



UNIUNEA EUROPEANĂ



GUVERNUL ROMÂNIEI
MINISTERUL MUNCII, FAMILIEI
ȘI PROTECȚIEI SOCIALE
AMFOSDRU



Fondul Social European
POSDRU 2007-2013



Instrumente Structurale
2007-2013



A.N.E.I.R.



UN
DP



Investește în oameni !

“Întărirea capacității companiilor românești de dezvoltare a parteneriatelor sociale - Responsabilitate Socială Corporativă”

Proiect co-finanțat din Fondul Social European prin Programul Operațional Sectorial pentru Dezvoltarea Resurselor Umane 2007-2013, POSDRU/64/3.3/S/41722

www.aneir-csr.ro

NEWSLETTER

August 1 - 31, 2012

Strengthening the capacity of Romanian companies to develop social partnerships –CSR

CSR News Romania

DHL Romania's scholarship programme

August 30, 2012

DHL has launched the second edition of its global scholarship programme *UpStairs* through which the company offers scholarships to employees' children in order to support their personal development. Each scholarship has a value of up to 2000 euros and besides the financial support, every child benefits from mentoring and is offered internships. The three-year program provides not only financial assistance but individual support, such as mentoring through a Group employee, internships at a branch, or IT and language courses. To be eligible for the scholarship, the family income may not exceed a certain threshold, which varies by country. 60 scholarships have already been awarded in Indonesia, Mexico, Romania and South Africa... [Read more](#)

BRD finances the programme 'Emergency Aid for the Homeless'

August 29, 2012

BRD is developing in partnership with two NGOs - Samusocial and Parada – a programme for homeless people. The bank finances with 50.000 euros the project that aims to aid homeless people living on the streets of Bucharest. Besides providing basic needs – food, hygiene, clothes - social and medical services will also be extended to those in need. Currently in Bucharest there are 800 – 1300 homeless babies and children and over 5000 homeless adults... [Read more](#)

Raiffeisen Communities' grants programme: call for proposals

August 27, 2012

The grant programme initiated by Raiffeisen has selected 209 social project - proposals from all over Romania (from 37 counties) the winner to be voted by the public between August 27 and September 17. Most of the proposals focus on education, social services, health, sport and environment. The proposals were submitted by NGOs (172), schools (29) and hospitals (8). The bank will finance each project with 5.000 euros, and is funding the overall programme with 100.000 euros... [Read more](#)

Cora Romania raises funds for eight NGOs

August 27, 2012

Cora Romania developed between May – August the campaign 'Open Hearts' in eight supermarkets throughout Romania to raise funds for partner NGOs. In total 352.000 lei were raised for eight NGOs: Pro Vita Association, save the Children, Saint Spiridon, Little People, the



COMPANII ROMÂNEȘTI
RESPONSABILE SOCIAL



UNIUNEA EUROPEANĂ



GUVERNUL ROMÂNIEI
MINISTERUL MUNCII, FAMILIEI
ȘI PROTECȚIEI SOCIALE
AMFOSDRU



Fondul Social European
POSDRU 2007-2013



Instrumente Structurale
2007-2013



A.N.E.I.R.



UN
DP



Investește în oameni !

“Întărirea capacității companiilor românești de dezvoltare a parteneriatelor sociale - Responsabilitate Socială Corporativă”

Proiect co-finanțat din Fondul Social European prin Programul Operațional Sectorial pentru Dezvoltarea Resurselor Umane 2007-2013, POSDRU/64/3.3/S/41722

www.aneir-csr.ro

Somaschi Foundation, the Physically Challenged Association – Mehedinti county, and Holt Romania. Cora customers donated 214.500 lei and the company the rest. The campaign is held annually since 2005 and in the eight years so far, Cora Romania has raised and donated over 1.300.000 lei to various NGOs... [Read more](#)

Foreign lawyers are building houses for Habitat for Humanity Cluj

August 21, 2012

Fifteen employees of Addleshaw Goddard and partner companies took part in construction work in Cluj county. They built homes for less fortunate families, with very little income and large number of family members. Currently a house is being built in Dezmir, Cluj county, by foreign lawyers who donated 680 hours of their time in various stages. They came to Cluj as part of the Global Village programme that allows volunteers contribute to building low cost affordable housing with the charity Habitat for Humanity. Addleshaw Goddard is taking part in this project for the second year; the firm pays for all of the expense of the trip, whilst participants make a personal contribution of £500 to the charity to enable it to continue its good work. Until now three international teams from Norway, Northern Ireland and UK and a national team from Lafarge Romania have participated in this construction work... [Read more](#)

MOL Romania collects used cooking oil

August 2, 2012

MOL Romania in cooperation with the Partnership Foundation has launched a campaign to collect and recycle cooking oil in order to transform it into biofuel. The campaign is developed in 30 petrol stations in Bucharest, Oradea, Cluj-Napoca, Targu-Mures and Odorheiu-Secuiesc. In the first stage of the campaign MOL intends to assess the needs of the population regarding the collection of used cooking oil. According to data provided by the company, annually in Romania 260,000 tons of cooking oil are used – around 13 liters per person. Collection from restaurants is easier but from households the percentage collected is minimal. The recycling process will purify the used oil and transform it into biofuel... [Read more](#)

