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# Overview of CSR Award systems in Europe and model CSR award

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## About the study

- ❑ Study on European CSR acknowledgement systems was carried out in 2007
  - ❑ Over seventy CSR-related awards were identified in Europe
  - ❑ The vast majority are run and funded by private associations and institutes without specific government support.
  - ❑ Only eighteen of the identified are awards run by government, and ten others involve some form of government support.
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## About the awards

- ❑ Majority of the awards did not address CSR in an overall manner, but rather focused on specific issues, such as Diversity in the Workplace, Impact on the Environment or CSR reporting transparency
  - ❑ Some awards are focusing on projects only, some on overall progress, some on new initiatives of the companies
  - ❑ Awards varying from awarding for best design, best COPs, best practices, media prizes
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# Examples of awards identified

- **“Awards for Excellence” and “CR Index” (UK)**

*Environmental performance, assessment of company impacts on the community, marketplace and workplace through operations, products and services, interaction with key stakeholders*

- **“Storebrand Best in Class Award” (Norway)**

*Factors include: policies, management systems, emissions, health and safety performance, corporate governance.*

- **“President’s Awards for Corporate Social Responsibility” (Ireland)**

*One of the most successful among national awards in Europe, Overall award for Outstanding Achievement in CSR, Best New and Innovative CSR Project and 3 categories: Environment, workplace and community)*

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# European and global awards

- European level award – **“European Business Awards, Corporate Sustainability Category”**

*Recognises and celebrates business success, innovation and ethical practice.*

*Criteria: sustainability strategy with a main focus on actions launched to manage risk prevention from a commercial, environmental, governance and social development perspective above and beyond the requirements set by legislation.*

- global level - **“World Business Awards in support of the Millennium Development Goals”** by ICC, UNDP, IBLF, *Demonstrate a partnership approach with other stakeholder(s) as a major element in their achievement*
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# Proposed model of the Award, Criteria

- **Identification of CSR issues:** What key CSR issues has the company identified relating to the award categories? What issues are not being addressed and why?
  - **Engagement with stakeholders:** Have key stakeholders been engaged with? How?
  - **Development of strategic direction, action plan and KPIs:** What strategic directions, action plans and KPIs have been put in place?
  - **Implementation & monitoring of progress:** Have these action plans been implemented and has monitoring of progress been done? How successfully have targets been met?
  - **Reporting, gathering & integration of feedback:** What reporting & gathering of feedback has been done? How have these been integrated into next steps?
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# Learnings from Lithuanian Award

- ❑ **categories** depending on size and ownership of the company
  - ❑ **visits to companies** that are being nominated to be encouraged, as well as presentations by companies themselves to the Evaluation Commission;
  - ❑ **workshop to help companies prepare** for participation in the award by explaining the criteria and thus helping to better understand what CSR is and what it is not would be very helpful and would be organized for 2008 awards in autumn
  - ❑ **extensive commission** representing various stakeholders may not be always very helpful and manageable.
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