



What is Corporate Social Responsibility?

Corporate Social Responsibility, CSR, involves taking voluntary actions and initiatives by organizations, aimed at contributing to address environmental and social issues. Every organization, regardless of size, is a key market player and an integral member of the society in which it operates. That is why the prevailing social conditions influence, over the years, the activities of organizations.



Today, the social dimension of the organizations is very important for the proper and socially acceptable in their current operation but also for their competitiveness in the future. CSR is as characterize many experts, the road to sustainable development and competitiveness.

The Benefits

The main advantages which many organizations in Europe were persuaded to adopt a CSR model of development and management is briefly the following:

- Assessment and management of potential business
- risks, especially those relating to organization's reputation.
- Identification of stakeholders (stakeholder groups - such as e.g. employees, customers, shareholders). Evaluate their interest and participation in the CSR.
- Compliance of the organization with existing and future regulatory framework.
- Improve corporate governance (through systematic approach).
- Long-term economic success through satisfaction of the main stakeholders on the operation of the organization and creating mutually beneficial relationships (win – win relationships)

How we can help you

- Staff awareness through training seminars on the principles of CSR and issuing sustainability and other non-financial reports
- Support for action plan:
 - The integration of CSR in the activities of organizations
 - The design of the CSR management system
 - Issuing sustainability reports under the framework of the Global Reporting Initiative - GRI

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