

Corporate Social Responsibility on SMEs



Data of Your Paper



Topic

- Resilience
- Lifestyle
- Building
- Resources
- Tourism
- Energy

Title of the Paper

Corporate Social Responsibility on SMEs

Form of Presentation

- Poster
- Presentation

Short Description (maximum 2500 characters)

The recently developed ISO 26000 Guidance Standard, created as a result of the strong demand for a globally acceptable and united document in the area of CSR, defines business responsibility as "accountability for impact of business decisions and activities (products, services, processes) on community and its environment", with respect to transparent and ethic attitude towards balanced development and wellbeing of society, but also expectations of parties involved. Socially responsible business complies both with existent law, as well as, international standards of behaviour. It introduces a vivid distinction between concepts of "balanced development" and "social responsibility", considering balanced development as the political and economical doctrine of civilization development, and social responsibility as social, environmental and business challenges in accord with each other. Thus, CSR must not necessarily create costs; it can create an instrument of added value, while supporting innovations and competition.

However, the development and the implementation of CSR initiatives is quite different depending on which country we focus on, and the dimension of the company or organization. How involved are SMEs on CSR strategies? Do they have competences to be socially responsible? Which training tools are available for them?

This paper will identify and analyze the existing SME's activities, needs and perspectives, along with VET institutions and Universities' training offer and materials in the field of CSR, within 7 European countries: Austria, Bulgaria, Denmark, Lithuania, Poland, Slovenia and Spain.

Some of the main conclusions:

- There is a lack of strategic vision regarding CSR; ad hoc approach vs systematic approach.
- CSR is a new concept for SMEs; lack of awareness or understanding of the CSR.
- SMEs do not see the beneficial/economic output of the investment on CSR

implementation:

- o Unclearness regarding the cost-benefit ratio.
 - o The prejudice that CSR activities are expensive and therefore not bearable for SMEs with little resources
 - Efforts and results are not measured and monitored.
 - Training offer is not adapted to SMEs targets.
 - Training resources often are too universal to attain more specific purposes and there are not enough materials suitable to show practical examples on CSR.
- This paper will highlight the most interesting CSR existing training tools identified within the analyzed countries.

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