

Pilot Project.

Corporate Social Responsibility (CSR) in SME in Berlin

01.01.2008 - 31.12.2009

Funded by:



Pilot Project.

CSR in SME in Berlin

- 01. January 2008 - 31. December 2009
- Consulting of 10 SME to develop and implement a CSR strategy
- eLearning modules
- Workshops
 - with all enterprises involved in the project
 - internal workshops in every enterprise
 - together with other enterprises
- Involvement of large-scale enterprises
- Scientific evaluation
- Conference
- Handbook

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CSR in SME in Berlin

Benefit for SME participating in the project:

- Ethic responsibility in close connection to business
 - Enterprise more likely to attract specialists
 - Employees are more motivated
 - Better relation to costumers and contractors
 - Sustainable business regardful of ethic and ecologic principles
 - Better surrounding conditions
 - Access to new markets
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- Pioneer enterprises in Berlin – reputation and image