CSR News Europe

Cargill releases 2012 corporate responsibility report

August 21, 2012

Cargill released its 2012 corporate responsibility report. Entitled ‘Our Responsibility in a Changing World’, it reports on the four pillars of the company’s approach to corporate responsibility: conducting business with integrity; working to feed the world; operating responsible supply chains; and enriching our communities. Some of the highlights:

- information on the company’s work to address economic, environmental and social issues in its supply chains; updates are provided on Cargill’s performance against its worker safety and environmental goals.
- information on the company’s sustainable cocoa program; its work with The Nature Conservancy to protect the Brazilian rainforest; enhancements to its food safety programs;



COMPANII ROMÂNIEȘTI
RESPONSABILE SOCIAL



UNIUNEA EUROPEANĂ



GUVERNUL ROMÂNIEI
MINISTERUL MUNCII, FAMILIEI
ȘI PROTECȚIEI SOCIALE
AMFOSDRU



Fondul Social European
POSDRU 2007-2013



Instrumente Structurale
2007-2013



A.N.E.I.R.



UN
DP



Investește în oameni !

“Întărirea capacității companiilor românești de dezvoltare a parteneriatelor sociale - Responsabilitate Socială Corporativă”

Proiect co-finanțat din Fondul Social European prin Programul Operațional Sectorial pentru Dezvoltarea Resurselor Umane 2007-2013, POSDRU/64/3.3/S/41722

www.aneir-csr.ro

and its efforts to help develop a more sustainable shipping industry.

- It outlines the company's actions to improve food security and how Cargill is acting on its vision to be the global leader in nourishing people to address the complex challenge of feeding a world on its way to 9 billion people - expanding access to food, improving nutrition and alleviating hunger; and increasing agricultural productivity and incomes while ensuring responsible land use.
- charitable giving reached \$69.9 million across 57 countries. Funding went to programs that improve nutrition and health, education and environmental stewardship.
- Cargill volunteers and funding helped construct kitchens in schools in Central America; established India's first food bank; build 56 schools in Vietnam serving more than 12,000 children; and restored key environmental areas with 8,000 employees participating in Earth Day and World Environment Day events in 350 locations, among many examples...

[Read more](#)

HP Labs commits research funding to 46 Universities across the globe

August 10, 2012

HP's philosophy of open innovation has led to extraordinary collaboration with governments, universities, customers and partners. HP is furthering its commitment to deepening insights and impact through research and innovation. The company announced it is giving over \$4 million in sponsored research awards as part of the fifth annual 'HP Labs Innovation Research Program (IRP)'. These research awards will enable 60 research projects to conduct breakthrough collaborative research in cloud technology, health care, information analytics, social media, and a host of other disciplines. Faculty and students at leading colleges, universities and research institutes around the world have been participating in research with HP to bring about the next generation of technologists and scientists. In its fifth year, the HP Labs IRP has channeled approximately \$20 million of support to academic projects aligned with the HP Labs research agenda. IRP has gathered more than 2,000 research proposals from more than 40 countries, each seeking up to \$100,000 in project funding for one academic year. Of these proposals, IRP has supported more than 150 research projects, most being renewed for a second year. More than 40 patent filings and nearly 250 scholarly publications have resulted from IRP projects to date... [Read more](#)

Tesco, L'Oréal, British American Tobacco among the most transparent companies in the consumer goods and services industry according to Transparency International

August 6, 2012

The 'Transparency in Corporate Reporting' assesses the disclosure of steps companies have in place to fight corruption. It also looks at companies' transparency footprint across 177 countries: to what extent are earnings and taxes in specific countries made public. Transparency International has scored companies from 0-10 (10 is most transparent, and 0 is least transparent) based on their disclosure of various sorts of business information important for investors and the general public: where they pay their taxes, their corporate structures and what they are doing to prevent corruption. According to Transparency International, the world's 105 biggest companies are worth more than US\$11 trillion and touch the lives of people in more than 200 countries across the globe, wielding enormous and far reaching power. Some of the highlights:



COMPANII ROMÂNEȘTI
RESPONSABILE SOCIAL



UNIUNEA EUROPEANĂ



GUVERNUL ROMÂNIEI
MINISTERUL MUNCII, FAMILIEI
ȘI PROTECȚIEI SOCIALE
AMFOSDRU



Fondul Social European
POSDRU 2007-2013



Instrumente Structurale
2007-2013



A.N.E.I.R.



UN
DP



Investește în oameni !

