



eurolab

**Corporate Social
Responsibility (CSR)**



CSR

Corporate Social Responsibility

a strategic factor
for sustainable growth
(also for laboratories)

eurolab

19 June in Bologna

Guangdong Vice-Governor, Vice-President of Nouvelle Aquitaine, Representatives from Gauteng, California and Pennsylvania with President Bonaccini today in Bologna, participating to the high-level meeting: "Regions for Global Sustainable Development".



WHAT'S CSR

Corporate Social responsibility (CSR) is a business approach that contributes to sustainable development by delivering economic, social and environmental benefits for all stakeholders (internal and external).



OBJECTIVE OF CSR

The final target of CSR is to maximize the contribution of the organizations in favour of the Sustainable Development

WHY should we undertake and apply a CSR strategy?

1 - Collaborate to build and preserve an environment in which to prosper

It is a sort of circular economy of the intangible; a virtuous circle: sustainability promotes social cohesion and, thanks to social cohesion, **companies have more opportunities to prosper**, and with them the whole society

2 – Concrete benefits

CSR may influence:

- competitive advantage;
- **reputation;**
- **ability to attract and retain workers or members, customers, clients or users;**
- **employees' morale, commitment and productivity;**
- the view of investors, owners, donors, sponsors and the financial community;
- its relationship with companies, governments, the media, suppliers, peers, customers and the community in which it operates.

What are CSR's bases?

Intangibles

The seven intangible principles

1. Accountability
2. Transparency
3. Ethical behaviour
4. Respect for stakeholder interests
5. Respect for the rule of law
6. Respect for international norms of behaviour
7. Respect for human rights

Principles to organizational governance:

- a) Human rights
- b) Labour Practices
- c) Environment
- d) Fair operating practices
- e) Consumer issues
- f) Community involvement and development

How to Incorporate CSR into your Company

State and revise, together your employees, the shared values of the company

Goals, activities and resources

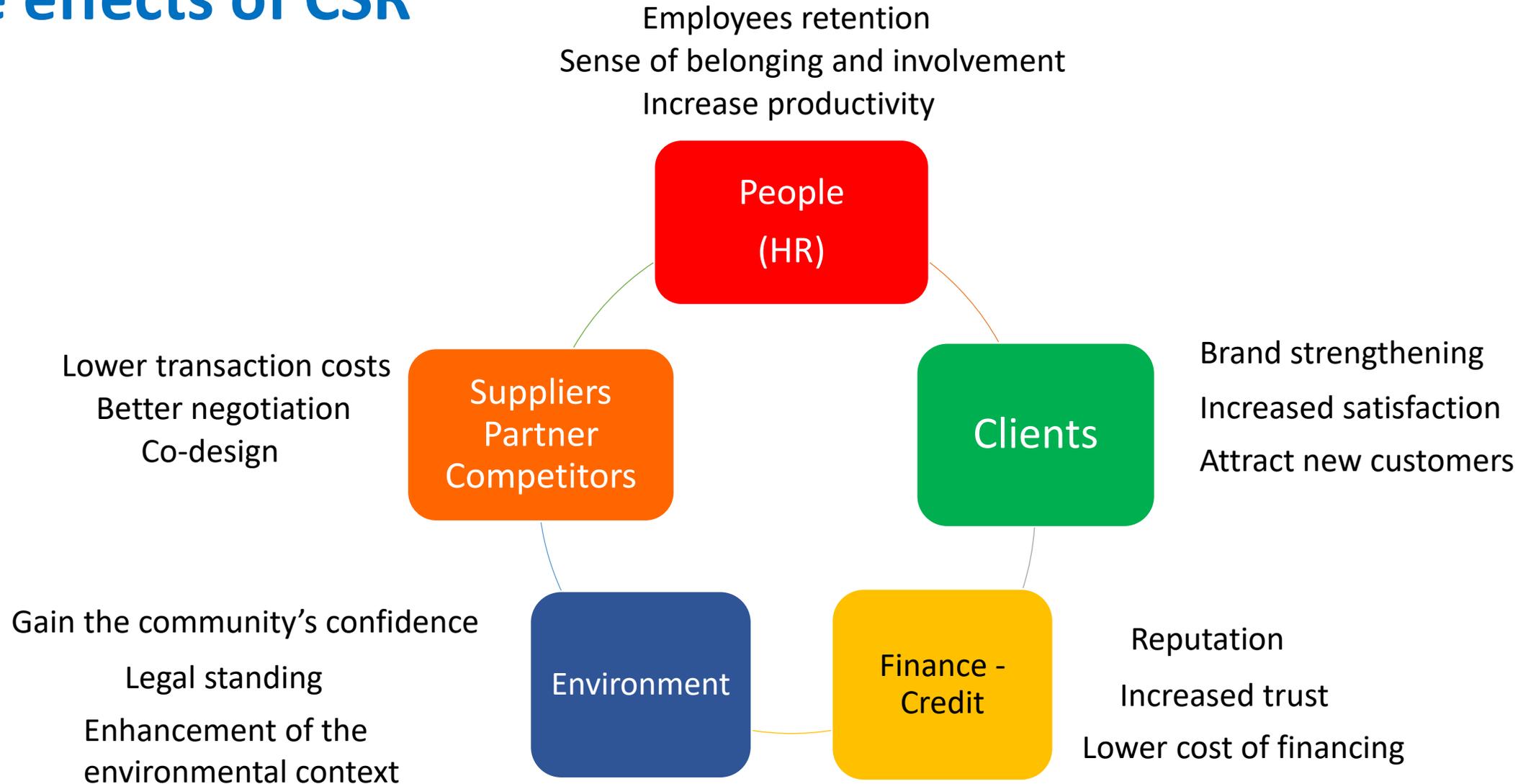
Identify potential projects for your company

