

NEWS FROM CSR EUROPE

In this issue:

CSR Europe's news	1
Tools & Laboratories	2
Corporate members	2
CSR reports	4
Ratings and awards	5
Solution of the week	6
Focus on a Partner	6
National partners	6
EU update	8
European CSR news	8
World CSR news	10
Upcoming events	12

CSR Europe's General Assembly, 10-11 June, Brussels

CSR Europe's annual General Assembly meeting will take place in **Brussels on 10-11 June 2009**. In addition to providing representatives of all corporate members and national partners with an update on our organisational activities and finances in the statutory part, this event will be an



opportunity to participate in an **in-depth exchange with external expert facilitation** to identify the **driving forces for CSR over the next decade** and determine how your company should respond, as well as assess where you and your function/department are with regard to **mainstreaming CSR** and how you can further capitalize on your work so far. General Assembly representatives will shortly receive further information on the programme. For more information, please contact us or visit the [GA section on our website](#).

Conference calls on new CSR tools and networks



CSR Europe invites its members and national partners to participate in its "**Toolbox Tuesdays and Thursdays**", **one-hour conference call updates** where you and your colleagues can benefit from a **mini training on the new CSR tools and networks** launched as part of [CSR Europe's Toolbox](#) in December 2008. To find out more and sign up for upcoming calls, please [click here](#).

Toolbox Tuesday: Proactive Stakeholder Engagement, 14 April, 11:00-12:00 CET

During this conference call, **Delphine Poligné** from **ORSE** presents the Laboratory's work on mapping successful and unsuccessful experiences of **engagement between corporations and key stakeholder groups** such as NGOs, local authorities, consumers and trade unions. [Read more and sign up](#)

Toolbox Thursday: Sectoral CSR Reporting, 16 April

During this conference call, **Ines Garcia-Pintos** from the Confederation of Spanish Savings Banks (CECA) presents the **standardised financial sector reporting framework** developed by CECA and its members, including recommendations to savings banks on what they should include, adapt or drop from their CSR reports. [Read more and sign up](#)

Toolbox Tuesday: Science in Schools, 21 April

During this call, **Celia Moore** from **IBM**, discusses examples of collaboration across companies to **enhance science teaching in schools**: collaborative networks with 30 organisations and MST education groups in 10 European countries. [Read more and sign up](#)

CSR Jobs Online

- Project co-ordinator, **Consumers International**
- Campaign Director, **BITC**
- Executive Assistant to the CEO/COO, **FLO**
- Head of Worker Rights & Trade Union Relations, **FLO**
- Consultant, **UNDP**

www.csreurope.org/jobs

Toolbox Thursday: Recruitment and Ethical Management of Foreign Workers, 23 April

This conference call presents the work of **Obiettivo Lavoro** and **Impronta Etica** on how to overcome barriers faced by all parties at each step of the **integration process of foreign workers**, including guidelines on entry and work permits, suitability of foreign workforce to fill vacant positions, and supporting foreign workforce to integrate into host countries (e.g. overcoming cultural and linguistic barriers). [Read more and sign up](#)

TOOLS & LABORATORIES

Diversity Lab: Supporting companies in rolling out diversity policies across Europe

The CSR Laboratory on Mainstreaming Diversity held its first conference call meeting this year on 7 April. The company leaders of the Laboratory, **L'Oréal** and **Canon**, presented the outcomes of the Lab so far and the plans for the next phase which aims to **support companies in rolling out their diversity policies within subsidiaries in different European countries** through building knowledge, setting up local diversity networks and supporting their development. For more information on the Laboratory and how to get involved, please contact Laura Maanavilja at lm@csreurope.org.

Read more about the **Diversity Laboratory**: www.csreurope.org/toolbox/diversity

NEWS FROM OUR CORPORATE MEMBERS

Financial literacy: JA-YE announces winners of Banks in Action challenge



JA-YE Europe, Europe's largest provider of enterprise education programmes has announced the winners of its **Banks in Action Challenge**, a pan-European programme where secondary school **students aged 15-18 run their own computer simulated banks**. The winning 'bank' was Gimli Bank from Lithuania. "Banks in Action is unique as it provides students with an opportunity to experience the financial world, not as consumers but as financial services entrepreneurs," said **Francesco Vanni d'Archirafi, Chairman of Citibank Europe plc and JA-YE Europe**. [Read more](#)

