



## Company Solutions to CSR Challenges

Presented at CSR Europe's  
European MarketPlace on Corporate Social Responsibility  
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### Innovation & Entrepreneurship

- Toyota Motor Europe: Plug-in Hybrid Vehicle
- BT: Life Line – Communications Technology Bridges the Digital Divide
- Sony: Television for the Blind
- Volvo AB: Carbon Dioxide-Free Transportation
- Total: SHESHA
- Permanent tsb: Launch of Ireland's First Green Loan
- Danone: A Social Business Enterprise
- Fortis: Footprint Calculator
- Groupe La Poste: Eco-Stamp Book
- IBM.: World Community Grid
- Intesa San Paolo: Banca Prossima
- STMicroelectronics: Innovative Solution for a More Efficient Use of Electricity in Consumer Goods
- Unilever: Unilever and Tea Sustainability
- Suez-Electrabel: CO2 Free Plan-Volvo
- Titan Group: Separation Technologies Triboelectric Ash Beneficiation Process
- Groupe Caisse D'Epargne: Classifying Bank Products

### Mainstreaming CSR

- Bouygues: Fair Trade Uniforms for Workers
- Foretica: In Press CSR
- PSA Peugeot Citroen: Application of the Global Framework Agreement on PSA Peugeot Citroen's Social Responsibility in all the Group Subsidiaries
- Arcelor Mittal: Internal Benchmarking
- Railway Infrastructure Administrator (ADIF): Integrating CSR in the Strategy
- Union Fenosa: Farmer's Organic Market: Rural Development Plan within Surroundings of Our Power Generating Plants
- KPMG: Embedding Corporate Responsibility into Business Strategy
- Novartis International AG: Implementing a Living Wage Globally – The Novartis Approach
- ABN Amro Private Banking: Sustainability Indicator
- Procter & Gamble: A Renewed Commitment to Sustainable Development
- RespACT Austria: CSR-Guide for SMEs
- Sanofi-Aventis: Sustainable Development & Supplier Sourcing Process
- Cereria Terenzi Evelino: Managing CSR and Putting into Practice
- Delta Cafes: Planet Delta

### Stakeholder Engagement

- Alcatel-Lucent: A Humanitarian Meeting Place
- Coca-Cola HBC: The Danube Box

- Coca-Cola HBC: Coca Cola Designated Driver Campaign
- Pfizer Healthcare Ireland: Personal Information Pack
- Ulster Bank Group: Youth Bank
- Enel: The Sustainability Meter
- NORDICONAD: Last minute market
- Johnson & Johnson Life Scan Benelux: Diabetes Interactive Education Program
- Provident Polska: Yes! I Help!
- Indesit Company: Indesit Company's Agreement over Reorganisation at Refrontolo
- 02 GmbH & Co. OHG: Online Stakeholder Dialogue

### **Skills & Competence Building**

- Hellenic Telecommunications Organization (OTE SA): Broadband Roadshow
- BASF: Generations @ Work
- Cisco Systems: MyTecC
- Telekomunikacja Polska: Education with TP's Internet
- Intel: Computer Club House
- Novozymes: Career Counselling of New Danes with Higher Education
- HP: Alleviating Brain Drain
- HP: Graduate Entrepreneurship Training through IT (GET-IT)

### **Environmental Protection**

- EUROBANK EFG Group: Programme 'Learn, Participate, Protect' – National Forest of Parnitha
- Skanska CZ: We Build on Earth
- Glanbia plc: Achieving ISO 14001 Energy Management System Accreditation
- Reyners Aluminium: Reynasol
- Dow Chemical: The Passive House Insulation
- 02 UK: 02 Letterbox
- Vattenfall: Climate Map 2030
- Canon Europe: ISO 14001 Combined Certification
- Ceskoslovenska obchodni banka: New Headquarter of CSOB Group in Radlice, Prague
- Telecom Italia: Intelligent Transport Systems – A Co-Operative Model to Improve Sustainability
- TNT: Planet Me

### **Communication & Transparency**

- Caja Navarra: Civic Account
- Fortis: Wellventure Monitor
- Schneider Electric: Planet and Society
- Scottish Power: Cause Related Marketing
- Glaxo Smith Kline: Transparency of Funding Patient Groups Throughout Europe

## Equal Opportunities & Diversity

- Monte dei Paschi di Siena: Granting the Underserved
- Poste Italiane: Human Resources Reinstatement After a Leave Period
- L'Oréal: Tackling on the Field Diversity Issues
- Randstad: A Diverse Workforce
- Cosmote Mobile Telecommunications – Greece & Microsoft Hellas: Smart Eyes
- Vodafone: Mobile Social Services
- IBM, Trestle Group Foundation: IBM Empowering Women in Entrepreneurs Partnership Programme
- Cera-Prevent: Introduction in Disability Management

## Health & Safety

- Casino: Nutrition Campaign
- RWE Stoen SA: Safe Energy
- RWE Stoen SA: Enlightened Warsaw
- France Telecom: Preventing HIV in Madagascar
- CAMST Soc Coop: The Laboratory of Senses
- Microsoft: Licensing Refurbishment
- Orange Slovensko: Children and Mobiles
- Holcim Italia: Passion for Safety

## Leadership & Governance

- Carrefour: The Global Social Compliance Programme
- Tesco Stores SR: Community Plan
- Suez: Raising the awareness on Business Ethics

## B2B Cooperation & Alliances

- Alpro: Sustainable Supply chain management in the food sector
- Dassault Systems: The Mobi<sup>3</sup> Programme (includes other companies and IMS)
- Danone: Diversity
- Groupe Caisse d'Epargne & Adecco France: To set up the beneficiaries at the heart of the two companies' CSR commitment

For further information, visit [www.csreurope.org/ourevents/marketplace2007](http://www.csreurope.org/ourevents/marketplace2007)

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