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GUVERNUL ROMÂNIEI
MINISTERUL MUNCII, FAMILIEI
ȘI PROTECȚIEI SOCIALE
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Fondul Social European
POSDRU 2007-2013



Instrumente Structurale
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Investește în oameni !

“Întărirea capacității companiilor românești de dezvoltare a parteneriatelor sociale - Responsabilitate Socială Corporativă”

Proiect co-finanțat din Fondul Social European prin Programul Operațional Sectorial pentru Dezvoltarea Resurselor Umane 2007-2013, POSDRU/64/3.3/S/41722

www.aneir-csr.ro

NEWSLETTER

July 2 - 8, 2012

Strengthening the capacity of Romanian companies to develop social partnerships –CSR

CSR News Romania

PROFI RomFood invests in education

July 5, 2012

PROFI RomFood launches the social responsibility campaign 2012 in cooperation with the Ministry of Education, Research, Youth and Sport. The company will donate IT and projection equipment to 252 schools, in addition to other awards for school children up to eight grade. Last year the company invested over half a million euros to provide IT equipment to 101 schools and projection equipment to 100 other schools. This year the budget has been increased... [Read more](#)

Rompetrol announced the winners of the programme ‘Together for Us’

July 5, 2012

Rompetrol has selected 16 community projects to be financed with 250.000 USD, part of the national grant programme ‘Together for Us’. The projects covered the areas health and environment protection and were designed for NGOs, local authorities, education institutions, medical organisations and for citizens.’ The budget for each project is estimated between 45.000 lei and 90.000 lei. 141 projects were submitted for selection (70 health projects and 71 environment projects). The projects will be implemented in communities until the end of the year... [Read more](#)

Colgate-Palmolive invests in hospitals

July 3, 2012

To celebrate 20 years of activity on the Romanian market, the company will donate 2% of the July earnings to refurbish hospitals in various communities. The social responsibility campaign is in line with the other activities promoted by the company over the years... [Read more](#)

BRD Groupe Societe Generale invests 800.000RON in community

July 3, 2012

Around 1.500 BRD employees are engaged in the donations programme ‘Change a destiny. Give



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life value' where they donate on a monthly basis a sum for disadvantaged children and the bank doubles the amount donated. In three years the programme has invested in communities 220.000 euros by supporting 24 annual projects and 1.450 disadvantaged youths. In the latest call for proposals 314 NGOs submitted applications and 14 projects that focus on disadvantaged communities and youths were selected... [Read more](#)

Orange educational programme

July 3, 2012

The telecommunications company extended its educational programmes this year to reach the students from the Economics Academy besides the ones from the Polytechnic University in Bucharest. Between April-May 2012, 900 students from the Economics Academy participated in professional trainings and internships. The aim of the programme is to connect the business sector with the academic one and offer students realistic views in order to implement in business what has been acquired by academic study... [Read more](#)

Raiffeisen for communities grant programme

July 2, 2012

A call for proposals will be open until July 20 for organisations – NGOs or public institutions - that wish to develop social responsibility programmes. The bank will invest 100.000 euros in the programme funding 5.000 euros per project. The sectors for which proposals can be submitted: education (financial, entrepreneurship, and civic), social services, sport (wellbeing), health, environment (urban ecology)... [Read more](#)

CSR News Europe

2011 Corporate Responsibility Report outlines progress of IBM's commitments

July 4, 2012

IBM recently released its ninth annual Corporate Responsibility Report. Corporate responsibility is an integral part of IBM's corporate culture and drives how the company engages with clients, employees, shareholders and communities. According to the company's report, commitment to socially and environmentally responsible behavior yielded a broad range of benefits: reducing energy usage, creating a new model for secondary education, and using technology and expertise to help small businesses grow. IBM achieved strong sustainability results in energy conservation, data center energy efficiency and environmental responsibility last year. Some of the highlights:

- Employees – are encouraged to flourish by providing guidance and opportunities for career and expertise growth, allowing IBM and IBMers to succeed in this rapidly changing world. IBM blends traditional, virtual and work-enabled learning and development activities to accomplish this;
- Giving - while education is the highest priority, some investment is maintained in human



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services, culture, health and the environment. The overall contributions rose by 3.6 percent, in line with the five-year trend. IBM is a globally integrated enterprise operating in nearly 170 countries. In 2011, the percentage of contributions in mature markets generally fell, while contributions in developing markets rose.