“Întărirea capacității companiilor românești de dezvoltare a parteneriatelor sociale - Responsabilitate Socială Corporativă”

Proiect co-finanțat din Fondul Social European prin Programul Operațional Sectorial pentru Dezvoltarea Resurselor Umane 2007-2013, POSDRU/64/3.3/S/41722

www.aneir-csr.ro

- 85% of the world's 105 biggest companies provide channels through which employees can report potential violations of policy or seek advice;
- 78 out of 105 companies do not disclose where all their subsidiaries are registered;
- 50 do not disclose revenue/sales in any country of foreign operations;
- 85 do not disclose income tax in any country of foreign operations;
- 39 do not disclose any financial data (tax, revenue, sales, pre-tax income, capital investment, community contributions) in their countries of operation... [Read more](#)

The ‘CSR and the Investment Market: coming together’ Survey

August 6, 2012

ICA, the leading corporate access specialist, has combined with Smithfield, the leading financial communications consultancy, and Burson-Marsteller the leading public relations and communications agency, in a survey of investment analysts working within 27 institutions. The survey covers three areas:

- whether CSR policies are currently important to investment decisions;
- how this position could change in the medium term;
- which specific areas of policy are considered influential.

Some of the findings:

- the majority of responses (72%) considered current CSR policies as either playing a small part or no part at all in their view of investment potential;
- most commented that CSR was important from a risk-management point of view and was pivotal in determining the non-investment perception of the company;
- only 28% suggested that they consider CSR policies play an important role in the investment case;
- 63% of responses highlighted that CSR policies are important to medium-term investor perceptions;
- 59% of respondents stated that employee relations were critical (a reflection that good employer status has gained considerable traction within a range of marketing activities);
- CSR in general should combine with corporate governance ... [Read more](#)

KPMG fundraising initiative for the Irish Cancer Society Daffodil Centre

August 6, 2012

KPMG wants to make a difference to cancer patients and their loved ones by raising money to open a new Daffodil Centre at the Mater Hospital in Dublin. Irish Cancer Society Daffodil Centres provide support for all affected by cancer, and KPMG hopes it will get help in raising their €125,000 target. [Read more](#) here on how to participate.

European Year 2012 Active Ageing Award launched by the European Commission

August 6, 2012

The European Commission has launched a pan-European Award Scheme which aims to recognise inspiring initiatives that promote active ageing and solidarity between generations. The Award Scheme will celebrate initiatives in one of the 6 following categories:



COMPANII ROMÂNESȚI
RESPONSABILE SOCIAL



UNIUNEA EUROPEANĂ



GUVERNUL ROMÂNIEI
MINISTERUL MUNCII, FAMILIEI
ȘI PROTECȚIEI SOCIALE
AMFOSDRU



Fondul Social European
POSDRU 2007-2013



Instrumente Structurale
2007-2013



A.N.E.I.R.



UN
DP



Investește în oameni !

“Întărirea capacității companiilor românești de dezvoltare a parteneriatelor sociale - Responsabilitate Socială Corporativă”

Proiect co-finanțat din Fondul Social European prin Programul Operațional Sectorial pentru Dezvoltarea Resurselor Umane 2007-2013, POSDRU/64/3.3/S/41722

www.aneir-csr.ro

- Workplaces for all Ages (CSR Europe is partner to the European Commission in this category)
- Towards Age-Friendly Environments
- Social Entrepreneurs,
- Reporting on Ageing and Relations between Generations
- Life Story Challenge
- Generations@school

The awards are for initiatives in the EU Members States, Norway, Iceland and Liechtenstein. More information on the [generations@school competition](#) and [the Life Story Challenge](#).

RICOH Europe Sustainability Report 2012

August 1, 2012

The Sustainability Report 2012 from Ricoh Europe covers the company's operations in 21 countries across Europe, Middle East & Africa (EMEA). The Report gives an overview on Ricoh Europe's key economic, social and environmental issues and a detailed insight into the Ricoh approach to sustainability. The Report has been submitted to the United Nations Global Compact as Ricoh's annual Communication on Progress. Some of the highlights:

- Ricoh has helped more than 4,300 customers reduce their carbon emissions by an average of up to 35 per cent while at the same time, reduce total cost of ownership of Ricoh devices by 28 per cent. Much of this has been achieved with the Ricoh Sustainability Optimisation Programme, accredited by the British Standards Institution (BSI), and available as a part of Ricoh's Managed Document Services;
- The Ricoh Carbon Balanced Printing Programme has been launched and it is the first of its kind in Europe, aimed at commercial printers and corporate print rooms. Also accredited by the BSI, it helps them to reduce the environmental impact of printing using Ricoh Pro™ production printing systems, and to provide a carbon neutral service to their clients.
- For eight consecutive years, Ricoh has been named one of the Global 100 Most Sustainable Corporations in the World – strong public recognition of commitment to sustainability. The target to reduce CO2 emissions by 20% by the end of 2010 has been achieved the company is on track to achieve the long term vision to reduce environmental impact by 87.5% by 2050... [Read more](#)



Alina Petric <alina.petric@undp.org>

PR & Visibility Coordinator | “Strengthening the capacity of Romanian companies to develop social partnerships” POSDRU/64/3.3/S/41722 | www.undp.ro

Empowered lives. Resilient nations.

Ph: (+4)021 201 78 11; Mobile: (+4)0731 16 02 96

Fax: (+4) 021 201 78 28; Skype ID: alina.petric.undp



COMPANII ROMÂNEȘTI
RESPONSABILE SOCIAL