

# ACCELERATING CSR IN TURKEY

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## CONTENTS

- ▶ **Who we are**
- ▶ **Outcomes of the Survey on CSR among SMEs**
- ▶ **Some good practices**
- ▶ **The Responsible Supply Chain Management**



## WHO WE ARE

- ▶ **Not for profit business organization with a membership of 124 companies & business organisations**
- ▶ **To promote CSR in Greece through a series of activities**

## SURVEY

- **HNCSR & Athens University**
- **Help members understand their supply chain**
- **Help suppliers understand what “buyers”  
expect from them**

## SCOPE OF THE SURVEY

- Record existing situation
- Detect obstacles and drivers
- Identify information and services needed by SMEs
- Sample of 300 SMEs
- Personal interviews by University reps

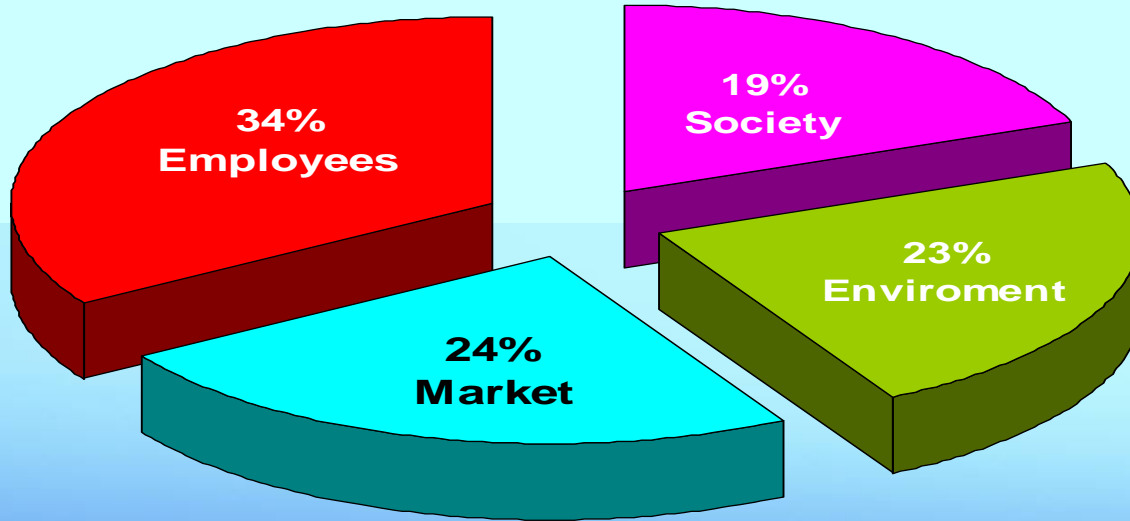
# ACCELERATING CSR IN TURKEY

## Part II

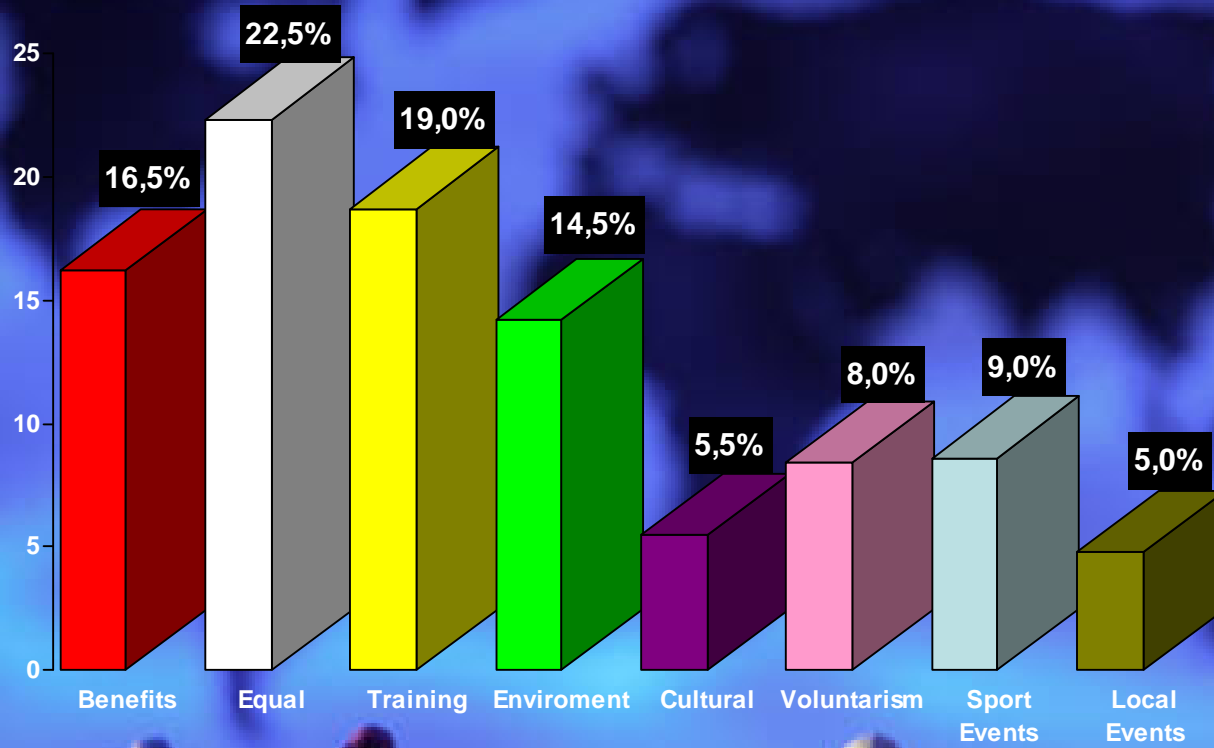
## OUTCOMES



# Which are the most important CSR areas



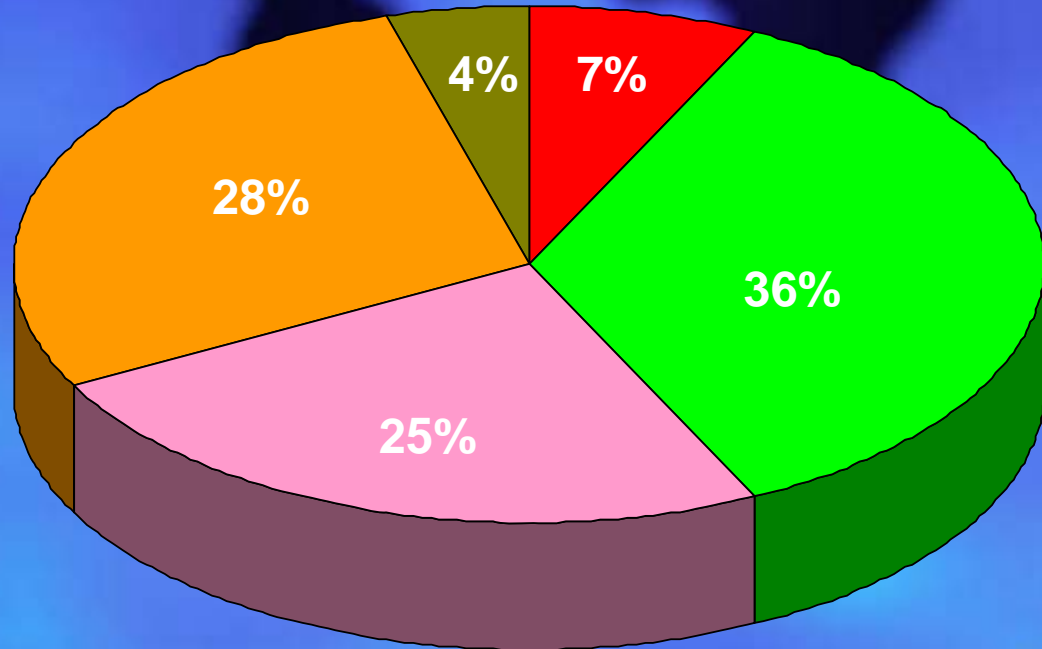
# Implemented practices



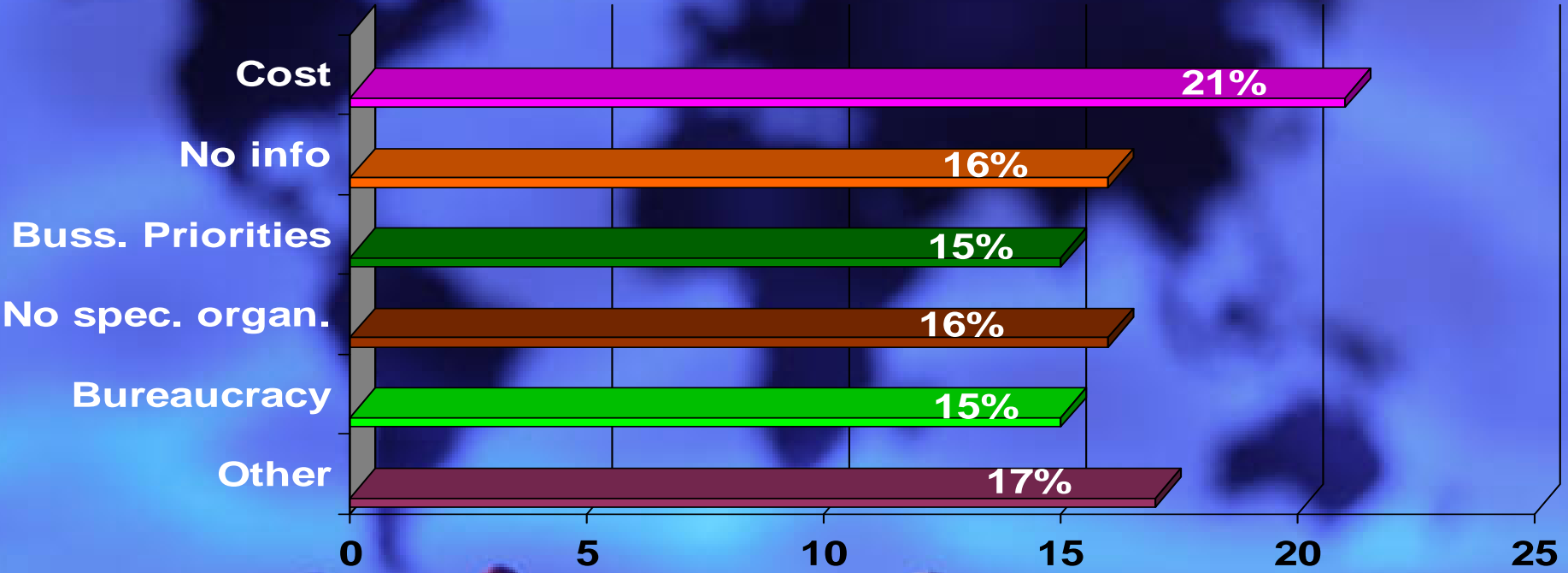
# Extend of CSR practices implemented by Greek SMEs