- Supply chain - supplier diversity provides IBM a competitive advantage through gains in market share and client satisfaction by giving global opportunities to diverse owned businesses. IBM's Global Supply strategic goals and objectives are supported by diverse suppliers around the world that deliver value in areas such as flexibility, innovation and sustainability, thereby helping to contribute to a Smarter Value Chain... [Read more](#)

UNFCCC Secretariat Calls for Applications of Activities Addressing Climate Change in Urban Communities in Developing Countries

July 2, 2012

The secretariat of the UN Framework Convention on Climate Change (UNFCCC) is seeking to acknowledge the increasing momentum for stronger local, regional and national action on climate change by highlighting actions in the field of climate change mitigation and adaptation which will increase innovation, hope, passion and momentum for further change. The 'Momentum for Change' initiative is seeking applications for climate change mitigation and adaptation activities that have delivered social and environmental benefits to the urban poor in a developing country as part of a cooperative effort between the public and private sector. The deadline for applications is 13 July 2012. 'Momentum for Change' was launched at the UN Climate Change Conference in Durban, South Africa at the end of last year. Projects showcased in Durban included providing farmers in the Horn of Africa with micro-insurance against crop failure, the distribution of clean cook stoves, and the use of solar bottle lights in the Philippines... [Read more](#)

Johnson & Johnson 2011 Responsibility Report

July 2, 2012

The Johnson & Johnson *issues 2011 Responsibility Report* that focusses on the Company's sustainability activities and progress as of December 2011. It is the Company's ninth annual sustainability report and the 15th year reporting on environmental progress. The 2011 report presents an overview of Johnson & Johnson's efforts to advance human health and well-being; safeguard the planet; keep its business strong; and conduct business responsibly. Some of the issues approached:

- Actions taken to address the reasons behind product recalls related to its over-the-counter medications, while forging a new enterprise Supply Chain model
- Efforts to enhance access to HIV medicines, combat neglected tropical diseases, and work with partners to improve the lives of women and children
- Strong first-year progress on its five-year Healthy Future 2015 sustainability goals—its broadest goals to date
- Plans to help people around the world achieve good health in a sustainable manner, likely the most significant challenge of this generation... [Read more](#)



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Vodafone issues Sustainability Report 2011/12

July 2, 2012

The report gives an overview of performance across Vodafone's markets, introducing Vodafone's ambitious new sustainability vision, to “Unleash the power of Vodafone to transform societies and enable sustainable living for all”, and progress on key areas. It describes Vodafone's material sustainability challenges issue-by-issue, including updates on progress against objectives and relevant data. Some of the case studies presented in the report:

- The ‘SMS for Health’ service, which uses mobile phones to monitor stocks of more than 20 medicines in remote clinics in Gambia, enabling better distribution of these life-saving drugs;
- The Vodafone Farmers' Club in Turkey, subscribed to by over 600,000 farmers, who receive SMS alerts with weather forecasts, crop prices and other tailored information that has increased their productivity by around €100 million in 2011/12;
- Vodafone UK's use of remote collaboration products and services to cut business travel and energy use, decrease requirements for office space and reduce the need for commuting;
- The company's need to balance government requests with respect for the human rights of privacy and freedom of expression, with recent examples including its compliance with an instruction from the Mubarak Government to shut down its networks in Egypt during the country's political unrest;
- Vodafone's new ecorating scheme for mobile phones, that enables customers to select a phone using sustainability criteria;
- How excess electricity from solar-powered base stations is being used to power services for the local community, such as school computers and water pumps, in remote villages in the developing world... [Read more](#)



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