Governmental structure for CSR?

- CSR under the auspices of the Federal Ministry of Labour and Social Affairs (BMAS) within the German Federal Government (since 2007)

- "CSR unit“ within the 'Department for Labour Law and Occupational Health and Safety‘

- Other Federal Ministries contribute to CSR activities:
  - Federal Ministry of Economics and Technology (BMWi)
  - Federal Ministry for Economic Cooperation and Development (BMZ)
  - Federal Ministry of Food, Agriculture and Consumer Protection (BMEFV)
  - Federal Foreign Office (AA)
  - Federal Ministry for the Environment (BMU)
  - Federal Ministry of Education and Research (BMBF)
National CSR Forum → 44 experts from business, unions, non-governmental organisations and academia/research

Adopted a "Common Understanding of Corporate Social Responsibility in Germany" in 2009

Since then, it has advised the Federal Ministry of Labour and Social Affairs on the development and implementation of the National CSR Strategy, which was adopted in 2010.
Common CSR Understanding?

- companies, organizations and institutions integrate CSR into core business
- enterprises assume voluntarily but not arbitrarily social responsibility
- above and beyond legal obligations
National Action Plan?

- Action Plan CSR of the German Government adopted October 6, 2010
- Mandate for comprehensive public initiatives to promote CSR in all societal sectors
Key CSR Intervention Areas?

- Strengthen CSR within enterprises
- Increase the credibility and visibility of CSR
- Integrate CSR into education, training, science and research
- Strengthen CSR in international and development-policy contexts
- Enhance CSR’s contribution to meeting societal challenges
- Support continued development of a CSR-friendly environment
CSR Fields of Action?

- Governance
- Workplace
- Environment
- Marketplace
- Community
**CSR Goals?**

- Promote and involve employees and establish fair treatment
- Economize on natural resources
- Produce in a socially and environmentally sustainable manner
- Care about consumer rights and interests
- Implement transparent corporate governance
Some CSR Measures?

① CSR Guidance and Coaching Programme for SMEs
   ✓ Support and encourage SMEs to practice and integrate CSR into their core management

② CSR Price of the Federal Government
   ✓ Strengthen best performing enterprises in their position as role models

③ Internal Sustainability Reporting
   ✓ Integrate sustainability measures and practices in German political institutions
Different CSR Stages?

Worldwide
- OECD Guidelines
- UN Global Compact
- ILO Tripartite Declaration

European Union
- CSR Communication of the EU
- Labour Laws
- Social Protection Laws
- Environmental Laws
- CSR market incentives

International Agreements

EU Agreements

National Policies

Germany
Key International CSR Instruments?

✓ OECD Guidelines for Multinational Enterprises
✓ ILO’s Declaration of Fundamental Principles and Rights at Work and ILO’s Tripartite MNE Declaration
✓ UN Global Compact
✓ UN Guiding Principles on Business and Human Rights
✓ ISO standard 26.000

Visibility of CSR:

✓ e.g. Global Reporting Initiative (GRI)
Current Fields?

① Human Rights in the Supply Chain
  ✓ Demonstrate political commitment and provide support for companies in implementing the UN Guiding Principles on Business and Human Rights

① Transparency
  ✓ CSR/ Voluntary Sustainability Reporting
  ✓ Help shape EU vision of a nonfinancial reporting scheme
Thank you for your attention!