Intel announces winners of INSPIRE•EMPOWER Challenge



Intel Corporation Chairman Craig Barrett has announced the four winners of the **INSPIRE•EMPOWER Challenge**. The challenge called on the developer community to submit the most **innovative ideas for applying technology to address some of the world's most pressing problems** related to education, health care, economic development and the environment. More than **200 proposals** were submitted from companies, non-profit organisations, NGOs, universities and individuals from 44 countries around the world. The winners of the **four \$100,000 prizes** were evaluated primarily for impact sustainability and innovativeness. The prize money will be used solely toward the implementation of the solution. [Read more about the winners](#) and visit www.intelchallenge.com



Microsoft publishes comparative study on carbon footprint of software downloads

Microsoft Microsoft has released the results of a **comparative carbon footprint study** which found significant environmental benefits to **providing its software to consumers online**. The study concluded that downloading Office 2007 **avoided 8 times the amount of carbon emissions** compared to producing and shipping a DVD through traditional retail distribution channels. Microsoft worked with its partners, Accenture and WSP Environment & Energy, to apply leading standards for **product carbon footprinting** in accounting for greenhouse gas emissions arising from the complete lifecycle of its software products. [Read more \(Microsoft\)](#)

'Wake-up call' to realise value of older workers – PRIME report



The **Prince's Initiative for Mature Enterprise (PRIME)**, a charity founded by HRH The Prince of Wales, has published a report which reveals that **ageist attitudes**

in the UK are standing in the way of hundreds of thousands of people contributing towards the British economy. The report, **'Generations Forgotten'**, was published with **support from Bank of America**, the charity's strategic corporate partner. PRIME was founded by Prince Charles to help people in the UK aged over 50 find a way back into work **through starting their own business or setting up a social enterprise** with other people. To read the report, [click here](#). (Source: [Bank of America](#))



Vodafone Americas Foundation announces wireless innovation project winners



The **Vodafone Americas Foundation** has announced the winners of its **Wireless Innovation Project**, a new initiative that identifies and funds unique innovations using wireless related technology offering the best potential to **address**

critical social issues around the world. The three winning innovations, selected from nearly 100 applicants from U.S. universities and nonprofits, will share in prizes totaling up to **\$700,000 USD** to support their implementation. The winners are: Active Networked Tags for Disaster Recovery Applications (a system that uses wireless devices to **track survivors trapped by fires** and structural collapse), CelloPhone (a lensfree imaging platform on a cellphone for **disease detection and diagnostics**), and CellScope (mobile microscopy for **disease diagnosis**). [Read more \(Vodafone/BusinessWire\)](#)



Intel gives back €300,000 to Irish organisations



Intel Ireland has celebrated the success of its **2008 Matching Grant initiative** which rewarded **80 community organisations** nationwide with €300,000. A one million-hour volunteer challenge was posed to employees worldwide by Paul Otellini, Intel President and CEO to celebrate Intel's 40th Anniversary. For every 1 hour volunteered by employees, Intel gave €7.50 to the selected organisation. The goal was to continue to give back to local communities by collectively donating employee time as well as donating funds. The 56,000 hours volunteered by Intel Ireland employees throughout 2008 is the equivalent of 30 people working full time in the community for a whole year. The grant programme will continue through 2009. (Source: [Intel Ireland](#))



Jewish concentration camp survivors are guests at Volkswagen in Wolfsburg



On their way to this year's remembrance ceremony at the Mittelbau-Dora concentration camp memorial, **four former concentration camp prisoners and their relatives** visited Volkswagen AG in Wolfsburg, intensifying their contacts with the **Corporate History Department** of Volkswagen AG and finding out more about Volkswagen's corporate responsibility, both in a historical context and today. Dr. Manfred Grieger, Head of the Corporate History Department, informed the group about the latest building blocks in the company's culture of remembrance, which now also includes **study programmes for managers and foremen** at the Memorial and Museum Auschwitz-Birkenau. [Read more \(Volkswagen\)](#)

Toyota Spain and WWF organise reforestation day



Toyota Spain, in partnership with Spanish daily newspaper **La Gaceta de los Negocios** and **WWF Espana**, held a **reforestation day** in the Sierra del Rincon mountains near Madrid on 7 March 2009. More than **150 volunteers** of all ages gathered to plant 1,000 native trees in an area that had been a pine plantation for a number of decades. The aim is to re-establish biodiversity in the forest and to give the region back its traditional appearance. Volunteers included Toyota Prius owners and Toyota employees. [Read more \(TFfe\)](#)

Toyota Hellas promotes road safety in Greece

TOYOTA Toyota Hellas, together with the **Greek Institute of Road Safety**, RSI Panos Mylonas, held a two-day **road safety training event** at the Ellinogermaniki Agogi private school in March. The training emphasised the importance of road safety especially for young people. Parents and teachers were also invited to participate. TOP-25's Alcockart and Driving Simulator were utilised during the training to provide practical experiences for the trainees. The Alcockart was developed by TOP-25 to help drivers understand the effect of alcohol on driving while the Simulator helps them to develop their defensive driving skills. [Read more \(TFFE\)](#)



