



Developing a National Strategy for Corporate Social Responsibility (CSR) in Germany

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Reasons for developing a national CSR Strategy

- ... Because CSR sets ecological and social standards in times of economic globalization
- ... Because CSR fosters social cohesion
- ... Because CSR maintains and secures the competitiveness of companies
- .. Because CSR stands for a social social market economy

Point of departure

Corporate social responsibility has a long tradition in Germany:

- Social and environmental concerns are regulated by law at a very high level
- Moreover, many companies have taken on commitments in the social field

Aims of a CSR Strategy

- Making CSR activities more visible in the public
- Pooling of CSR activities, giving them structure and increasing their public awareness
- Promotion of CSR

in order to

- raise the German CSR profile at home and abroad.
- contribute to the social and ecological dimension of globalisation.

CSR is a task for society as a whole

CSR needs:

- policies creating a positive environment in which CSR is worthwhile both for companies and society
- committed enterprises having established CSR as an integral part of their corporate strategy
- the civil society which demands that companies are committed to social responsibility and rewards such commitment (including consumers who use their purchasing power)

The CSR Forum

- is the platform for the dialogue with stakeholders
- develops recommendations concerning the national CSR strategy to the Federal Government.
- takes consensus decisions
- has been established for a duration of two years
- can involve additional stakeholders

Members of the CSR Forum

- companies
- the four central associations of German business
- trade unions
- non-governmental organisations
- academia
- foundations
- international organisations
- ministries

CSR Strategy: General part

General part:

- common understanding of CSR
- survey of CSR in Germany and
- the international framework of CSR activities
- action fields in which there is a need for action

Common Understanding

- CSR is a voluntary – but not an arbitrary concept
- CSR is part of a company's core business
- CSR is a contribution to sustainable development
- CSR involves internal and external stakeholders
- CSR requires visibility, credibility and transparency
- Strengthening of communities is a part of CSR
- CSR is important for the positioning of German companies in international competition

International Framework for CSR Activities (Instruments und Initiatives)

- OECD Guidelines for Multinational Enterprises
- ILO's Tripartite Declaration of Principles
- Global Compact of the United Nations
- ISO standard 26.000 (is being drafted)

Visibility of CSR:

- Global Reporting Initiative (GRI)

Concrete Part – Action Fields

1. credibility and visibility of CSR
2. promotion/dissemination of CSR, especially in SME
3. integration of CSR in education, academia and research
4. strengthening of CSR in international and development policy contexts
5. contribution of CSR to the management of social challenges
6. creation of an environment which is supportive of CSR

**The interim report on the development of a national
CSR strategy – “CSR Action Plan in Germany“
was discussed in the Federal Cabinet on 15 July 2009**

Download at:

www.csr-in-deutschland.de

Action Plan „CSR in Germany“

The Action Plan strengthens:

- the German profile at home and abroad
- the competitiveness of German enterprises
- the social and ecological dimension of globalization

Action Plan „CSR in Germany“ (II)

- Drafted as itemized plan
- Criteria for measures
 1. viability
 2. financability

CSR in Times of Financial and Economic Crisis

„In times of economic and financial crises sustainable development is a task for society as a whole and makes demands on the attitudes of all groups of society“
(Common understanding in the National CSR Forum)

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Thank you for your attention !