



Co-Building Solutions for Corporate Social Responsibility

CSR Europe's
European MarketPlace on Corporate Social Responsibility
29 November 2007, Brussels

On 29 November 2007, more than 500 business executives, European policy makers and stakeholder representatives will come together at the European MarketPlace on Corporate Social Responsibility to share experiences and explore joint solutions to some of today's most complex societal challenges.

Some examples of topics tackled in the interactive "CSR Laboratory" sessions and at the MarketPlace of company CSR solutions are outlined below.

Building Skills for Employability

The European Commission recently warned that Europe is losing out on billions of euros in investments due to a shortfall in qualified technology-oriented human resources. Surveys indicate that 40 percent of European citizens suffer from "digital illiteracy" and only 10 percent participate in lifelong learning.

The CSR Laboratory on **Skills for Employability** was launched by Microsoft, Cisco, State Street and Randstad to help provide access to IT, technical and other employability skills to current and future generations and groups at risk. The Laboratory is part of a Europe-wide campaign that aims to reach 20 million people across Europe by 2010.

The employability Laboratory will host a co-building session at the European MarketPlace on CSR. Other featured CSR Laboratories related to **Skills & Competence Building** will include

- Enhancing Science Teaching in Schools (led by IBM)
- Skills for Employability Enhanced through Employee Community Engagement (led by KPMG, Citi and Freshfields Bruckhaus Deringer)

Responsible Supply Chain Management

In the past decade, consumers have paid increased attention to labour conditions and the way in which the products they buy are produced. 30 percent of consumers now state that they consider a company's social and environmental record when buying a product. Companies are therefore under greater pressure to ensure the implementation of social and environmental standards in the factories of the suppliers they work with.

The CSR Laboratory on **Responsible Supply Chain Management**, led by Hewlett-Packard, Titan and Volkswagen, aims to help companies and suppliers to mature supply chain management initiatives. Participants are challenging one another to

explore how to improve their management systems in this area and on ways to generate wider supplier understanding and ownership of CSR, with the ambition of expanding the cascade of social and environmental standards down throughout the supply chain.

To learn more, visit the CSR Laboratory on Responsible Supply Chain Management and see company solutions related to **Mainstreaming CSR** at the MarketPlace.

Quantifying Intangible Value

Only 19 percent of investors and 27 percent of analysts find financial reports very useful in communicating the true value of companies, according to a study by PricewaterhouseCoopers.

The CSR Laboratory entitled **Corporate Responsibility and Market Valuation of Financial and Non-Financial Performance** was created to help bridge the gap between financial and non-financial indicators of company performance. Companies such as Lloyds TSB, Epson and Telecom Italia work together with stakeholders to map current trends in sustainability and financial reporting across Europe and explore ways to improve these communication processes.

The MarketPlace will feature a co-building session of this Laboratory and present practical company solutions related to **Communication & Transparency**.

Promoting Wellbeing in the Workplace

In a recent EU survey, more than 20 percent of European workers believed that their health is at risk because of work-related stress. The annual economic cost of job stress in Europe has been estimated at €20 billion.

The CSR Laboratory on **Wellbeing in the Workplace** was launched in June 2007 to better address this issue. This Laboratory brings together companies such as Johnson & Johnson, BT and Unilever, who work together with representatives from the EU, WHO and ILO, to develop practical solutions for managing job stress and promoting employee health and wellbeing.

To learn more, visit the CSR Laboratory on Wellbeing in the Workplace and see company solutions for **Health & Safety** demonstrated at the MarketPlace.

Mainstreaming Diversity in the Company

With its ageing workforce and growing lack of qualified workers, Europe is facing labour shortages that may soon hinder the continent's competitiveness. At the same time, there is a huge pool of unused talent. For example, the EU is estimated to have almost 8 million potential older workers, 24 million economically inactive women, and 45 million people with long-term disability or medical condition of whom only 40 percent have a job.

In the CSR Laboratory on **Mainstreaming Diversity in the Company**, companies such as L'Oréal, Danone and Total join forces with EU and NGO representatives to find new ways to help underemployed groups take up employment, and assist companies to pursue the hidden potential in the labour market.

To learn more, visit the MarketPlace featuring company solutions for **Equal Opportunities & Diversity** and CSR Laboratories on

- Mainstreaming Diversity in the Company (led by L'Oréal)
- Equality for Men and Women (led by IBM and Pirelli)
- Recruitment and Ethical Management of Foreign Workers (led by Obiettivo Lavoro)
- Demographic Change (led by BASF, Evonik Industries, SAP)

More CSR Laboratory Themes

Other CSR Laboratories presented at the MarketPlace include

- Sustainable Business at the Base of the Pyramid (led by Danone)
- Eco-Efficiency (led by STMicroelectronics)
- Financial Inclusion: Sustainable Financial Services for Underserved Potential Customers (led by ABI - Associazione Bancaria Italiana)
- Stimulating an Entrepreneurial Mindset and Promoting Entrepreneurship Education (led by Businesseurope)
- R&D Innovation Networks Involving SMEs (led by STMicroelectronics)
- Proactive Stakeholder Engagement (led by Total and Suez)

For further information, visit www.csreurope.org/ourevents/marketplace2007

Press contacts

Laura Maanavilja, lm@csreurope.org, tel. +32 2 541 1618

Davina Goldammer, dg@csreurope.org, tel. +32 2 541 1618