



CSR Europe

Renewed European Communication on CSR and Legislative Proposal on CSR Reporting

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CSR MarketPlace 2011, Budapest, 2 June 2011

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Renewed European Communication on CSR – to be expected on 20 July 2011



- **Background and context:**
 - ❖ Last CSR Communication 2006
 - ❖ Europe 2020 Strategy
 - ❖ Economic and financial crisis
 - ❖ New international developments
 - ❖ Expectations of EU member states, European Parliament, different stakeholders

Renewed European Communication on CSR



- Create a **modern understanding of CSR** that:
 - 1) Keeps the **current EU definition** (focus on voluntary approach and strategy)
 - 2) Emphasizes the need for business to
 - Create **shared value** for owners/shareholders and stakeholders/society
 - Engage with and be **transparent** towards stakeholders
 - **Respect legislation and collective agreements**
 - Consider the **opportunity/innovation dimension of CSR**

Renewed European Communication on CSR



- 3) Takes account of **differences** (SMEs/other enterprises)
- 4) States that **CSR must be led by business**; role of public authorities: use a **smart mix** of mainly voluntary and where necessary regulatory instruments

A strategy built on 12 actions around



1. Societal impact of business
2. Trust in business
3. Internationally agreed CSR instruments
4. Responsible consumption
5. Responsible public procurement
6. Responsible investment
7. Company disclosure
8. UN business and human rights framework
9. Other countries/regions
10. Education & research
11. (Sub-) national CSR policies
12. Coordination and monitoring of the EC strategies and activities

Legislative Proposal of the European Commission on CSR Reporting



- 1) The European Commission intends to adopt a **legislative proposal on CSR/non-financial reporting** under the Danish EU presidency in 2012
- 2) Small **EC Expert Group** including CSR Europe (Q3, Q4 2011)
- 3) **Joint working meeting** with CSR Europe and EC cabinets and director generals (Q4 2011)



Thank you
very much for your attention!

More information can be found on www.csreurope.org or
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