D6.3: CSR TOOLS.

WP6: Dissemination – know how transfer to procurers and users why and how commercial refrigeration can improve
Task 6.3: Corporate Social/Environmental Responsibility tools

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Project Partners

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INTRODUCTION

From Grant Agreement

"The WP leader and the team will elaborate templates (nationally adaptable) for CSR Corporate Social/Environmental Responsibility) information to be used by corporations– analysis, logos, and other elements that each company can then customise. These will help to motivate the manufacturers, suppliers, and procurers / users of the equipment to deliver a message on their achievements to end users, visitors, customers, etc. This information will include achieved energy savings, CO2 savings, and financial savings." (p. 29 of 37)

Goal

Corporate Social Responsibility (CSR) means a fair and responsible behaviour of a company towards employees, partners and the environment. The goal of CSR is the collective achievement of environmental, economic and social targets. In ProCold CSR tools will help to communicate and promote the success and the achievements of the project.

CSR

Corporate social responsibility is a very important topic in modern business management systems. Many companies worldwide commit themselves to a yearly CSR report, documenting set and taken measures. CSR aims to avoid bad practice – corruption, deception, exploitation etc. – and contributes to a positive development of the society and the environment. Therefore often compliance management systems are used. They define specific rules for the company and the employees. Several different international guidelines for CSR exist. Two of the best known and most established are the UN Global Compact and the ISO 26000. This chapter will describe the core contents of these guidelines.

UN Global Compact

The United Nations Global Compact (UNGC) is the biggest international initiative for CSR and sustainable development. The UNGC was founded in the year 2000 by the former UN general secretary Kofi Annan. The main goal was to make globalization more social and ecological. The creation of sustainable markets and more social engagement of companies are still central points of the compact. Today more than 12.000 companies, NGOs and educational institutions from all over the world are participating and connected in the UNGC, which therefore defines the exchange between the different groups of stakeholders and the creation of sustainable partnerships as its biggest task [1].

The central elements of the UNGC are the "10 principles". Each partner commits himself – within the frame of his possibilities – to the compliance to these principles. The principles are grouped into 4 categories and are described below [2]

Human rights

1) Businesses should support and respect the protection of internationally proclaimed human rights; and

2) make sure that they are not complicit in human rights abuses.

Labour

3) Businesses should uphold the freedom of association and the effective recognition of the right to collective bargaining;

4) the elimination of all forms of forced and compulsory labour;

5) the effective abolition of child labour; and

6) the elimination of discrimination in respect of employment and occupation.

Environment

7) Businesses should support a precautionary approach to environmental challenges;

8) undertake initiatives to promote greater environmental responsibility; and

9) encourage the development and diffusion of environmentally friendly technologies.

Anti-Corruption

10) Businesses should work against corruption in all its forms, including extortion and bribery.

ISO 26000
The international norm ISO 26000 is a voluntary usable guideline. It was developed over a period of six years by 450 international experts, trying to involve as many stakeholders as possible. The norm addresses companies and organizations. ISO 26000 is not meant for certification, because this would lead to a misinterpretation of the norm. But many criteria of this norm are linked to the UNGC and the Global Reporting Initiative, which makes it possible for companies to reach their UNGC goals by implementing the ISO 26000.

The norm is based on 7 principles, which should be met by every company.

1. Accountability: An organisation should take the accountability for its decisions and their impact on society, economy and the environment.

2. Transparency: A company always has to act transparent, especially if its actions have impact on the society or the environment. This includes a reliable communication and reporting.

3. Ethical behaviour: A company's action should follow the rules of honesty, justice and accountability.

4. Respect for the stakeholders interests: A company should know its stakeholder's and respect their interests.

5. Respect for the constitutional legality: A company should always follow the rules of law.

6. Respect for international codes of behaviour: A company should respect international contracts, conventions, treaties etc. They should

serve as standards if the company has no suitable, national environmental and societal standards.

7. Respect for human rights: A company should acknowledge the human rights and their importance.

Alongside to the seven principles, seven core issues are described in the ISO 26000. These core issues should help companies to recognize their social responsibility and to prioritize on certain issues. Each core issue is divided into several sub-categories – the so called spheres of activity. In the following section the seven core issues are described to get a more detailed insight of CSR issues.

1. Organizational Leadership: All of the core issues are connected to each other but an effective organizational leadership is essential for a company to achieve any CSR goals. A company's management level has to "live" the companies CSR goals; otherwise any taken measures will not be effective.

2. Human rights: Respect for human rights is the basis of all CSR activities. Every company has to obey human rights and has to take all actions to support and protect human rights.

3. Labour practices: Social responsible labour practices are essential for functional CSR – they go beyond the company's borders and can have an impact on a countries rules of law.

4. Environment: Companies have to be aware of their own environmental impacts. They should reduce their impacts and reduce their use of resources.

5. Fair business practices: In a CSR context, fair business practices show how a company maintains its relationship to the stakeholders.

6. Consumer concerns: If a company is selling services or products, it has liability to the customers – e.g. the pointing out of risks or the support of environmental protection.

7. Involvement and development of the community: A company should the community in its actions to support a positive development of the community. Involvement and support of the community are essential for a sustainable development.

The implementation of the ISO 26000 is voluntary and should be seen as a guideline for companies, who look to reach the long-term goal of successful CSR.

For ProCold, several CSR tools will be developed. The information from the UNGC and the ISO 26000 will be used to successfully develop and use these tools.

CSR TOOLS

For ProCold, as for CSR in general, it will be important to highlight the positive possible effects of the project. A reduction of the energy consumption – achieved through more efficient professional cold products on the market – will lead to a reduction of CO2 emissions and to lower costs of energy.

Logo

A logo will help to highlight CSR and environmental relevant measures. It will be important to avoid the possibility of green washing for companies. Therefore the ProCold logo will only be made available for the stakeholders willing to support the project. For the listed products the use of the topten logo will also be possible.

All relevant information about the logo will be made available on the projects website. The idea of the logo is to carry a clear message and to motivate manufacturers to produce - retailers and clients to look out for – ProCold listed products.

To support the CSR measures of the ProCold logo, this deliverable will be made available at the projects website and a special section in the newsletter will be reserved for CSR.

CO2 calculator

For ProCold a CO_2 calculator is developed (D6.2). This tool is designed to help purchasers making their purchase decisions based on possible energy- and CO_2 emission savings. The calculator compares actual cold products with high efficient models. As a result, the tool calculates the total costs of ownership and highlights the possible energy- and CO_2 savings.

Our calculator can also be used as a CSR tool. Reducing CO_2 emissions is a countable CSR activity, but it is important to point out, that the monetary savings have to be used for CSR relevant measures -> e.g. fair wages, energy management trainings and increased efficiency measures.

Newsletter

AEA will work on a Newsletter accompanying the project. In the Newsletter a special section can be reserved for CSR relevant aspects of the project. This section will deliver information about the importance of environmental activities and point out the potential savings of CO_2 and their significance for the environment. This way the addressed stakeholder shall be even more motivated to use efficient professional cold products.

REFERENCES

[1] http://www.unglobalcompact.at

[2] https://www.unglobalcompact.org/what-is-gc/mission/principles