■ Considerably ■ Moderately ■ Occasionally ■ Rarely ■ Not at all

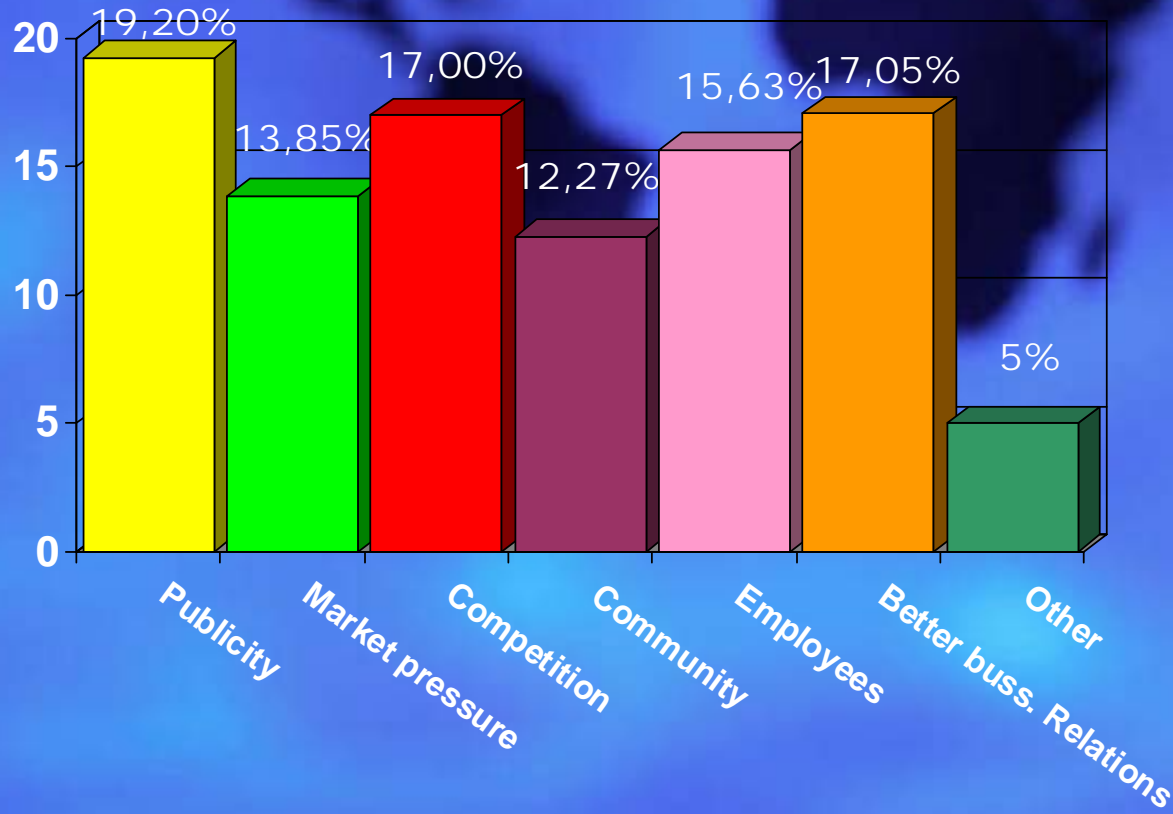


# Obstacles

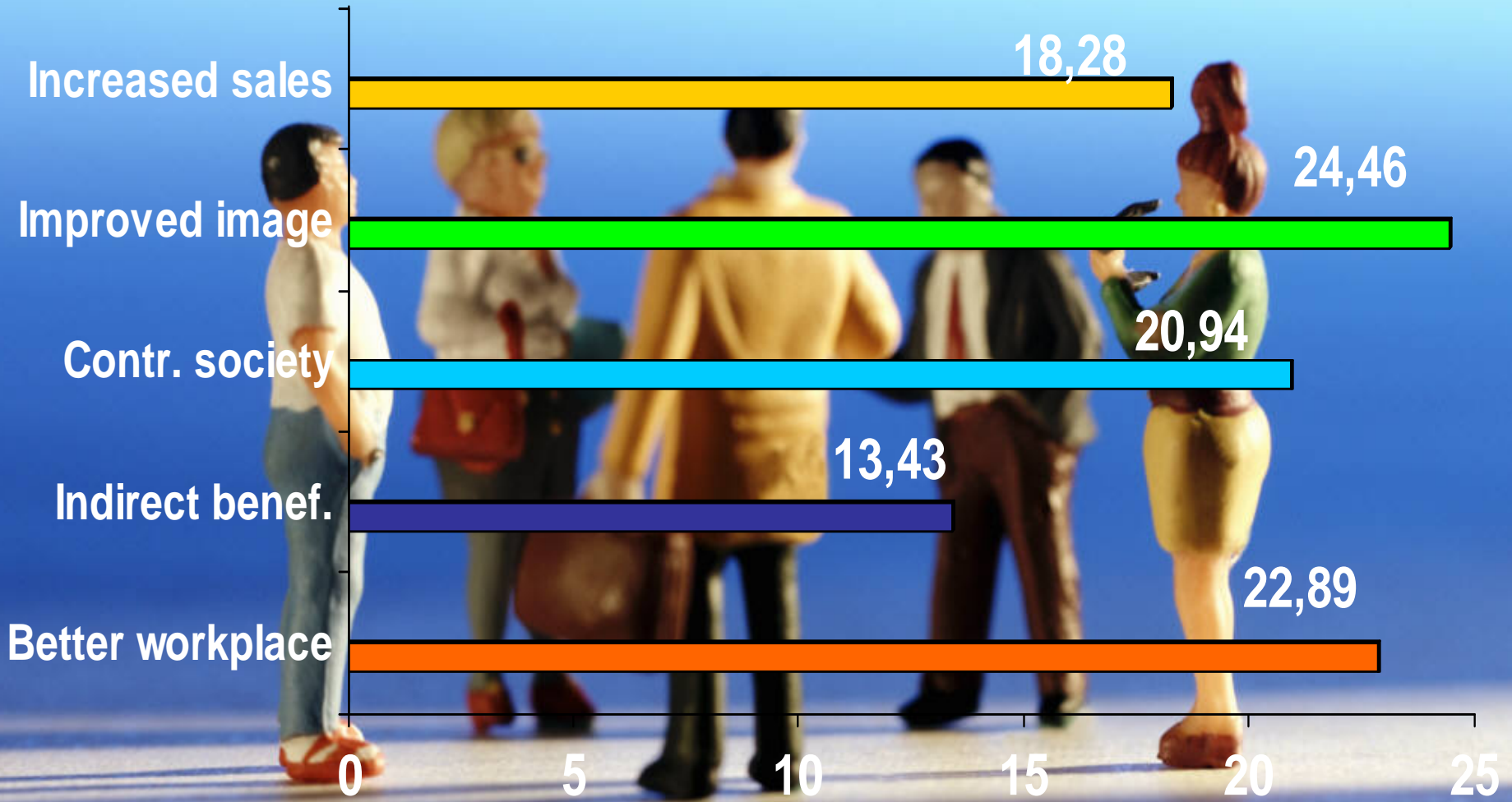




# Drivers



# Benefits



# ACCELERATING CSR IN TURKEY

## Part III

### CASE STUDIES



# Case Studies



## Society → Epsilon Net

### Who

- Established: 1999
- Employees: 200
- Sector: Information technology

### What

- Free of charge supply of IT products and services to Universities and other Institutions

### How

- 4 employees

### Benefits for the society

- 40 Institutions in 3 years
- Improvement of educational tools

### Benefits for the company

- Added social value
- Volunteerism
- New prospects for development



# Case Studies



## Society → Semeli Mountain Resort

### Who

- Established: 2004
- Employees: 16
- Sector: Hotel

### What

- Support of local community – environment

### How

- Employment of local people
- Support of local producers
- Clearing of local wood
- Biological treatment of effluents

### Benefits for the society

- Development of local community
- Keeping young people locally

### Benefits for the company

- Loyalty of customers
- Volunteerism



# Case Studies



## Marketplace → Attiki Pittas

### Who

- Established: 1928
- Employees: 110
- Sector: Honey production & marketing

### What

- Support of local beekeepers

### How

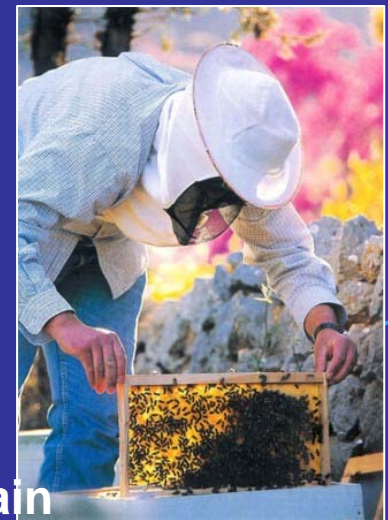
- Provision of advice
- Training workshops
- Conferences – Training trips
- Provision of equipment