CSR REPORTS

International Personal Finance produces 2nd Corporate Responsibility Report



International Personal Finance (IPF) has produced its **2nd Corporate Responsibility Report** since demerging from Provident Financial Plc in 2007. The report can be found at www.ipfincrrreport.co.uk/cr08. The report describes the overall direction of corporate responsibility at IPF and reports on progress in 2008 against the commitments set out in 2007. In efforts to improve reporting, IPF has published a response to stakeholder feedback provided in 2008. The report also includes a **CEO interview by CSR Europe Executive Director Kerstin Born**. (Source: [IPF](#))

SNS REAAL publishes online annual report on corporate responsibility 2008



Financial service provider SNS REAAL has published its **annual report on corporate responsibility**, available in digital format at www.snsreaal.nl in order to further cut down on paper use. Sjoerd van Keulen, Chairman of the Executive Board of SNS REAAL, said: "The credit crisis makes it clear that no financial institution can take the trust placed in it by its clients, shareholders and the public for granted. They want to see responsible behaviour, as demonstrated by policy transparency, risk management, products and services, and in relationships with clients and suppliers. The **challenge facing the financial sector is to give more substance to corporate responsibility**, in the broadest sense of the word." An English version of the report will be published at www.snsreaal.com on 18 May.

HP publishes Global Citizenship Report 2008



HP has issued its annual **Global Citizenship Report**, which describes the company's policies, programmes, performance and goals for fiscal year 2008. The **web-based report** is available [here](#). A **shorter version** of the report, highlighting insights and best practices to help enterprise and public sector customers, is available [here](#). Among the focus areas detailed in the report are ethics and compliance, human rights and labor practices, environmental sustainability, privacy and social investment.



Microsoft publishes 2009 Global Citizenship Report



The Microsoft **2009 Global Citizenship Report** provides an overview of Microsoft's **worldwide citizenship programmes and activities**, underscoring the company's commitment to **advancing social and economic opportunity** through partnerships with governments, NGOs, educational institutions and others in industry. The company's citizenship efforts are focused on extending the benefits of technology to underserved communities through Microsoft **Unlimited Potential** and on being a responsible business leader. The report is available online at www.microsoft.com/citizenship. (Source: [ReportAlert](#))

Vattenfall publishes 2008 Annual Report and CSR Report



Vattenfall has published its **2008 Annual report and CSR report**, both highlighting Vattenfall's strategic direction "Making Electricity Clean". The Annual report, available at www.vattenfall.com/annualreport, provides information on Vattenfall's financial results and describes the development of the Group in 2008. The CSR report at www.vattenfall.com/csrreport addresses a number of important issues with respect to Vattenfall's environmental and social responsibility such as investments in **future energy generation and emission reducing technologies**.



ArcelorMittal South Africa publishes its 2008 Sustainability Report



ArcelorMittal South Africa has published its **third Sustainability Report**. It aims to offer to stakeholders a balanced record of the company's performance in meeting its corporate responsibility commitments. The report details the most pressing socio-economic, ethical and environmental issues relating to the impact of ArcelorMittal South Africa's operations. [Read more](#) (Source: ArcelorMittal)

RATINGS AND AWARDS

Please note that this is an extract from recent awards, rankings, and indices. It is not CSR Europe's position to endorse or condone the results and contents of any award, ranking or index listed in this section. This list is not exhaustive and this information has been provided by the respective enterprise.

Winners of 2nd annual CR Reporting Awards: 'Best Overall Report' award for Vodafone



CorporateRegister.com has announced the winners of the second **CR Reporting Awards 2008** (CRRRA '08). The awards were presented by Richard Howitt MEP at a ceremony in London on 27 March. **The CR Reporting Awards identify and acknowledge the best CR reports across nine categories.** The award for **Best Overall Report** was given to **Vodafone Group**. Over **2,000 companies** were invited to enter their report for the public vote online. Following the awards, CorporateRegister.com published a **report that summarises and interprets global CR reporting statistics**. According to the report, CR reporting has become an important element of business communication by the world's leading companies, with two thirds of the Global FT 500 now producing CR reports. According to the report, in the future many stand-alone CR reports may become integrated with annual reports – a cost-saving trend that may actually lead to better reports, more on-line reporting and fewer printed reports. The *Global Winners & Reporting Trends* report is available free of charge [here \(PDF\)](#).

