

PROPOSALS AND CONCLUSIONS

THE ROLE OF THE STATE

WHAT IS CSR - DEFINITION

THE MINIMUM CONTENT – VOLUNTARY INTRODUCTION OF ECOLOGICAL AND SOCIAL COMMITMENTS BEYOND THE LEGAL REQUIREMENTS

THE ROLE OF THE STATE AT TIMES OF CRISIS – CSR AS A REAL INSTRUMENT FOR TACKLING WITH THE CRISIS

THE CRISIS AFFECTS MOSTLY WOMEN – THE FEMININIZED BRANCHES ARE MOSTLY AFFECTED – HARD CONSEQUENCES FROM THE CRISIS – APPAREL INDUSTRY

- THE CRISIS AFFECTS ALSO CONSTRUCTION – MORE THAN 30% DROP

WHAT HAPPENS WITH EMPLOYERS:

1ST REACTION – CONCENTRATE EFFORTS TOWARDS CUTTING THE EXPENSES BUT THE BIG ISSUE IS HOW, THE FIRST THING IS THE WORKING CONDITIONS – EQUIPMENT, SYSTEMS OF DIFFERENT TYPES, IT SEEMS LIKE ONE OF THE FIRST THING THAT EMPLOYERS DO, IT BRINGS RISKS AS IT LEADS TO HIGHER EXPENSES

PROBLEMS IN RELATIONSHIPS BETWEEN WORKERS AND EMPLOYERS – DROP OF LOYALTY – WORKERS TRY TO STEEL FROM THE EMPLOYERS – THIS RAISES THE ISSUE OF PROPERTY RESPONSIBILITY OF WORKERS – CSR MEANS A TWO- FOLD LOYALTY

CSR A AN INSTRUMENT FOR ACHIEVEING SOCIAL PIECE

PROBLEMS ARE SOLVED BY THE ENTERPRISE ITSELF THROUGH CSR

- SOCIAL AUDITOR H&M
- PR INTERNATIONAL ASSET BANK
- MINISTRY OF LABOUR – EXPERTS REPRESENTING THE GROUP DEVELOPING THE CSR STRATEGY
- FEDERATION OF CONSUMERS
- NEW BG UNIVERSITY – WHAT LEGISLATION IS ENVISAGED TO SUPPORT CSR
- TEXTILE INDUSTRY REPRESENTATIVE – WHAT MEASURES ARE ENVISAGED BY THE STATE
- STUDENT ECONOMIC UNIVERSITY
- ROMANIAN REPR – WHAT MEASURES ARE TAKEN NOT TO HAVE HUMAN CRISIS

- GTZ COUNTRY DIRECTOR – WHAT IS THE STATE DOING TO SUPPORT CSR
- CONSULTANCY COMPANY STRATEGII

1. THE STATE SHOULD PROMOTE CSR
2. INFORMATIVE ROLE OF THE STATE RELATED TO THE POSITIVE EFFECTS FOR THE DEVELOPMENT OF THE BUSINESS
3. SUPPORTIVE ROLE OF THE STATE, PERMANENT DEVELOPMENT OF THE PROCESS OF CERTIFICATION
4. COORDINATION BY THE STATE

WHAT ABOUT A LAW ON CSR?

CSR HAS A VOLUNTARY CHARACTER, A VOLUNTARY COMMITMENT, IT MEANS TO UNDERTAKE ADDITIONAL COMMITMENTS, TO ESTABLISH REASONABLE LEGAL FRAMEWORK

DISCUSSION:

THE STATE MUST ESTABLISH CONDITIONS – INFORMATIVE, EDUCATIONAL ROLE OF THE STATE, THE CONSUMERS MUST KNOW THEIR RIGHTS, THE STATE MUST CONTROL

THE STATE SHALL ENHANCE THE CAPACITY OF THE INTERESTED PARTIES – ON THE SIDE OF CONSUMERS – POSSIBILITIES FOR TESTING PRODUCTS

THE ROLE OF THE STATE – TO SUPPORT THE ESTABLISHMENT OF INDEPENDENT CONTROL, SOCIAL AUDITS, INSTRUMENTARIUM, AN INDEPENDENT STRUCTURE ESTABLISHED WITH THE SUPPORT OF THE STATE TO PERFORM MONITORING

