

# 5ª. Semana da Responsabilidade Social “Rumo a uma ética global”

## A European perspective on CSR: Towards Europe 2020

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# CSR and competitiveness: A strategic issue for 2010 and beyond

- Challenging issues: responding to the recession
- Job creation
- A sustainable growth

## A stormy background...

A wave of ethical scandals sweeps the business world; public trust in companies falls to record low levels.

Global economy stricken by meltdown of financial institutions; unemployment reaches record levels

# CSR: core business, not ancillary to mainstream activities

- Taking social and environmental performance seriously:  
**ambitious enterprises that embrace a sensible strategy**
- Public authorities to foster and inspire.

# Key strategic issues

- Disclosure of information on ESG performance
- Business and human rights
- EU's support for worldwide CSR instruments: UN Global Compact, OECD Guidelines, ISO 26000
- Uptake of CSR among SMEs

# CSR at the core of Europe 2020, the post-Lisbon economic strategy

## Three axes:

- Smart growth
- Sustainable growth
- Inclusive growth

# Europe 2020: 5 targets

- 75% of aged 20-64 in a job
- 20 million less people at risk of poverty
- Meeting the '20/20/20' climate/energy targets
- 40% of young generations to have a diploma / Early school leavers under 10%
- Investing 3% of GDP in R&D

# President Durão Barroso on Europe 2020

**Flagship Initiative: "An industrial policy for the globalisation era"**

**The European Commission will work to renew the EU strategy to promote Corporate Social Responsibility as a key element in ensuring long term employee and consumer trust.**

# CSR policy developments

- A new Communication on CSR
- Improving disclosure/comparability of companies' ESG performance
- Fostering implementation of UNSRBHR's framework

# Thank you for your attention

***Grazie***

***Obrigado***

[http://ec.europa.eu/enterprise/policies/sustainable-business/corporate-social-responsibility/index\\_en.htm](http://ec.europa.eu/enterprise/policies/sustainable-business/corporate-social-responsibility/index_en.htm)

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