Digita Award for Intel Teach – Advanced Online in Germany



One of the so called "Learning Paths" (40 hour course) within the Public Private Partnership "Intel Teach – Advanced Online" won the prestigious Digita Award at this year's Didacta Fair, the largest education fair in Europe. It was awarded to three teachers for their project **Using Wiki in professional training**. Intel Teach Advanced Online is run in **collaboration between Intel and all 16 Ministries of Education in Germany** and represents a key pillar for Intel's CSR activities. Read more about [Intel Teach Advanced Online](#) (Source: Intel Germany)

ArcelorMittal receives corporate responsibility award in Bosnia



ArcelorMittal has been awarded second place for '**Corporate responsibility, community engagement and employee relations**' in Bosnia. This inaugural award was part of an annual awards event organised by the Bosnia and Herzegovinian government and Chamber of Commerce. Community support is a key commitment for ArcelorMittal in Bosnia. ArcelorMittal Prijedor has set up **drinking water facilities** for 80 local households and it has helped to improve the community's **local infrastructure** by repairing over 4 km of village roads and building a bridge over the displaced Odbojna River. (Source: [ArcelorMittal](#))

CSR SOLUTION OF THE WEEK

CSR Solution of the Week: Empowering women entrepreneurs



Through a partnership between **IBM** and **Trestle Group Foundation**, IBM executives are directly supporting high-potential **women entrepreneurs in emerging countries**.

The partnership programme is based on a one-to-one relationship approach which connects women and provides coaching, mentoring, support and role models for the entrepreneurs. [Read more](#) or explore other company [CSR solutions](#)



FOCUS ON A PARTNER

Focus on a Partner: Business Leaders Forum



In this month's national partner interview on CSR Europe's website, **Tomas Nejedlo** from **Business Leaders' Forum** in the **Czech Republic** discusses some of the organisation's activities, presents current CSR trends and priorities for companies in the country and looks at the EU Czech Presidency speech during the European Multistakeholder Forum in February 2009. [Read the interview](#)



NEWS FROM OUR NATIONAL PARTNER ORGANISATIONS

Business and Society Belgium: Colloquium on age management, 28 April, Brussels



Business and Society Belgium, with the support of the Fondation Roi Baudouin and ICHEC Enterprises, will host a **colloquium on age management in companies on 28 April 2009 in Brussels**. The programme will focus on the importance of age management in European enterprises, practical solutions for better age management, and experiences from enterprises around the world. Participation is free, but due to limited space it is necessary to **register before the 21 April**. For more information, please [click here](#).

KÖVET to host first Hungarian CSR MarketPlace 2009, 14 May, Budapest



The KÖVET Association, CSR Europe's Hungarian national partner, will host the first Hungarian **CSR MarketPlace on 14 May 2009 in Budapest**. The event will give Hungarian companies the opportunity to present their CSR solutions and programmes as well as share experiences with Hungarian and international participants. Nearly 50 companies have sent in more than **80 proposals** for the MarketPlace. The proposals will be evaluated by a jury and the best CSR solutions will be selected to be presented in the exhibition. CSR Europe's Executive Director Kerstin Born will open the event and host one of the workshops. For **more information and to register**, please visit www.csрпиac.hu.



BITC Ireland supports online campaign to beat the downturn with bright ideas

Business in the Community Ireland has announced its support to the **Ideas Campaign**, an **online citizen participation platform** that is looking to find ways out of the economic downturn. In its first 24 hours the campaign received more than 1,000 ideas and messages of support. Ireland's largest

accountancy firms, BITCI members Deloitte, KPMG and PricewaterhouseCoopers, as well as Ernst & Young, have agreed to provide **research and evaluation expertise to analyse the submitted ideas** under four main categories. The Ideas Campaign is the brainchild of BITCI Board Member Aileen O'Toole. The site is not looking for business plans or ideas which could become commercial enterprises but is instead focused on strategies that could benefit society. Read more at www.ideascampaign.ie



“Accelerating CSR in Turkey” organizes its SME Training Seminar in Istanbul, Turkey



Under the **EU co-funded project** titled **Accelerating CSR in Turkey**, CSR Turkey in partnership with CSR Europe organised, on the 27th of March, a **training seminar for SMEs in Turkey**. With a record participation of around 100 people, the participants included various companies from the **textile sector**, as well as several larger companies who had brought along their **suppliers** in the country. The seminar included the interventions of **RespACT** - the Austrian Business Council for Sustainable Development and the **Hellenic Network for CSR**, as well as **CSR Europe**. Participants were provided a brief CSR questionnaire which will support the partners of the project in developing a report around the state of CSR amongst Turkish SMEs. For more information, please contact Beatriz Berruga at bb@csreurope.org.



