



ResponsibleMed, August 2010 - July 2012

Regional Policies for Responsible Development: Evaluation of Corporate Social Responsibility and Economic Performance in the Mediterranean Area. European Commission, Project funded by the European MED Programme 2007-2013

The overall objective of Responsible MED is to improve uptake of CSR in MED SMEs. This is achieved through increased awareness and proof of the concrete impact of CSR actions and policy in terms of increased competitiveness and innovation, and through programming specific activities to capitalise on existing CSR initiatives. In order to reach this objective, the project directly involves: minimum 16 public authorities at regional and local level in 8 different Med areas; minimum 108 enterprises through pilot actions; business and civil society organisations and CSR experts through participation in events and in advisory committee.

The specific objectives and related impacts are to:

- compare regional practices and policies connecting CSR to organisational innovation for economic development in MED regions. Impact: increased knowledge and understanding of CSR practices in the MED;
- develop and test in real life situations a common methodology and on-line tool to evaluate and monitor the link between CSR approaches, innovation and positive economic performance. Impact: evaluation of CSR/Competitiveness links in 108 enterprises; credible, tested and methodology and tool available to help public authorities implement and measure CSR policy; increased knowledge on real economic benefits of CSR in the MED; Increased SME participation in CSR and innovation actions;
- evaluate the feasibility of public policy favouring CSR and competitiveness. Impact: evaluation of public policy as input to further policy development and improved governance; improved governance of economic development policy; public authorities provided with necessary elements to build on or implement CSR policies in a way which best promotes the competitiveness of regional SMEs;
- capitalise on existing CSR experiences through transfer action plans. Impact: 8 detailed action plans (2 Catalan partners collaborate on a common plan) providing input for future CSR initiatives in partner regions;
- promote dialogue and coordinated action on CSR between economic and social actors. Impact: increased coordination of regional actions for innovation and competitiveness through CSR, and increased number of enterprises involved;
- present and promote the evaluation methodology and tool in other European regions and at EU level. Impact: potential uptake of methodology in other regions; potential standardisation of methodology at EU level; increased awareness of real economic benefits of CSR throughout Europe.

Scientific Responsible for Greece/AUEB

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<http://www.fabricaethica.it/fsets/progettomed/intro.html>

For more information on the Med Programme:

<http://www.programmemed.eu>

For more information of EU policy for CSR:

http://ec.europa.eu/enterprise/policies/sustainable-business/corporate-social-responsibility/index_en.htm