

The National CSR Strategy

**Government Representatives Conference
„Future Challenges to Social Responsibility“**

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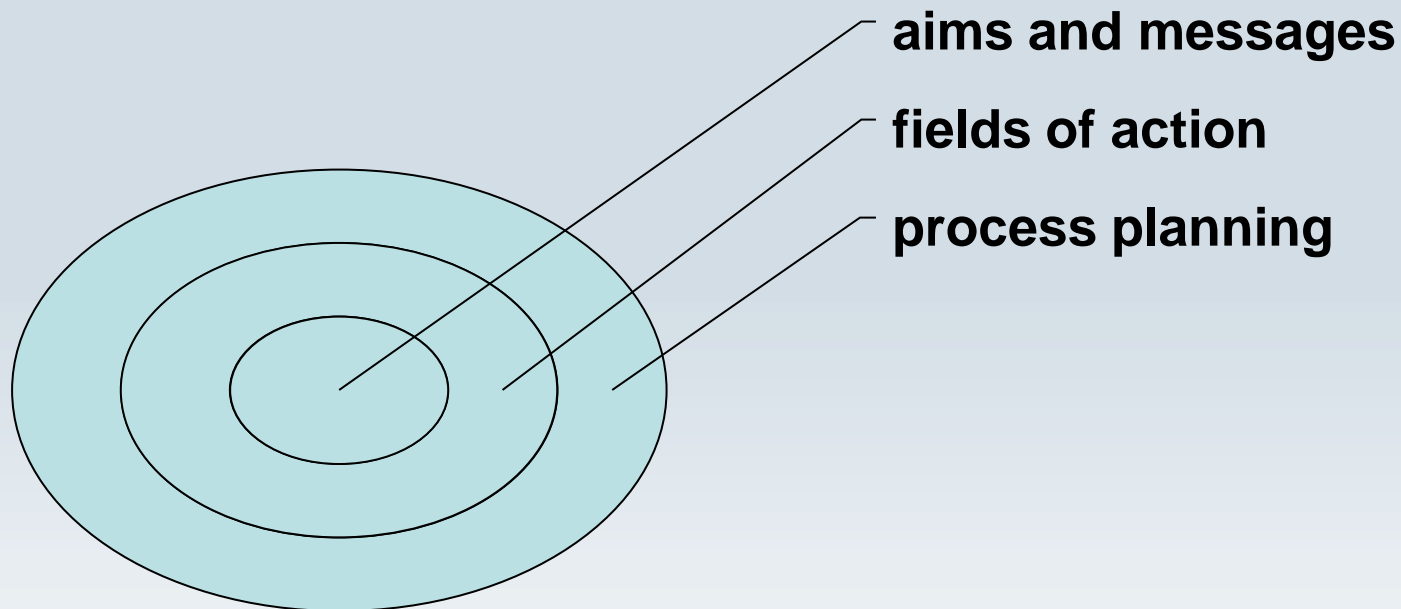
Preliminary remarks

- BMAS has the lead responsibility on CSR within the German Federal Government
- National CSR strategy includes activities of all ministries
- CSR strategy ties up with the envisaged EU long-term strategy "Europe 2020"

Common understanding of CSR

- social responsibility beyond legal obligations
- „sustainable management“ as part of core strategy
- Voluntary - but not arbitrary - if the „R“ in CSR is taken serious
- to conserve natural resources
- to produce in a socially and ecologically responsible way
- to respect consumers' rights and interests
- transparent corporate governance
- to treat staff members with fairness, to support and involve them

The national CSR strategy



1. Aims

- visibility and credibility of CSR
- to better anchor CSR in the business sector (SMEs) and the public administration
- to optimize the political framework conditions for CSR
- to give globalisation a social and ecological dimension