TO SUPPORT MANAGERS

A LAW ON CSR WOULD SUFFOCATE BUSINESS

THE ROLE OF THE STATE – INFORMING IN THE SENSE OF COLLECTING GOOD PRACTICES AND POPULARIZING THEM, PROMOTING MEDIA INFORMATION, GIVING THEM INFORMATION

ACADEMIC EDUCATION NEEDED IN THAT DIRECTION – A TENDENCY THAT SHOULD BE LAUNCHED IN UNIVERSITY EDUCATION TOWARDS BETTER UNDERSTANDING OF CSR

THE COMPANIES MUST BE SUPPORTED TO DEVELOP THEIR OWN CSR STRATEGIES

THE CONTRIBUTION OF THE STATE – EFFORTS AND RESOURCES TOWARDS EDUCATION ON CSR

THE STATE CANNOT REGULATE CSR

ALL THE STRUCTURES WORKING ON CSR MUST JOIN THEIR EFFORTS

EDUCATING NEXT GENERATIONS WHAT IS CSR
A CONSULTATIVE BODY OR STRUCTURE HAVING CSR AS A COMMON
VALUE

CSR IS PART OF THE EUROPEAN SOCIAL MODEL – YOU CAN NOT HAVE A
SUSTAINABLE EFFECT IF YOU HAVE LOST 20 YEARS OR SO; CSR CAN NOT
BE NOTHING BUT VOLUNTARY COMMITMENT

IT IS TIME TO ESTABLISH A COMMON PLATFORM, COORDINATION CENTRE,
EXPERT INFORMATION

WHAT IS THE STATE DOING TO STIMULATE THOSE ENTERPRISES
IMPLEMENTING CSR POLICIES?
THE MECHANISM OF ESTABLISHING A BROAD LEGAL FRAMEWORK

ESTABLISH CONDITIONS AND ENVIRONMENT FOR IMPLEMENTING CSR
POLICIES AND STRATEGY AND A PLATFORM OR NETWORK TO PERFORM
COORDINATION FUNCTION

THE STATE SHALL PROMOTE THROUGH ECONOMIC MEASURES THOSE
UNDERTAKING CSR COMMITMENTS

PUBLIC PROCUREMENT HAS TO POINT OUT THAT A GIVEN CANDIDATE
HAS FULFILLED CSR COMMITMENTS – THAT IS A WAY FOR THE STATE TO
SHOW ITS ATTITUDE TOWARDS CSR; THAT MUST BE AN ADVANTAGE FOR
THE GIVEN ENTERPRISE WHEN APPLYING FOR GRANT SCHEMES OR EU
FUNDS

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1. CSR IS AN IMPORTANT ELEMENT OF THE EUROPEAN SOCIAL MODEL AND
WE SUPPORT THE VOLUNTARY ELEMENT AS A BEGINNING OF CSR

2 WE ASK THE STATE TO PLAY AN ACTIVE ROLE IN THE DEVELOPMENT OF
CSR:

- BY PROMOTING THE ENTREPRENEURS TO DEVELOP THEIR OWN CSR
STRATEGIES BY INTRODUCING A SYSTEM OF ECONOMIC STIMULI FOR THE
ENTERPRISES IMPLEMENTING THE CSR PRINCIPLES, BY ESTABLISHMENT
OF A SYSTEM OF LABELLING OF PRODUCTION OF ENTERPRISES THAT
HAVE ACHIEVED THE OBJECTIVES OF CSR. THESE STEPS OF THE STATE
WILL BECOME A REAL INSTRUMENT FOR REDUCING THE GREY ECONOMY.
- BY INFORMING AND POPULARIZING GOOD CSR PRACTICES; BY
ATTRACTING THE INTEREST OF CONSUMERS AND MEDIA TOWARDS THE
SOCIALY RESPONSIBLE BEHAVIOUR OF THE PRODUCERS.

- BY SUPPORT TO THE DEVELOPMENT OF A PROFESSIONAL FRAMEWORK AND CERTIFICATION IN THE SPHERE OF CSR; SUPPORT TO THE DEVELOPMENT AND APPLYING OF INDEPENDENT SOCIAL AUDIT; SUPPORT TO THE DEVELOPMENT OF EDUCATIONAL PROGRAMS IN THE SPHERE OF CSR
- BY COORDINATION OF EFFORTS FOR THE ESTABLISHMENT AND FUNCTIONING OF A UNIFIED NETWORK FOR COORDINATION AND EXPERTISE FOR CSR ACTIVITIES.