



Project idea „CSR – Baltic Sea Region“





Background of the project:

- Future global trend: CORPORATE SOCIAL RESPONSIBILITY
- A need to distinguish between:
companies who just talk
and companies who walk the talk
- Necessity is to speak the same language of CSR
- When implementing CSR: use ISO 26000 or DS 26001
- Use tool from SPIN: Sustainability Audit => awareness



Aim of the project:

- Develop and strengthen the capacity of people absorbing new CSR knowledge
- Support transfer of CSR knowledge transnational
- Create awareness in the countries
- Hold seminars in the partner countries
- Make visible how companies can gain from CSR activities
- Establish a series of workshops (PDCA)
- Select companies to be prepared + to get a certification
- Make sure that CSR has the same focus in East and West
- Develop pilot project (show case for successful implementation of CSR and the 3 bottom lines – economy, environment, social aspects)



Funding for the project:

- Baltic Sea Region Fund
- Deadline: March 2011
- Possible partners:
Sweden, Denmark, Germany, Three Baltic states and Russia
- „Fostering of Innovations“ across the BSR
- We will: facilitate technology transfer and diffusion of knowledge across the BSR
- Strengthening the social capacity
- Facilitating networking and exchange of good CSR practices



Thank you for your attention.

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