Responsible Business Forum Poland issues “Responsible Business in Poland 2008” report



Responsible Business Forum, CSR Europe’s Polish national partner, has presented its **annual report** “Responsible Business in Poland 2008”. This year’s edition contains record number of **88 corporate good practices** in 4 areas: workplace, marketplace, community and environment. In addition, the report contains experts’ statements, research results review on ecological awareness and on media responsibility, press monitoring, and CSR events calendar. Read more about the Forum at www.fob.pl

Forética to launch CSR Europe’s Toolbox in Spain



Forética will launch **CSR Europe’s Toolbox** in Spain on the 19th of May at Casa de America in Madrid, Spain. The event will be an opportunity for companies in Spain to familiarize themselves with the **latest CSR management tools** developed by the CSR Laboratories facilitated by CSR Europe and its national partners. With the participation of Kerstin Born, executive director of CSR Europe, the event will feature an official **plenary launch** leading towards **break-out thematic clusters** where attendees will be able to get a better taste of what this CSR Toolbox is all about and how it can help them in driving and leading the responsible business movement in Spain. For more information, please go to <http://www.foretica.es/>



Forética and IRSE sign agreement to promote CSR in Ecuador



Forética and ISRE (Institute for Social Responsibility Ecuador) have signed an agreement with the aim of working together for the **promotion of CSR in Ecuador**. Under this agreement, Forética’s **SSG 21 standard** will serve as a framework to promote the management of CSR in organisations in Ecuador. In addition, Germán Granda, director general of Forética, attended in a CSR event in Ecuador on 2 April as a member of the Board of Directors of CSR Europe and addressed in his speech the practical implementation of CSR in Spain, Europe and Latin America. [Read more in Spanish \(Forética\)](#)

Club de Excelencia organises CSR training for Spanish business and stakeholders



Club de Excelencia en Sostenibilidad, in collaboration with the Generalitat de Catalunya and Endesa, is organising a **training programme** on “Corporate Responsibility in the company” at the Catalan Water Agency in April-May 2009. The training is particularly aimed at managers of large, medium and small companies, academics, business associations and third sector organisations. The course will train students to **integrate corporate responsibility into the management systems and corporate strategy** and generate value to their companies through dialogue with stakeholders. For more information, please [download the brochure \(PDF\)](#).

BITC award to recognise companies' contributions to Millennium Development Goals

Business in the

Community

Business in the Community has launched a new international award recognising companies' contributions to one or more of the Millennium Development Goals. The awards are sponsored by Coffey International and part of Business in the Community's annual Awards for Excellence on Corporate Responsibility. BITC invites entries from companies from around the globe and hopes to celebrate some inspirational, innovative and valuable approaches. The closing date for entries is 24 April 2009. Please [click here](#) for full details.

EU UPDATE

European Commission wants to scrap 'throw-away' culture



The European Commission urged European business leaders gathered at the **European Business Summit in Brussels on 26 March** to empower Europeans to **consume more sustainably by offering them affordable and recyclable products**, EurActiv reports. Speaking at the summit, Jivka Staneva, a member of EU Consumer Affairs Commissioner Meglena Kuneva's cabinet, made the case for sustainable consumption and production (SCP). [Read more \(EurActiv\)](#)

EU Parliament gives green light to wider eco-label

The European Parliament on 2 April officially endorsed a **first-reading agreement on extending the EU's eco-label scheme to new products**, including processed food, EurActiv reports. The Parliament backed the Commission's July 2008 proposal to revise the voluntary eco-label scheme with an overwhelming majority. The revised legislation aims to widen the number of products covered by the scheme and reduce costs by cutting administrative red tape. Currently, over **3,000 products** including detergents, paper and shoes have received the recognition. [Read more \(EurActiv\)](#)



Commission to launch YOUR WORLD, YOUR BUSINESS to inspire young entrepreneurs

On 7 May 2009 in Brussels, the European Commission will launch of **YOUR WORLD, YOUR BUSINESS**, a major new European initiative to **bring sustainability and social responsibility to the heart of entrepreneurship education**. [Click here for full programme](#)

EUROPEAN CSR NEWS

Business leaders want 'European Skills Pact'

A **report** launched on 26 March at the European Business Summit **urges governments to pay to train workers who would otherwise be laid off**, in an effort to **address the skills gap** that is opening up across Europe, EurActiv reports. Under the proposed plan, companies considering lay-offs or putting staff on shorter working weeks can apply for public funds to boost the skills of their staff. The [report](#) on skills and innovation, conducted by business school INSEAD, shows Europe faring well in basic skills and literacy but paints a grim picture of Europeans' ability to compete in the "global knowledge economy". [Read more \(EurActiv\)](#)

