relation between the HRM life cycle and the CSR aspects and its impact on the labour force for each phase of the HRM
- report containing the conceptual principles and model of CSR level of excellence
- report containing the monitoring part of the Methodology
- report containing the assessment part of the Methodology
- report on the level of excellence achieved in implementing CSR practices in 6-10 enterprises in Bulgaria and Romania

3 Conferences

- Conference in Sofia for the dissemination of the results from the research and analysis
- Conference in Bucharest for the dissemination of the results from the research and analysis
- Conference in Brussels for the dissemination of the developed methodology for monitoring and assessment of the level of excellence of CSR practices in Europe and the results from the pilot testing

4 Pilot testing

- 6-10 Bulgarian and Romanian enterprises with signed agreements to implement CSR practices
- 6-10 Action Plans.
- 6-10 Monitoring Reports.

5 Web-publications on 3 web-sites