



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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Updated version, September 2017

Project Partners



This ProCold project has received funding from the *European Union's Horizon 2020 research and innovation programme* under grant agreement No 649293.



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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.

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.

The logo will be sent to interested stakeholders upon request together with a “how to use the logo” fact sheet. In this document the specific terms of the logo use will be explained. Attachment 1 of this deliverable shows the terms of the logo use.

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 CO₂ calculator is developed (D6.2). This tool is designed to help purchasers making their purchase decisions based on possible energy- and CO₂ 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 CO₂ savings.

Our calculator can also be used as a CSR tool. Reducing CO₂ 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 CO₂ 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>

ATTACHMENT 1

USE OF TOPTEN LOGOS IN THE FRAMEWORK OF THE PROCOLD PROJECT

(Updated version: March 2017)

Because your organization is involved in the production, distribution, use of- or communication on products listed on the Topten websites (portal www.topten.eu leading to respective national websites), you have received several logos, hereunder referred to as the "Topten logos". This equates to receiving a license for the use of the logos.

By using one or more of these logos, you accept the following conditions:

- **Topten logos are to be used only near to specific products that comply with the Topten selection criteria** - i.e. the Topten logo cannot be used to emphasize a brand in general but only near to specific products.
-
- License agreements allow the use of the Topten logo:
 - In advertisements (print, online, radio, TV)
 - In all POS/POP communication (POS = Point of sale; POP = Point of Purchase)
 - In short term flyers or catalogues (it should be possible to withdraw the Topten logo within 6 months)
- Topten and the license holders agree to stop Topten-communication on products that would no longer be selected by Topten within a limited period of time - maximum 6 months after notification (e.g. Topten can update its selection criteria to reflect market development).
- When the logo is to be used for CSR purposes (e.g. in yearly reports on environmental activities), the corresponding paragraph should be sent to the concerned ProCold representative (see Table 1 below) before publication.
- When used on internet pages, the Topten logos should link back to the respective Topten websites (e.g. in Germany, the provided German logo should link to www.ecotopten.de webpage, if used at the central level, the provided topten.eu logo should link to www.toptne.eu webpage - see Table 1 below).
- License holders are not allowed to share the Topten logos or the license with third party organizations.
- The license is provided for free at least until the end of the ProCold project (end of February 2018).
- The Topten.eu logo can be used for central marketing activities. It should be noted that it refers to the www.topten.eu website, which is in English language portal, as opposed to national websites that are active at the national levels in the promotion of the Topten listed products.

- Country specific Topten logos are to be used at the national level to avoid overlaps and respect the diversity of communication rules between the Topten teams (e.g. in Switzerland, only the provided Swiss logos can be used). Small overlapping in border areas is tolerated.

All relevant contact information can be found on table 1 on the next page.

Table 1 – Contact and Website URLs

Country	Topten Organisation	Contact Name	Topten contact	Further information and URL to link back in case of Topten logo use
Europe (coordination)	Topten.eu	Maike Hepp	maike.hepp@bush-energie.ch	www.topten.eu/english/pro-cold.html
France	ADEME – ProCold coordinator	Therese Kreitz	therese.kreitz@ademe.fr	- (No use of ADEME logo except upon specific request)
	Guide Topten	Sophie Attali	sattali@guidetopten.fr	www.guidetopten.fr/home/topten_pro/froid-commercial-et-professionnel.html
Austria	Austrian Energy Agency	Christof Horvath Bernd Schäppi	Christof.Horvath@energyagency.at bernd.schaeppi@energyagency.at	www.b2b.topprodukte.at
Czech Republic	SEVEn	Juraj Krivosik Michal Stasa	juraj.krivosik@svn.cz michal.stasa@svn.cz	www.uspornespotrebice.cz
Italy	Politecnico di Milano	Andrea Roscetti	andrea.roschetti@polimi.it	www.eurotopten.it
Germany	Öko Institut	Rasmus Priess Eva Brommer	r.priess@oeko.de E.Brommer@oeko.de	www.ecotopten.de
Portugal	Quercus	Laura Carvalho	lauracarvalho@quercus.pt	Please contact directly Ms Carvalho
Sweden	Society for nature protection	Jesper Peterson Magnus Jonsson Richard Lundin	Jesper.Peterson@naturskyddsforeningen.se Magnus.Jonsson@naturskyddsforeningen.se rickard.lundin@naturskyddsforeningen.se	Please contact directly M. Peterson and M. Jonsson
Switzerland	Topten CH	Maike Hepp Eric Bush	maike.hepp@bush-energie.ch eric.bush@bush-energie.ch	www.topten.ch/gewerbe or www.topten.ch Please also see www.topten.ch/gewerbe and www.topten.ch/pos