

**What is Corporate Social Responsibility as key category for European employers, managers and stakeholders-ENGAGE Project?**

**ENGAGE project** will directly reach relevant addressees (stakeholders, target groups) in order to make a new understanding of CSR evident and practicable to them. The main outputs for this sake will be

- 01 A Platform (for self-assessment, open educational resources, project area),
- 02 Sectorial CSR-kits (for employers, managers, stakeholders),
- 03 Integrative Guidelines (for boosting CSR),
- 04 Training events,
- 05 Respective dissemination and exploitation measures in order to guarantee for sustainable implementation of the project and its practical use also beyond the funded lifetime of ENGAGE.

In this way, the ENGAGE project will be of innovative value for all partner countries involved.

## Partnership



Kocaeli Chamber of Commerce (KOTO)  
<http://www.koto.org.tr/>



Governorship of Istanbul (GOI)  
<http://en.istanbulab.gov.tr/>



ISQ  
<http://www.isq.pt/EN/homepage.aspx>



BEST Institut für berufsbezogene Weiterbildung und Personaltraining GmbH  
<http://www.best.at/en>



MYCCI Bulgaria  
<http://myccibg.com/?lang=en>



CREFOP Romania  
<http://crefop.ro/>



Fundació **cecot**  
Persona i Treball

Fundacio Cecot Persona i Treball Spain  
<http://www.cecot.org/>



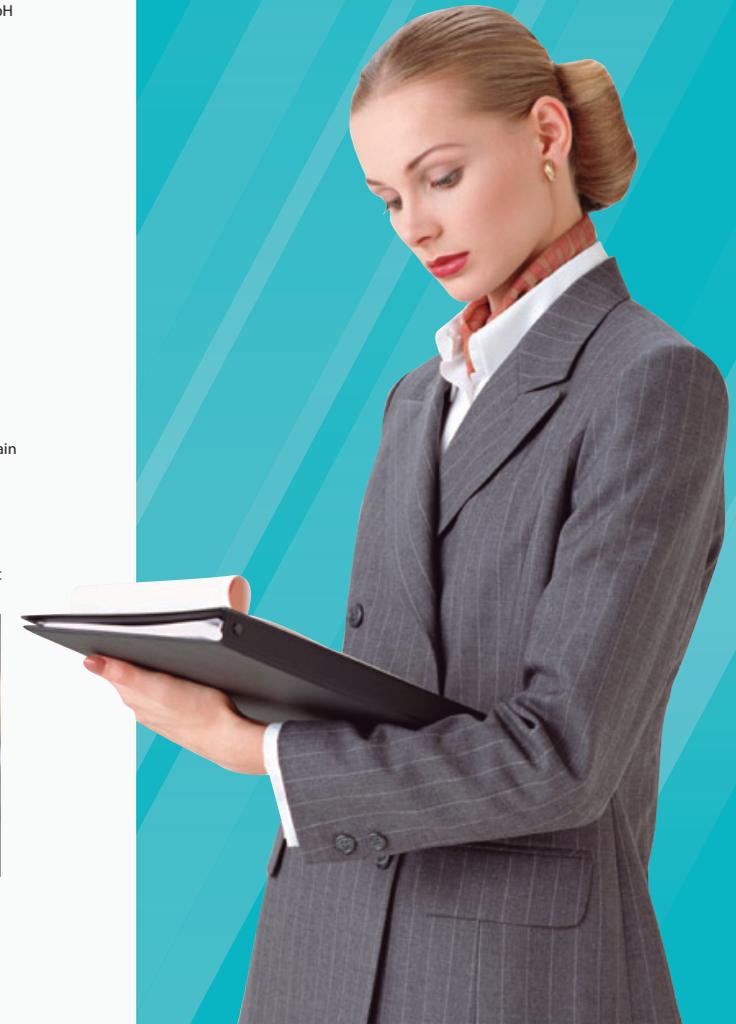
<http://www.engage4csr.eu/>



## CORPORATE SOCIAL RESPONSIBILITY

### ENGAGE PROJECT

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## Intellectual Outputs



### ENGAGE project

is aiming to have 4 intellectual outputs which are as follows:

01

Benchmarking Compendium Report on CSR Practices

02

Platform for self-assessment on CSR and storage of Open Education Resources

03

ENGAGE Sectorial CSR-kits for employers, managers and stakeholders

04

ENGAGE Integrative Guidelines for boosting CSR

## Why is Corporate Social Responsibility?

While most Corporate Social Responsibility (CSR) definitions mostly evolved around the concept that business can and should act in a manner that respects the legitimate goals and demands of all stakeholders, more recently the concept was enhanced to recognize and include social responsibility and sustainability as an integral part of the business model, fitting and tuned to the core business strategy and thus directly and effectively contributing to the long-term success of the enterprise.

This seeks to refocus the meaning of CSR and avoid the unfortunately numerous abuses when it was used for window dressing, ticking boxes of different local regulations to avoid certain taxation burdens or defensive measures for protecting image and reputation.

The new and simpler definition put forward by the European Commission refers to CSR as "the responsibility of enterprises for their impacts on society and outlines what an enterprise should do to meet that responsibility.

The European Commission's new strategy on corporate social responsibility (CSR), part of a package of measures on responsible business, aims to help enterprises achieve their full potential in terms of creating wealth, jobs and innovative solutions to the many challenges Europe's society is currently facing.



The key challenge is to turn CSR into a true and powerful tool to a proactive cost-benefit calculus that factors in financial gains from productivity improvements (eg. resulting from enlightened human resource management or from higher energy or material efficiency) and ultimately becomes the basis for brand equity and the driver of organisational learning, innovation and technology management.