Green tech R&D to remain strong in spite of crisis

European companies will remain world leaders in developing green technologies even in times of economic recession, **but Europe must work on attracting more venture capital** to bring these products to the market, business leaders told a European Business Summit session on 26 March, EurActiv reports. Business representatives debating the impact of the financial crisis on **eco-innovation** unanimously agreed that investment in research and development in the area of green technology would be the last to go and called on the EU not to neglect the need to promote eco-innovation. [Read more \(EurActiv\)](#)

UK employees ready to help cut costs around the workplace

Employees are **increasingly accepting responsibility** for helping **save money around the workplace**, according to research by the Carbon Trust, with the majority (87%) saying it's important for them to help their employer cut costs in the current climate, and 78% willing to be more energy efficient to save money. Almost half (46%) of UK employees say they are now more likely to try to help their employer save money than before the credit crunch.

[Read more \(Carbon Trust\)](#)



UK survey: Employees lack basic skills

As many as four in 10 employers in the UK encounter difficulties with literacy and numeracy among their workers, according to survey from the Confederation of British Industry (CBI), the Financial Times reports. In the survey, which was conducted in November and December before a sharp increase in unemployment and drop in output, **40 per cent of employers report "problems" with employee literacy and numeracy**. Across the board, an even higher proportion – 57 per cent – were concerned about their workers' basic IT skills. Businesses are finding it tough, too, to recruit the right employees at the top end of the labour market. Two-thirds are struggling to hire employees who are highly skilled in science and maths, particularly among graduates and postgraduates. [Read more \(FT\)](#)



Ireland: Survey reveals the importance of corporate responsibility to consumers

Business in the Community Ireland Companies who are socially and environmentally responsible can claim a major competitive advantage but they need to communicate their activities to Irish consumers, according to the 2009 **Survey of Consumer Attitudes in Ireland towards Corporate Responsibility** commissioned by **Business in the Community Ireland** in conjunction with Ipsos MORI. It is the third such survey in the past decade, with previous versions taking place in 2003 and 2006. When forming a decision to buy a product or service, **8 out of 10 people in Ireland say that an organisation's commitment to social and environmental responsibility is important**. Yet almost 80% of consumers could not name one company which treat staff well, give good customer service and are mindful of its impact on the environment. [Read more \(BITCI\)](#)

SRI money market funds: A high-growth market lacking transparency

Novethic, the French research center for socially responsible investment (SRI) and CSR, has released its first working paper on "**SRI Money Market Funds**". With volumes that increased six-fold in 2008, this rapidly expanding asset class owes its popularity to the safety it can offer investors. However, the **funds' reliability** is tempered by their **questionable transparency** and **lack of commitment to avoid tax havens**, Novethic says. According to the working paper, investment firms offering SRI money market funds provide uneven and limited levels of transparency, notably on screening rules and tolerance thresholds. Moreover, none of them has taken a stance on the issue of tax havens, considered to have helped spur the financial crisis. Read more in the [press release \(PDF\)](#) or the [working paper \(PDF\)](#)

Norway announces €2.3bn sustainable investments for Government Pension Fund



The Norwegian government has outlined **plans** that could see it **allocate a huge NOK20bn (€2.3bn)** portion of the assets of the €260bn Norwegian Government Pension Fund into **environmental investing** and a **potential programme** aimed at **sustainable growth assets** in emerging markets over five years, Responsible Investor reports. In a boost to the United Nations Principles of Responsible Investment (UNPRI), the Norwegian Ministry of Finance also said it would become the first government entity to become a signatory as de facto owner of the Government Pension Fund assets. [Read more \(Responsible Investor\)](#)

G20 leaders seal \$1tn global deal



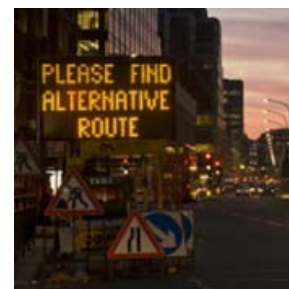
At the G20 summit in London, leaders of the world's largest economies reached an **agreement to tackle the global financial crisis with measures worth \$1.1 trillion**, the BBC reports. To help countries with troubled economies, **the resources available to the International Monetary Fund (IMF) will be tripled to \$750bn**. There will also be sanctions against secretive tax havens and tougher global financial regulation, as well as about \$250bn to boost global trade. US President **Barack Obama** said the summit could mark a **"turning point"** in the pursuit of economic recovery and made progress in reforming a "failed regulatory system". [Read more \(BBC\)](#) and see also the [Communiqué](#) (PDF) and [Explanatory document](#) (PDF) on the [London Summit website](#)