Find the allies

Implement the project in small steps



Some effects of CSR



Advantages from CSR

Social responsibility can provide numerous benefits for an organization. These include:

- encouraging more informed decision making based on an improved understanding of the expectations of society, the opportunities associated with social responsibility (including better management of legal risks) and the risks of not being socially responsible;
- improving the organization's risk management practices;
- enhancing the reputation of the organization and fostering greater public trust;
- supporting an organization's social licence to operate;
- generating innovation;
- improving the competitiveness of the organization, including access to finance and preferred partner status;
- improving the organization's relationship with its stakeholders, thus exposing the organization to new perspectives and contact with a diverse range of stakeholders;

- enhancing employee loyalty, involvement, participation and morale;
- improving the safety and health of both female and male workers;
- impacting positively on an organization's ability to recruit, motivate and retain its employees;
- achieving savings associated with increased productivity and resource efficiency, lower energy and water consumption, decreased waste, and the recovery of valuable by-products;
- improving the reliability and fairness of transactions through responsible political involvement, fair competition, and the absence of corruption;
- preventing or reducing potential conflicts with consumers about products or services.

Conclusions

In conclusion, the CSR represents the objective recognition, sharing and putting into practice of intangible values, able to influence the results of the company and the sustainability of its business in the long term.

The adoption of CSR policies by companies can make sustainable the development of the entire territory by promoting social cohesion, economic growth and respect for the environment.

References

ISO 26000:2010 - Guidance on social responsibility

Seven intangible principles and principles specific to organizational governance

IWA 26:2017 Using ISO 26000:2010 in management systems

UN 2030 Agenda for Sustainable Development Goals



GRI - Global reporting Initiative

... and finally just a small example of CSR activity

Target: employees

Objectives: strengthen the sense of belonging
(and positive influence on collaboration, efficiency, productivity)

Project: KIDS DAY

Event duration: 2,5 h (17.00-19.30)

Budget: 1.250 € (and a few hours of volunteering)



29 MAGGIO 2019

KIDS DAY



SCALETTA DELLA GIORNATA



ORE 17:00

BENVENUTO IN SALA ARGENTO, DISTRIBUZIONE DEI GADGET E FOTO DI GRUPPO

ORE 17:20

GRUPPO 1 - TRAZIONI

GRUPPO 2 - CHIMICO

ORE 17:30

GRUPPO 1 - CHIMICO

GRUPPO 2 - TRAZIONI

ORE 17:40

MICROSCOPI (4 A DISPOSIZIONE PER TUTTI)

ORE 17:50

SPOSTAMENTO IN VIA GRIECO

ORE 18:00

TOMOGRAFIA

ORE 18:15

DIMENSIONALE

ORE 18:30

CPA

ORE 18:45

LABORATORIO DELLE IDEE E DEI PENSIERI

DALLE 17:00 - VIA GRIECO

BUFFET, GONFIABILI ED ANIMAZIONE





KIDS DAY

ITC EuroLab
VISITATORE
AUTORIZZATO
KIDS DAY







What happened

Parents were happy and proud to show their workplace to their children

Parents talked to each other and exchanged experiences

Employees appreciated the company's attention to their families

Children were proud of their parents' work and finally associated places and emotions with the sentence “mom / dad has to go to work”

Families shared with their acquaintances commentaries enthusiastic about the “Kids Day” and appreciations about the company: hundreds of shares on social media

Children told the experience to their friends and teachers at the school and showed them the gift received from the company who their mom/dad are working for.

Classmates and Teachers shared this experience in other classes.



eurolab

Thank you for your attention!