



MINISTERIO DE
TRABAJO Y ASUNTOS
SOCIALES

SECRETARIA GENERAL DE
EMPLEO
D.G. DE LA ECONOMIA SOCIAL
DEL TRABAJO AUTONOMO Y
DEL FONDO SOCIAL EUROPEO

GOVERNMENT ROLE IN CSR: PROMOTING PUBLIC POLICIES

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FRAMEWORK ON CSR: WHY DO HAVE TO ACT?

During last years international organizations as **UN, ILO OECD or EU** have been considered **Corporate Social Responsibility** as a new concept included in the goal of sustainable development:

“the most competitive and dynamic knowledge-based economy in the world, capable of sustainable economic growth with more and better jobs and greater social cohesion” adopted by the Lisbon Summit of March 2000, and to the European Strategy for Sustainable Development.



“In July 2001, the Commission presented a Green Paper *“Promoting a European Framework for Corporate Social Responsibility”*. The aims of this document were, firstly, to launch a debate about the concept of corporate social responsibility (CSR) and, secondly, to identify how to build a partnership for the development of a European framework for the promotion of CSR.

The COMUNICACION FROM THE COMISSION IN 2002 defined CSR as *“a concept whereby companies integrate social and environmental concerns in their business operations and in their interaction with their stakeholders on a voluntary basis”*



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New Communication on CSR from the EU Commission in march 2006

**“IMPLEMENTING THE PARTNERSHIP FOR
GROWTH AND JOBS:
MAKING EUROPE A POLE OF EXCELLENCE
ON CORPORATE SOCIAL RESPONSIBILITY”.**



CSR can contribute to sustainable development, while enhancing Europe's innovative potential and competitiveness, thereby also contributing to employability and job creation

promoting CSR is central to the new partnership for "growth and jobs" as well as for implementing sustainable development objectives. The Commission offers close partnership, with Member States, with business and with all stakeholders involved to make Europe a pole of excellence on CSR



PROPOSED ACTIONS TO PROMOTE FURTHER TAKE-UP OF CSR PRACTICES

In further promoting CSR, the Commission will emphasise the following aspects:

Awareness-raising and best practice exchange.

Support to multi-stakeholder initiatives

Cooperation with Member States

Consumer information and transparency

Research

Education

SMEs: A necessary approach

The international dimension of CSR



WHERE DO CSR GOES?

CSR tries to achieve a new model of companies :

Combining profits with the implementation of adequate social and environmental practices.

Fostering the participation of employees, workers, shareholders, consumers and suppliers, or others stakeholders involved.

- Enhancing the responsible behaviour taking into account social and environmental issues of enterprises.



What's the opinion of the government on CSR?

The government aims to implement the necessary measures in order to achieve the goals of the **European Strategy for Sustainable Development**.

Promoting CSR policies, under a voluntary basis and complementary to the law.

The fomenting policies are based on:

- The **transparency of companies** (shareholders, consumers, workers, suppliers, employees and managers).
- Fostering CSR to all enterprises, including an **specific approach to SMEs**
- Improving the **knowledge about CSR** and facilitating the exchange of experience and good practice.

Evaluation and Measurement, reporting and assurance.



- **To take action with consumers as a key role player.** They are expected to exercise critical choice and encourage good products in a good companies.
- Support the **labour and social policies**, concerning equality, fighting against the discrimination on women, enhancing the right to the labour and family conciliation of workers and employees, improving and fostering the stable hiring, promoting a life long learning cycle, taking care on health and safe labour conditions, and considering the inclusion of social excluded persons (persons with disabilities).
- To implement the CSR principles in the scope of **governments and public sector.**



The pillars of the public policies on CSR

The Spanish Government thought that promoting policies on CSR should be discussed between **social partners and the rest of society**, so the future decisions of government on public policies on CSR are based on the 3 key pillars of multistakeholder dialogue:

- **Parliament Commission : Launched Report: Promoting and enhancing CSR 2006.**
- **Technical Advisor Committee of Experts 2005-2007 created by the Government: Conclusions of “Foro de Expertos”**
- **Social Dialogue, between social partners.**



¿What is "el Foro de Expertos"?

