

# Corporate Social Responsibility Flanders

[www.mvovlaanderen.be](http://www.mvovlaanderen.be)



Vlaanderen  
In Actie  
Pact 2020

# CSR

- Value creation in multiple areas (people, planet and profit)
- Integrated approach
- Voluntary commitment
- Stakeholder dialogue
- Transparency and accountability

# policy framework

CSR's contribution to:

- Sustainable development
- Competitiveness
- Transparency (informed citizens)
- Restore trust in economy and economic actors

Pact 2020: CSR is widespread + put into practice

Leading role for Department for Labor and Social Economy

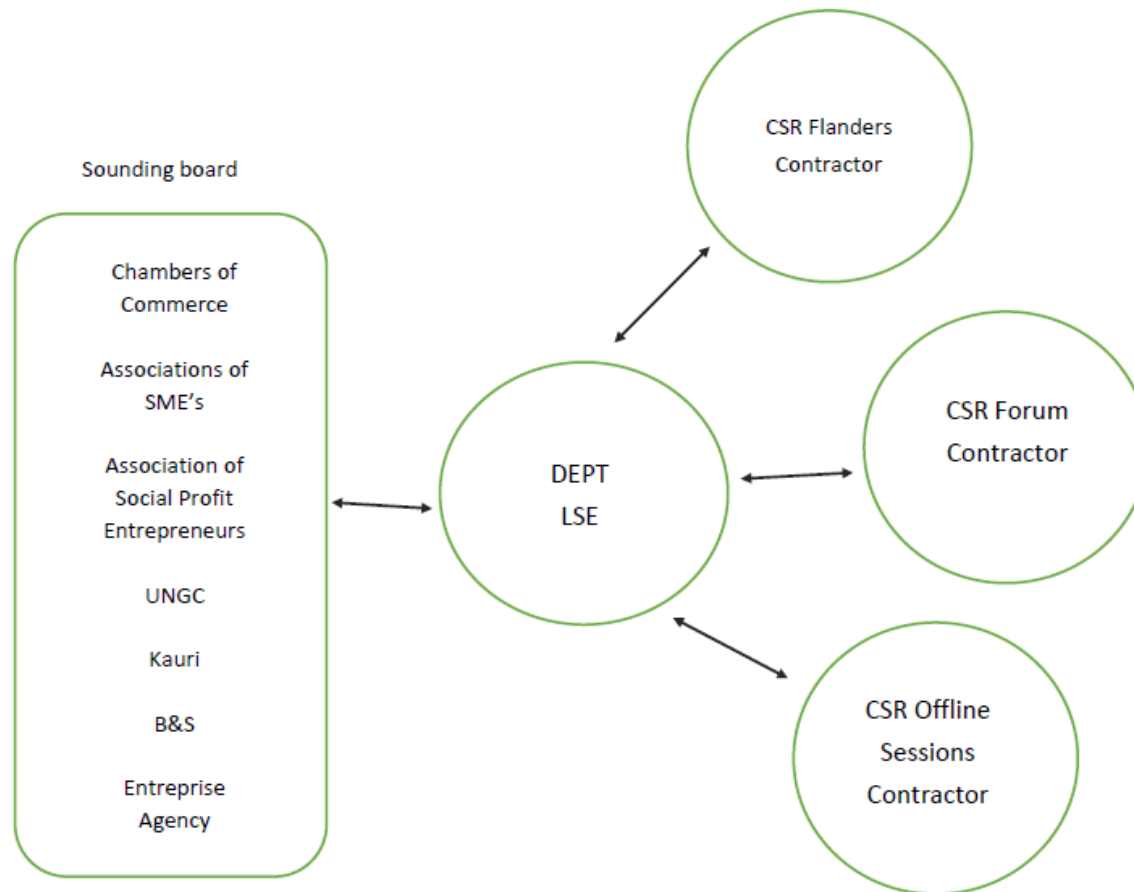
**CSR – action plan 2009 – 2014:  
Corporate Social Responsibility;  
inspiration for innovation**

**CSR - Flanders**



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# CSR Flanders' management



# CSR Flanders' goals

1. promote networking between the different actors;
2. identify 'gaps' in knowledge;
3. actively providing information on CSR;
4. sensitize stakeholders on CSR;
5. promoting CSR-learning of SMEs and businesses;
6. redirect to more specialized knowledge providers, information providers or organizations for support.

# CSR Flanders actions'

1. Website - [www.mvovlaanderen.be](http://www.mvovlaanderen.be)
2. CSR offline activities
  - Training sessions
  - Yearly event
3. Sector involvement: CSR-passport



Hoog contrast

- Startpagina
- Over MVO
- Aan de slag met MVO
- Overtuig uw netwerk
- Contact

## Kenniscentrum Maatschappelijk Verantwoord Ondernemen

MVO Vlaanderen inspireert en informeert over maatschappelijk verantwoord ondernemen. We richten elke maand de spot op vier voorbeeldige **bedrijven**, we laten een **expert** aan het woord en reiken u **instrumenten** aan om MVO nog beter te integreren in uw bedrijfsvoering.

Elke maand belicht MVO Vlaanderen een ander **thema**. De volgende maanden houden we u op de hoogte van MVO in de bouw, sociaal ondernemerschap en MVO-beleid, MVO in de chemiesector, communicatie, innovatie en toerisme. Samen bouwen we aan een vruchtbaar jaar.

### Over MVO



Hier vindt u meer

### Aan de slag met MVO



Evalueer uw MVO-

### Overtuig uw netwerk



Reik uw netwerk

Zoeken...

Alle thema's

### MVO Netw

Registreer u nu van het [MVO N](#)

- ✓ Informatie op
- ✓ reageer op n
- ✓ reik zelf infor

Aanmelden

### MVO Nieuw

Vul hier uw e-mail

Inschrijven

### Praktijkvoor

[Delhaize Gro](#)





## 2. CSR Flanders 'offline'

### support/training sessions

- **10/2010 - 2011:** networking, CSR for starters, seminars, learning networks (different sectors) ... (350+ orgs)
- **2012:** start-to-csr (150+ orgs)
- **2013:** GRI-reporting (70+ orgs, 33 reports)
- **2014:** start-to-csr (70+ orgs) + GRI-reporting (50+...)

## 2.CSR Flanders 'offline'

### **CSR Forum (annual)**

- Involvement of relevant stakeholders
- Food for thought for the CSR community
- “State of the union”
- Networking
- Input for activities within CSR Flanders

200+ visitors

## 3. CSR passport for sectors

### **Goal:**

bridge the gap between theory and practice for enterprises – ESF call. Lower the threshold for reporting

### **Action:**

- Describe challenges for enterprises in specific (sub)sector
- Determine GRI-criteria for these enterprises
- Apply in sector (output: GRI-reports on C-level)

# CSR Flanders' finances

## Annual budget

- Coördination : 0,5 FTE civil servant Dept LSE + support
- Contract online communication: 50k eur
- Contract 'offline activities': 60k eur
- Contract for CSR-forum : 50k eur
- Miscellaneous: 20k eur

## Other costs

- Website design + building: 60 k eur

# Lessons learned

- Importance of political consensus
- Impact possible with little means
- Partnerships ensure complementarity
- Importance of communication strategy
- Local embedding is critical to reach audience
- Little organisation encapsulated in a larger one has (dis)advantages

# Future

- Continuation of CSR Flanders
- Improving website + campaign: multi channel, new backsite,...
- CSR-selfscan (ISO 26000) + campaign
- Strengthen sector/value chain approach

# More information

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