UN Global Compact Annual Review highlights progress made, identifies gaps

Corporations around the world are making progress in adopting responsible business practices but serious implementation gaps remain, particularly in supply chain management and subsidiary engagement, according to the UN Global Compact Annual Review 2008. Based on survey responses from more than 700 Global Compact business participants in 90 countries, the **Review measured and analyzed the extent and depth of corporate engagement in the world's largest voluntary corporate responsibility initiative**. Indicating heightened interest in the management of environmental, social and governance challenges, participation in the Global Compact rose to a record high in 2008, bringing the total number of businesses in the Global Compact to over 5,000 in more than 130 countries. [Read more \(UN Global Compact\)](#)

Recession must make us question 'relentless pursuit of growth', report says

Sustainable Development Commission, the UK government's independent watchdog on sustainable development, has published a new report arguing that the **pursuit of economic growth is one of the root causes of the current financial crisis** – as well as contributes to a growing environmental crisis and undermines well-being in developed countries. The report, [Prosperity without growth?](#), says that the **current global recession should be the occasion to forge a new economic system** equipped to avoid the shocks and negative impacts associated with our reliance on growth. [Read more \(SDC\)](#)



Insurers improve response to climate change

A new report on the insurance industry finds increased awareness of climate risks, and new products and offerings, but concludes that **room for improvement remains**, SocialFunds.com reports. With the cost of natural disasters in 2008 reaching \$181 billion in total economic losses and 236,000 deaths, **insurers have increasingly acknowledged that climate change is a material risk to their business**. A new report from Ceres, entitled *From Risk to Opportunity: Insurer Responses to Climate Change*, finds that many new product offerings launched by insurers in 2008 could reduce greenhouse gas emissions in many energy intensive industry sectors. [Read more \(SocialFunds.com\)](#)

ESG applied to \$300 billion of investment in emerging markets

More than \$300 billion is invested in 'sustainable' emerging market funds, or mainstream funds which have promised to **integrate environmental, social and governance (ESG) analysis into their investment process**, Environmental Finance reports on the first [survey](#) of the sector, commissioned by the International Finance Corporation (IFC). The research, carried out by consultancy Mercer, involved a global survey of managers of emerging market funds. It used the findings – which were not verified – to compile a ranking of the top ten emerging markets fund managers globally on sustainable investment and ESG-integration. [Read more \(Environmental Finance\)](#)

Green jobs bringing colour back to the economy

Whether you're a rampant green activist or gas-guzzling climate change skeptic, one fact can surely no longer be disputed: **green jobs are on the rise**, the Telegraph writes. Green jobs encompass a widening scope of roles: from hydrologists to engineers, architects to advertising, waste workers to financiers, plumbers to project managers, marketers to retailers. They will all be in demand as public spending kicks in and the private sector responds. But green jobs also provide the answer to a bigger piece of the puzzle, one that's often overlooked: **providing meaning in people's careers**. [Read more \(Telegraph\)](#)

No 'one-size-fits-all' to raise employee engagement

The Institute for Employment Studies recently released some research analysing over 40 companies in the public and private sectors aimed at shedding light on the drivers of employee engagement, and the indicators that can be used to measure this, Employee Engagement Today reports. The key results revealed that men showed slightly higher levels of engagement than women, and that **engagement tended to go down as length of service increased**. While the research was conducted across industries – probably the most important lesson it has to offer is that there is no 'one-size-fits-all' way to increase employee engagement levels. [Read more \(Employee Engagement Today\)](#)



Sustainable Packaging Coalition launches green assessment tool



The Sustainable Packaging Coalition (SPC), an industry working group, has unveiled an **online tool** to help packaging professionals evaluate the environmental impacts of their packaging designs, Sustainable Life Media reports. The new **Comparative Packaging Assessment (COMPASS)** tool rates packages on a range of environmental performance indicators, from resource consumption and greenhouse gas emissions to packaging attributes, materials sourcing, and solid waste generation. [Read more \(Sustainable Life Media\)](#)

UN research draws attention to business role in human trafficking

Although business activity can both perpetuate human trafficking and contribute to its eradication, most companies are unaware of the linkages. This is one of the conclusions of the **Private Sector Survey on Human Trafficking**, conducted jointly by the UN Global Compact, UN.GIFT, and the International Labour Organization (ILO). All three organisations have issued a note providing background information on human trafficking and the impact of business activity. Download the note: [Human Trafficking: Everybody's Business \(pdf\)](#) (Source: [UN Global Compact](#))