### Benefits for the society

- Modernisation of production
- Better quality/quantity of product

### Benefits for the company

- Long and close relations with supply chain
- Volunteerism



# Case Studies



## Human Resources → Attiki Pittas

### Who

- Established: 1928
- Employees: 110
- Sector: Honey production & marketing

### What

- Additional benefits to employees

### How

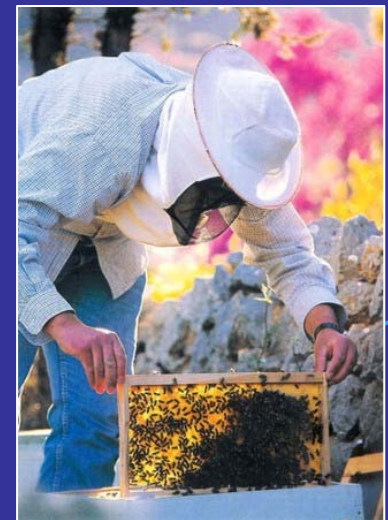
- Provision of additional insurance
- Participation in nursery school expenses
- Extra bonus according to financial results
- Provision of financial support on special occasions

### Benefits for stakeholders

- Improvement of standard of living
- Family feeling

### Benefits for the company

- Positive impact on employees
- Loyalty



# Case Studies



## Human Resources → Piscines Ideales

### Who

- Established: 1991
- Employees: 120
- Sector: Import of swimming pools

### What

- Promotion of personal responsibility

### How

- Organisation of philanthropic events
- Blood donation
- Recycling

### Benefits for stakeholders

- Change of attitude
- Promotion of Volunteerism

### Benefits for the company

- Positive impact on employees
- Loyalty
- Added social value



# ACCELERATING CSR IN TURKEY



## Part IV



## Responsible Supply Chain Management Laboratory

# The European Alliance for CSR

## Overview



### A new political approach to CSR

- Based on a 'dual commitment' from the European Commission and enterprises
- Supported by 250 companies and organisations
- Alliance partners: CSR Europe, Business Europe, UEAPME
- 10 key thematic areas. Among these:
  - Improving working conditions, esp. in supply chains
  - Operating outside EU borders
  - Integration of CSR in all business operations
- 20 CSR Laboratories bring the Alliance to life



# CSR Laboratories

## What responsible supply chain means?

- Minimized environmental, social & HSSE risks
- Purchasing practices with CSR principles and policies
- Contribution of decent working conditions to productivity & quality of products
- Increased energy efficiency, reduced fuel consumption & emissions, enhanced technological innovation
- Definition & implementation of strategic sustainability policies



# The European Alliance for CSR

## Responsible Supply Chain Management Laboratory



Company Leaders:



Facilitators: CSR Europe, BSCI, HNCSR

Participants:

**Companies:** HP, VW, Titan, l'Oréal, BASF, Bayer, Epson, Suez, Sony, Metro, Bouygues, Volvo AB, etc.

**Stakeholders:** Business & Society Belgium, ORSE, Solidar, Öko - Institut, Dutch Ministry of Economic Affairs, Danish Commerce and Companies Agency, European Commission DG Enterprise, etc.



# The European Alliance for CSR

## Responsible Supply Chain Management Laboratory

### Objective and audience

- Provide practical guidance to practitioners who influence RSCM
- Create a better understanding of key issues
- Improve and sustain the implementation of social and environmental standards



# The European Alliance for CSR

## Responsible Supply Chain Management Laboratory

### A Portal on Responsible Supply Chain Management:

- Information on international principles and standards
- Key issues and RSCM processes
- Reference materials for practitioners

### Deliverables 2009/2010

- Awareness raising and training sessions in Europe and beyond
- Expansion of the portal & stakeholder dialogues



# The European Alliance for CSR



## Portal for Responsible Supply Chain Management

### Key steps of a Supply Chain Programme

Standards, guidelines and initiatives to support you

Hot topics in the supply chain

Address <http://www.csr-supplychain.org>

Portal for Responsible Supply Chain Management

Home Engage Guide Laboratory Events Partners Contact

### Equip yourself for a responsible supply chain!

Welcome to the Portal for Responsible Supply Chain Management. Here, practitioners can access hands-on tools and information to further develop their approach to Corporate Social Responsibility in the Supply Chain. Click on the visual below to find out more about how suppliers and buyers can each contribute to a cascade of responsible business practice in the supply chain.