In march 2005 The Ministry of Labour and Social Affairs created a Technical Advisor Committee of Experts on CSR called "FORO DE EXPERTOS" This Committee includes 47 core members on behalf of all the CSR stakeholders:

Foundations and associations of important companies in the scope of CSR.

- **NGOs from different fields such as environment, human rights, consumers, social economy, disability.**
- **Experts from the university an researchers.**
- **Ministry of Labour an Social Affairs, Ministry of Economy, Ministry of Industries and Trading, Ministry of Environment, Ministry of health and Consumption, Ministry of Public Administration, Ministry of International Affairs and cooperation, and Ministry of presidency**



REPORTS AND AGREEMENTS

Session I,II and III: First Report :

The aim of CSR is

sustainability

Defining the voluntary and complementary concept of CSR :



In addition to the strict fulfillment of effective legal obligations, Corporate Social Responsibility is the voluntary integration of the social, labour, environmental concerns and the respect to the human rights in the companies management, including its strategy, policies and procedures, that arise from the dialogue and transparency with all stakeholders, taking into account the responsibility of consequences and impacts derived from their actions ".



session IV . Reporting

The Committee focused the discussion on the report credibility for the companies.

Government supports the idea of maximum transparency with real information of social an environmental performance and the need of assesment in order to verify the policies and good practices of the companies.

Government should promote the standards and guidelines of reporting, with a great consensus on the adequate indicators. This information could be the basis to implement public policies on CSR.



Session V. Situation in Spain

The Committee considered the situation in Spain, the commitments and actions from the spanish companies and public sector

In the spanish context, we have to consider CSR as a progressive cross-cutting issue.

In spite of the later launching of CSR, in 2003 the number of initiatives and projects from the companies, NGOs and other institutions on CSR had experimented a huge increase at central, regional and local level.



SESSION VI PUBLIC POLICIES - 29 RECOMMENDATIONS

1. Information campaign/awareness raising

- 1. Advertising campaigns in order to improve the comprehension of CSR concept increasing the awareness-raising to the companies and the whole society as a role players on CSR.**
- 2. Web site promotion on CSR to facilitate the knowledge of CSR information, , the experiences exchange, in a national, EU and international level.**
- 3. Supporting different initiatives of the social, economic and institutional players on CSR for the better knowledge on CSR.**



II. Responsible consumption

4. **Fostering the CSR principles on consumption policies.**
5. **Promoting accesible and credible information to consumers for a responsible bussiness behaviour.**
6. **Supporting NGOs and other organizations in this field to promote CSR initiatives and to defend the consumers rights.**
7. **Fomenting the recognition of labels (fair trade or any kind of label) as a very importnat tool to help consumers to make a informed choices, taking into account the social, economic and environmental criteria.**



III. Goals and philosophy of Sustainable development and responsible management

8. **Fostering research on CSR and sustainable development**
9. **Enhancing the principles of sustainable development**
10. **Building studies to implement CSR and sustainable development in education.**
11. **Promoting the right knowledge and skills to be developed in universities, business schools, and other education institutions to incorporate CSR into education.**



IV knowledge, ability of social partners involved in the development of CSR

- 12. To strenght the development of trades and social partners abilities on CSR**
- 13. To boost the education and training on CSR to bussines managers, and trade unions representatives.**
- 14. To facilitate the experiences exchange and to share the best practices on CSR**



V *Enhancing CSR and Sustainable development*

15. Implementing the principles on CSR in public sector, boosting the responsible behaviour for the government and the rest of public administration . **Public procurement:** : According to the new law on public contracts, it can be required social or environmental clauses in the application for public procurement contracts.

16. Promoting Social Responsible Investments (SRI) as a tool to reach the new development of companies. *Pension reserve fund of Administration*: taking account of social, environmental and ethical factors in their investment decisions. Although such legislation does not require pension funds trustees to adopt SRI policies, it increases their transparency on the issue.