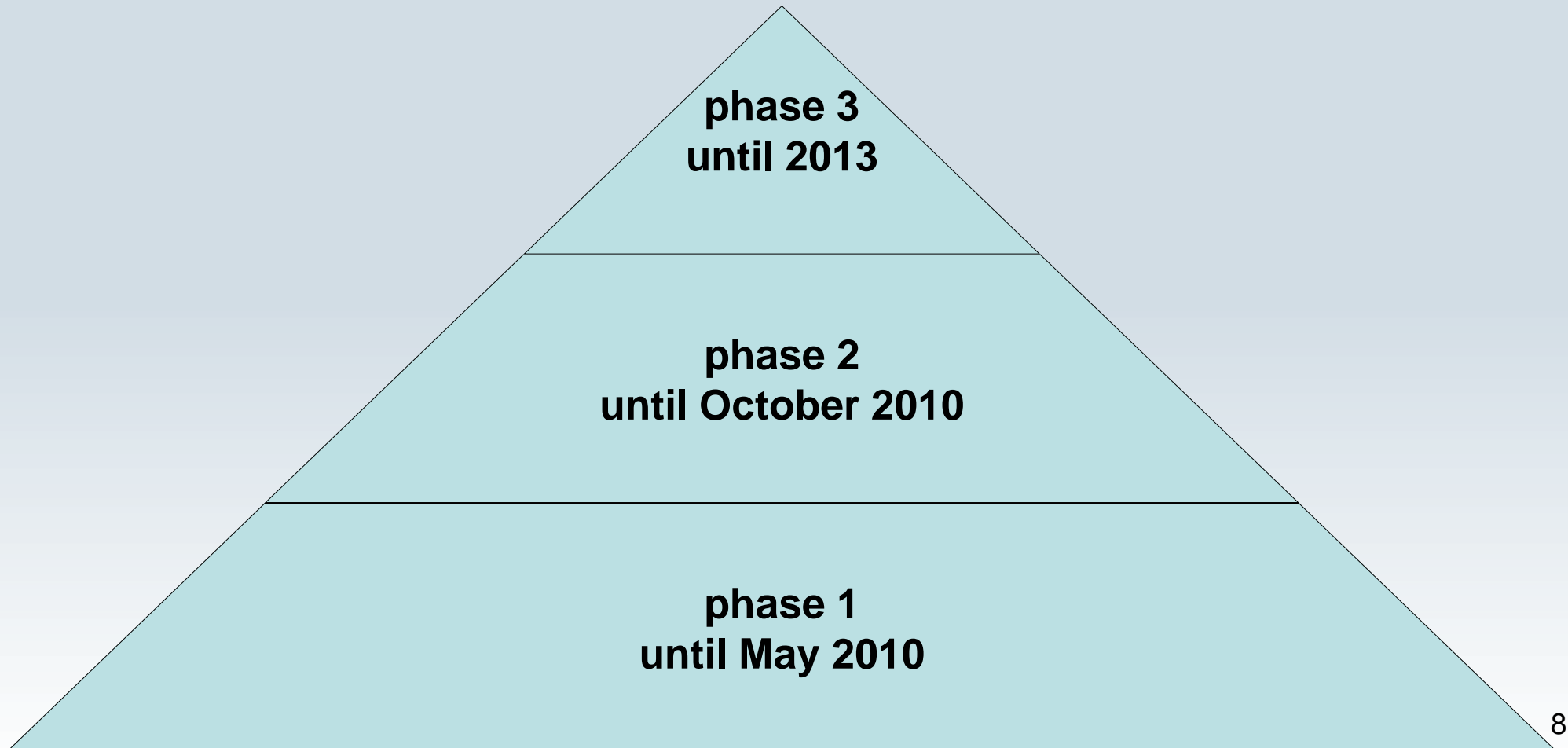
.. and messages

- CSR as a modern, adequate instrument of the social market economy
- CSR companies ensure people's confidence in the business sector
- CSR as a driving force for innovations
- CSR to strengthen competitiveness
- to bring about a change of attitudes in companies

2. Six fields of action

- credibility and visibility of CSR
- promoting the dissemination of the subject of CSR with particular regard to SMEs
- integration of CSR in education, training, science and research
- strengthening CSR in international and development-policy contexts
- CSR to master societal challenges
- creation of an environment conducive to CSR

3. Process and management



Phase 1: Recommendations (report) of the CSR Forum

- coordination among the heads of the working groups
(21 April 2010) ✓
- CSR Forum (30 April 2010)
- Finalization and submission of the report to the Federal Government
- decision on the CSR Forum

Phase 2: National CSR strategy

- key elements – Action Plan CSR in Germany
- coordination between ministries
- cabinet decision

Phase 3:

Implementation of the CSR Action Plan

- to use existing structures for implementation
- management with strategic partners
- kick off and strategic communication
- dialogue and information forums with multipliers
- to establish best practice all over the country
- to initiate bottom-up process
- monitoring and benchmarking

**Thank you very much
for your attention!**

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