**BUYER**  
key steps for working with your suppliers towards a responsible supply chain [Read More](#)

- Understanding Responsibilities**  
  
Analysing Risks & Opportunities
- Communication**  
  
Monitoring & Compliance
- Strategy**  
  
Engaging with Stakeholders

[Information about Producers](#) [Click here](#) >>

**Materials**

- L'Oréal Process Material
- Volkswagen Supplier Training Course Prior
- Titan Code of Conduct for Procurement
- HP Supplier Social/ Environmental Responsibility Agreement

Practical company tools and materials

# The European Alliance for CSR



## Key Topics

Easy access to related standards, guidelines and reference materials

Supply Chain Management

Home Guide Laboratory Events Partners Contact

Text only

### Working hours

#### There only so much a person can do in a day!

Working times rhythm lives, business exchanges and contacts. It lays at the basis of productivity, the core objective of all companies. Partial, full, extreme, shifting working hours determine quality of careers, products, health, living and working conditions. Decent working hours should provide decent compensation. Today, just in time and overtime are daily practices. Managing the impacts and the limits of these realities is essential to long-term beneficial business relationships.

#### What is the risk in the supply chain?

The main risk in the supply chain comes from the pressure put by some subcontractors. Pressure comes from delays and quantity ordered. To address unrealistic deadlines, excessive overtime happens which might have consequences:

- Health and quality: excessive overtime leads to higher rates of accidents, worker stress (Health & Safety), higher absenteeism and worker turnover. Companies' efficiency decrease, remain under pressure and have difficulties to cope. A vicious circle can begin.
- Capacity and subcontracting: When the ordered quantity of goods overflows the supplier for a given period, there is a risk that the supplier subcontracts production to other entities, which may induce a loss in traceability and quality.
- Timing and deadlines: When orders are placed too just in time, or late, suppliers are under increasing pressure to satisfy demands which requires (sometimes forced) overtime.

#### Related Standards

- Business Social Compliance Initiative (BSCI)
- China Social Compliance 9000 for the Textile and Apparel Industry (CSC 9000 T)
- EICC - Electronic Industry Code of Conduct / GeSI
- ETI - Ethical Trading Initiative

#### Related Materials

- Adidas Employment Standards Guidelines
- Adidas Sustainable Compliance Guideline
- BSCI Auditing process

Information on hot topics in the supply chain

# The European Alliance for CSR

[www.csr-supplychain.org](http://www.csr-supplychain.org)



Address <http://www.csr-supplychain.org> Go Links

Portal for Responsible Supply Chain Management

Home About Engage Guide Laboratory Events Partners Contact T T Text only

**Browse**

- ▶ Key Topics
- ▶ Standards
- ▶ Reference Material
- ▶ Best Practices
- ▶ Supplier Engagement Stage
- ▶ Sector
- ▶ Language

**Resources by tag:**

Labour rights, Working regulations, suppliers, subcontractors, management system, ILO conventions, Human rights, social relations, environment, bribery countering, disclosure, Textile, apparel, Social Responsibility.