- 17. Public incentives to the foreign trade: companies should inform about its CSR policies , specially in the case of credit recipient companies from international organizations**
- 18. Development of public policies and incentives on CSR to all companies , including SMEs.**
- 19. Establishment of CSR priorities according to the goals of the Lisbon Agenda and the implementation of proposals of the Communication from the Commission 2006.**



VI *Fostering the CSR report to the companies*

20. Launching a public policy of CSR reporting, including some aspects like:

- *Technical support to the enterprises.*
- *Tools of reporting.*
- *Good practices.*
- *Necessary Issues and indicators to be included for the CSR report*
- *Assesment and verification of CSR reproting*



21. Financial and technical resources to National Contact Point (NCP), in order to achieve its objectives:

Spreading out the OECD Guidelines,
implementation of guidelines

Debate's forum

providing solutions such as conciliates and mediates.



SMES: An Specific approach on CSR

VII Promoting SMEs CSR

- 22. Facilitating useful information on CSR proceses, according to the nature of SMEs***
- 23. Supporting the starting CSR policies, answering usual questions and giving all the necessary information to achieve successful practices.***
- 24. Recognizing the progressive CSR approach of SMEs.***
- 25. Fostering cooperation among SMEs to manage the expected CSR goals.***



VIII Participation , dialogue, development of companies

26. Promoting a greater committment from the companies on CSR policies and participation in the sustainable development .

27. *Involving social partners in social policies implementation from public governments.*



- 28. *Networking, forums, and other participation forms in order to reach a cross-cutting cooperation to grow up development, employment and social cohesion, and to facilitate training development and research***
- 29. *Creation of a CSR multistakeholder Council, which aims to give advise to government in the CSR policies***



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El Consejo Estatal de RSE



Ministry of Labour and Social affairs should promote the creation of Consejo Estatal de RSE, as a multistakeholder CSR adviser Council to the government.

CSR COUNCIL Royal Decree approved 15 february



CSR Council Pillars

- **Session VI : Report from “Foro de Expertos” Recommendation 29**
- **Agreement on Social Dialogue CSR in december 2007 social partners adopted by consensus (UGT-CCOO-CEOE-CEPYME) Recommendation 10**
- **Report from the Parliament Commission: Promoting and enhancing CSR: recommendation 32**



CSR Council GOALS:

- ***Multistakeholder CSR Forum among main social partners (CCOO-UGT-CEOE-CEPYME) , governments (Local, regional and central level) NGO,s and other CSR institutions and foundations***
- ***To enhance CSR initiatives as a Government adviser with an especial regard to the SMEs.***
- ***To report public projects and legal initiatives which could have effects on companies, organizations and institutions (private and public sector)***
- ***To promote guidelines and standards of CSR companies report***
- ***To analyse the spanish CSR development and to inform about european and international CSR experiences.***



CSR Council FUNCTIONS:

To issue opinions and to present studies about CSR

To report and to advise on CSR to the government

Follow-up CSR process in Spain (Observatorio)

Implementation of CSR promotion

National and international cooperation, with participation in CSR
Forums



CSR Council includes 48 core members

Chairman : Minister of Labour and Social affairs

Core members are representatives from

- *Business organizations (12)*
- *Trade unions (12)*
- *NGOs (environment, human rights, consumers) Foundations and associations, social economy, disability, universities, and other fields in CSR issues) (12)*
- *Government/ Central, Regional, local level (12)*



Conclusion

CSR will play a key role to the new and sustainable model of companies....

That should combine profits with social and environmental commitments

- That provides a high level of information, so better companies transparency and credibility
- That involves all stakeholders in a sustainable development, specially workers and employees improving quality of employment and wellness.



Taking into account CSR as a voluntary and complementary issue, Government aims to enhance and to stimulate enterprises to implement CSR good practices

Multistake-holder dialogue plays a key role to reach the effectiveness of CSR public policies (CSR COUNCIL)



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THANK YOU FOR YOUR ATTENTION

Foro de expertos Conclusions in english soon available!!