

ERASMUS+ Corporate social responsibility project

The main scope of this project is to widen CEE companies' and managers' knowledge about CSR and sustainability notions, raising their awareness about their own needs and possibility for improvement, with a focus on improving managerial skills such as efficient resource management, ethical choices, EU2020 policies, responsible labour practices, sustainable approach to business etc.

The **key objective** of the partnership is to deliver a common CV model and a training course aimed at CE companies and their consultants, offering a common model better suited with the local requirements and managerial styles.

In order to offer the CV prototypes (one for business consultants and the other for Trainers) the partners are going to:

-Share their knowledge and collect good practices.

-Conduct 2 **surveys** (during active **workshops** as an innovative way to facilitate dialogue and information sharing and a desktop survey on training availability).

-Elaborate and test low-budget **ways to engage** managers, entrepreneurs, journalists and other target groups as well as stakeholders in getting interested in CSR (as to get enrolled in trainings).

-Analyse and cross reference collected data to perfect the CV and the training structure.

To reach the objectives, the consortium will:

***simplify** the way CSR is presented, to make it more **accessible** for a wider audience.

***Improve** the ability of the partners' staff and key stakeholders to engage **managers, entrepreneurs, journalists** in CSR.

***Increase** partners' perception about **CSR situations** in the CEE countries, by collecting data on partners' countries specificity and participants' needs.

***Increase** the chance of **usability, relevance, potential sustainability and diffusion** of the results by assessing them with experts and target groups.

The workshops proposed to the target groups will make it easier for the partners to understand the target groups, share some basic information about CSR, ask their opinion, investigate their skills and needs, discuss the best solutions to get them involved and interested in the topic.

With the planned activities, the partners are going to extend CSR audience within the business and industry sectors, such as managers, firm representatives, CSR managers, business consultants, journalists, key public officials, entrepreneurs, to help them increase their capacity to manage risk, improve their efficiency and efficacy in the management of their resources, both material, immaterial and human.

The consortium is composed of 7 partners from 6 different countries coming from different backgrounds (universities, training companies and associations) all involved in management, sustainability, skills improvement and training.

Products and results

During the 2 years project the partners are going to prepare and disseminate the following materials and documents

- A. **A guide and a curriculum/training structure for trainers** to make sure the professionals in charge are well informed and can use the same knowledge on CSR, especially about the main themes and topics of each session and when assessing and reporting the results. In particular, the trainers will be informed on how to offer comments and feedbacks to help participants in improving their judgment and change their behaviour, attitude and skills.
- B. **A curriculum and a training structure for a course aimed at CONSULTANTS** to increase their skills and competence on CSR practices and most suitable solutions for CE companies.
- C. **A DIGITAL HANDBOOK WITH CONTENTS AND MATERIALS** useful to run the local thematic workshops and to guide the partners in having a structured dialogue with relevant local stakeholders and academics, to collect and share data at local level for further researches or to support policies development. Selected audience: journalists, educators and professionals, public admin/government representatives etc.
- D. **METHODS TO ENGAGE** all the interested parties in implementing CSR, by offering tips and suggestions on what topics and communication messages use according to main targets in the project (companies, managers, consultants, key stakeholders). In all aspects, the toolkit focuses on low-budget scenarios and aims to make it easier for multiplier to integrate multiplication into their daily activities. This toolkit aims to give guidance and provide available tools for multipliers to implement their activities.
- E. **A FINAL CROSS-REFERENCE REPORT** on the managerial skills required to run responsible and sustainable business and implement CSR policies, based on the results of the local thematic workshops.

The main expected results of the products' use and cooperation expected at the end of the project are:

- Improved knowledge and expertise for the project partners, their experts and trainers thanks to shared good practices.
- A more active participation of companies / HR managers / employers in the creation of relevant learning outcome.
- Increased managerial capacity and ability to work in a multicultural environment for the consortium staff.
- Increased awareness and perception on the importance of CSR and sustainable approach to management by all the parties involved.
- Increased participants' competence in the use of the suggested material for an "easier" approach to CSR.
- Improved training offer and increased professionalism of EDUCATORS/TRAINERS and partners' staff participating in the project.
- Enhanced possibility for key stakeholders to exploit practical information generated by the consortium.
- Enhanced cooperation among European organizations of different nature and size dealing with issues related to CSR, sustainability, education, and social responsibility.
- Increased networking capabilities at local / National and EU level.

Partners

SUSTAINABLE DEVELOPMENT MANAGEMENT INSTITUTE (SDMI), founded in January 2015, is a private University providing higher education, Education and Continuing Professional Development. SDMI provides a distinctive program in sustainable development management that builds and enhances the liberal arts curriculum. Our aim is to prepare students to be committed to a process of life-long learning and to pursue rewarding careers in a technologically changing and culturally diverse world. To this end, the Institute has created a learning environment that encourages the integration of management theory, research, and practice within a well-balanced program of study in arts, sciences and humanities.

Aregai Terre di benessere is a non-profit Italian association that promotes sustainable welfare and the ethic satisfaction of human needs. Aregai developed an innovative management model named LICET that allows companies to improve their actions and image and that helps them grow sustainably.

SGH WARSAW SCHOOL OF ECONOMICS is the oldest university of Economics in Poland. Its mission is to continuously educate economists and business leaders serving the nation, country and the region. Along with education, research is the most important objective of the SGH. Research topics are selected to support the teaching process and enhance educational standards of the academic staff. SGH Warsaw School of Economics is dedicated to integrating business practice into education and research, becoming a platform for a wide cooperation between different institutions, companies and communities.

JOŽEF STEFAN INTERNATIONAL POSTGRADUATE SCHOOL (IPS) was established in 2004 as an independent higher education institution. Its study programmes were approved by the Slovenian National Council for Higher Education. The initiative for the establishment of IPS came from the Jožef Stefan Institute (JSI). It was strongly supported by industry (Gorenje, Kolektor, Salonit) and an international network of cooperating universities and research institutes from European Union, the USA, Japan, and several other countries. Jožef Stefan Institute provides the central research-educational basis. Within the IPS invited research institutes, industrial and other enterprises contribute their knowledge and innovation capacities for solving developmental problems.

PROSPEKTIKER counts on a professional human team specialized in different disciplines, with degrees in Business Administration and Management, Engineering, Sociology and Law, as well as with postgrads in Sustainability and Environmental Studies, Trade and Marketing, Team Management, Equality and e-Business. This expert team has a broad experience in the implementation of consultancy projects, as for strategic and prospective planning areas, as well as for other kinds of firm and organization advising projects. Established in 1987, Prospektiker is an independent company, specialized on foresight and prospective - strategic studies for the public and private sector. The company's main purpose is to explore the possible futures, which may emerge from the present situation.

The **CROATIAN INSTITUTE FOR CSR (IDOP)**, established in 2015, is a non-profit, research and advisory organization focused on development of corporate social responsibility and sustainability practices in Croatia. Through independent research, education and presentation of good practices IDOP works on the promotion of non-financial reporting and education about CSR and sustainability. IDOP is a Global Reporting Initiative golden member in Croatia and a member of SSR International.

MEDNARODNI CENTER ZA PRENOS ZNANJA DOO MCPZ is a small, private adult education and training provider as well as NVQ provider with respect to the NVQ legislation from Slovenia, nationally oriented, though we have partners in Croatia, Bosnia and Hercegovina and Serbia. Main scope of MCPZ is development and delivery of short and long-term educational and training courses, corresponding to the needs of employers as well as tailor made courses and counselling mainly focused on competence needs and structures and on business organization processes.

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