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**Information about Producers** [Click here](#) ▶▶

**Welcome**

European Alliance for Corporate Social Responsibility  
Making Europe a world of possibilities

**Materials** **Standards**

- ➔ L'oreal Integration Process for a New Raw Material Supplier
- ➔ Volkswagen Supplier Training Course Priority A
- ➔ Titan Code of Conduct for Procurement
- ➔ HP Supplier Social/ Environmental Responsibility Agreement

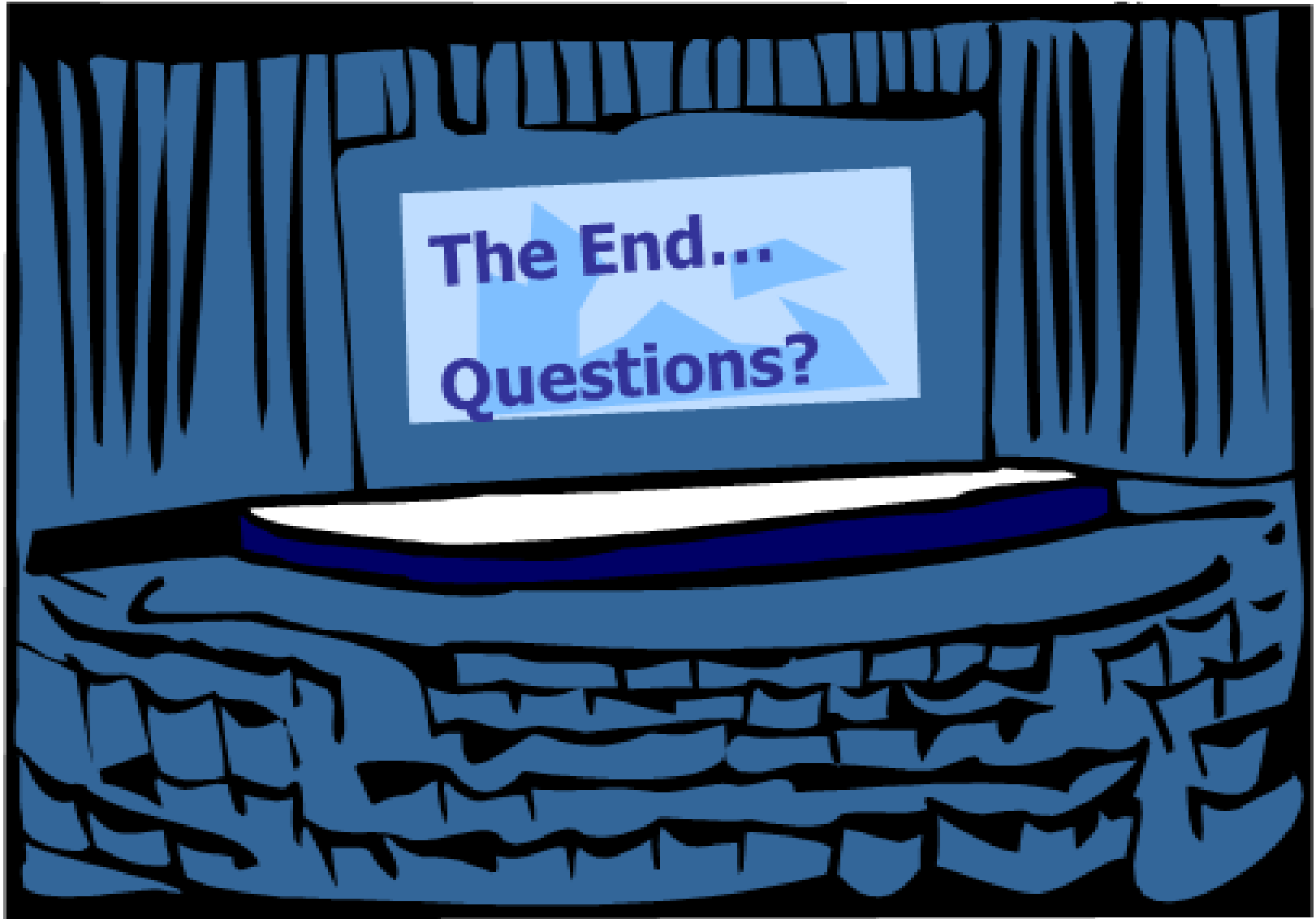




# CSR matters to ALL of us

- **Businesses**
- **Employees**
- **Consumers**
- **Local Communities**
- **Investors**
- **All people**
- **Our children and future generations**





**THANK YOU !!!**