Development partnerships: NGOs and business have a lot to learn from each other

International NGOs will have to go through a transformative change process if they are to operate effectively with, influence and engage the private sector in a new breed of development coalitions, according to a report from Accenture Development Partnerships. However, to fulfill this role they must firstly transform themselves to partner effectively as peers with their counterparts in other sectors. As for the private sector, it must look beyond short-term shareholder value and embrace a broader agenda with a focus on longterm returns. Read the report (PDF): [Development Collaboration: None of Our Business?](#) (Source: [Accenture](#))



Consumers lack trust in green claims, US study says

Nearly one in four U.S. consumers say they have “no way of knowing” if a product is green or actually does what it claims, according to a study from branding and marketing agency BBMG, Environmental Leader reports. The report [Redefining Value in a New Economy](#) also finds that 77 percent of Americans agree that they “can make a positive difference by purchasing products from socially or environmentally responsible companies,” and they are actively seeking information to verify green claims. [Read more \(Environmental Leader\)](#)

SELECTED UPCOMING EVENTS

Responsible Business Summit, 11-12 May, London

The Responsible Business Summit organised by **Ethical Corporation** is returning on **11-12 May 2009** for the eighth time. This year's summit will be focused on how to make the most of the opportunities for responsible business in a recession. For more information, visit www.ethicalcorp.com/rbs. Ethical Corporation offers a 20% discount on the conference fee for CSR Europe members. To register, please contact emmeline.rajasingam@ethicalcorp.com.



European Supply Chain & Logistics Summit, Düsseldorf, 8-10 June

The European Supply Chain and Logistics Summit (SCL Europe 2009) offers three days of keynote addresses and interactive workshops with **supply chain industry professionals** on issues such as Sustainable Value, The Human Supply Chain, Supply Chain Risk Management, and others. Read more about the programme, speakers and how to register at www.supplychain.eu.com.

More events

- 14 April 2009** – **Toolbox Conference Call: Proactive Stakeholder Engagement**
- 16 April 2009** – **Toolbox Conference Call: Stimulating Entrepreneurial Mindset**
- 21 April 2009** – **Toolbox Conference Call: Science in Schools**
- 21–22 April 2009** – Green Supply Chain Summit, Ethical Corporation, London
- 22–23 April 2009** – B4E: The Business for Environment Global Summit, Paris
- 23 April 2009** – **Toolbox Conference Call: Recruitment and Ethical Management of Foreign Workers**
- 27 April 2009** – Dubai Responsible Business Dialogue, Dubai
- 28 April 2009** – **Toolbox Conference Call: Sectoral CSR Reporting**
- 28 April 2009** – Colloquium on Age Management, Business & Society Belgium, Brussels
- 28 April 2009** – Nestlé: Creating Shared Value Global Forum Webcast
- 30 April 2009** – **Toolbox Conference Call: Environment and the Financial Sector**
- 1 May 2009** – BITC: The Prince's May Day Summit on climate change
- 6–8 May 2009** – Ashridge: Integrating Corporate Responsibility
- 7 May 2009** – European Commission: Your world, your business – Inspiring young entrepreneurs
- 11–12 May 2009** – The Responsible Business Summit, Ethical Corporation, London
- 14 May 2009** – The Hungarian MarketPlace on CSR organised by KÖVET, Budapest
- 19 May 2009** – CSR Luxemburg hosted by IMS Luxembourg
- 19 May 2009** – Spanish CSR Toolbox launch hosted by Forética, Madrid
- 28 May 2009** – **CSR Europe dial-in update session on EU initiatives (conference call)**
- 2 June 2009** – **Laboratory Meeting: Wellbeing in the Workplace**
- 8–10 June 2009** – European Supply Chain & Logistics Summit, WTG, Düsseldorf
- 11 June 2009** – **CSR Europe's Annual General Assembly**
- 18–19 June 2009** – Ashridge: The Business of Sustainability
- 24–25 June 2009** – Employment Week, Brussels

Read more about these and other events at www.csreurope.org/events

The Newsbundle is CSR Europe's bi-weekly newsletter for members and partners, edited by Laura Maanavilja and Caroline Milne. Please send your comments and news to lm@csreurope.org.

Pictures: CSR Europe, Intel, Vodafone, TFE, HP, Microsoft, Vattenfall, Trestle Group Foundation, Ideas Campaign, Forética, European Commission, London Summit, SDC, Employee Engagement, Accenture, Wikimedia Commons