



Manifeste européen des entreprises contre l'exclusion



**European
Business
Network for
Social Cohesion**

Fundação Cuidar o Futuro

Building Corporate Social Responsibility in Europe

Can companies profit and gain

competitive advantage by taking
up social responsibility and
investing in sustainable development



What are the ways in which companies

can be commercially sound and bring benefits to different
stakeholders: employees, investors, consumers,
local communities, government and the general public



To answer these questions

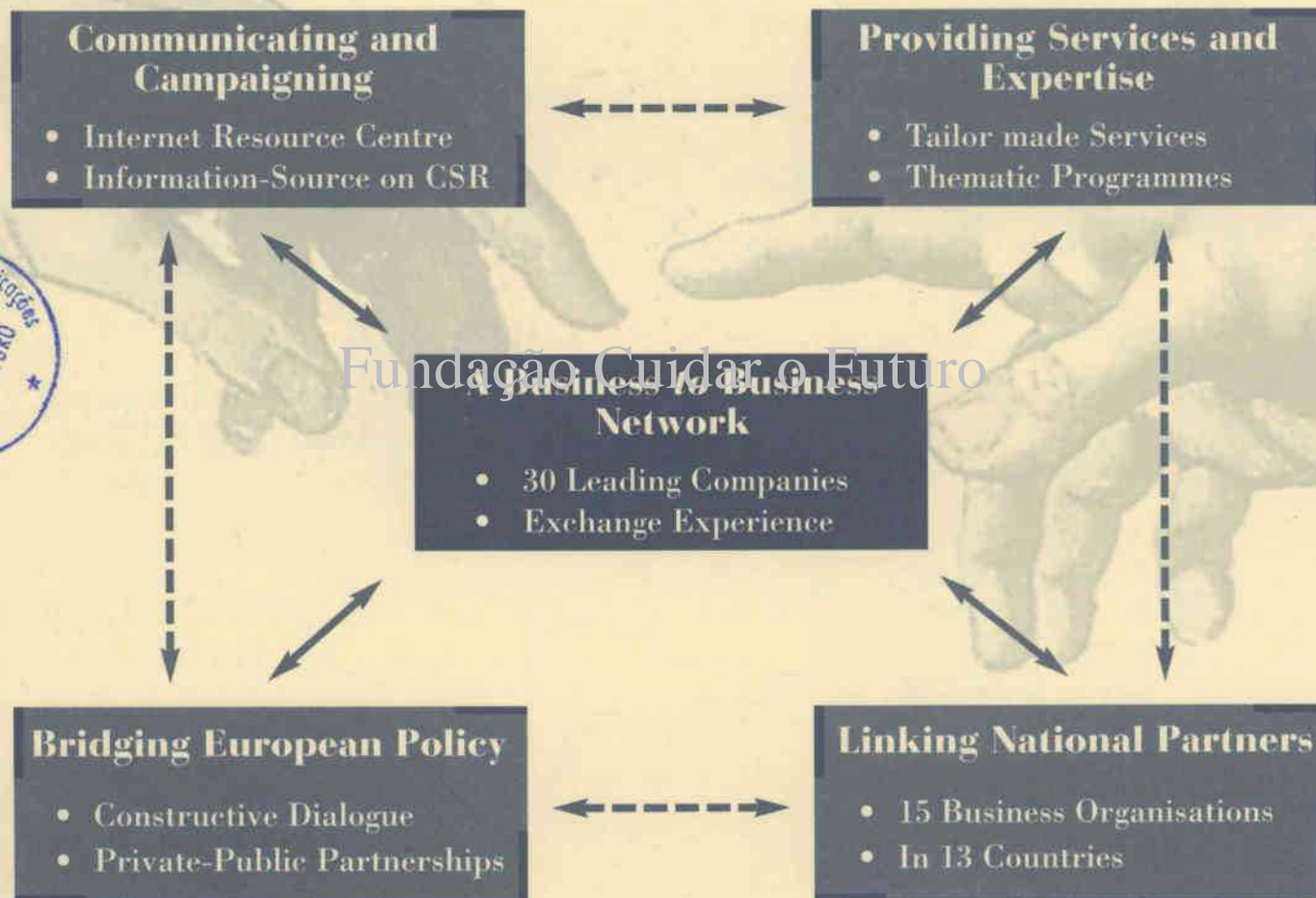
it is crucial for companies to share
knowledge and experiences.

This is what EBNSC is about...



The European Business Network for Social Cohesion

Taking the lead on Corporate Social Responsibility in Europe





" Whatever else Corporate Social

Responsibility is about, it is not about charity,
neither is it a PR exercise for enterprises.

It is about intelligent self interest – which also
brings benefits to society."

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Viscount Etienne Davignon.
Chairman of the Société Générale de Belgique,
Chair EBNSC Advisory Board.



Exchange Experience

A Business to Business Network

The traditional business/shareholder equation leaves out too many people with a stake in the business. By working in the best interests of employees, sub-contractors and local communities companies find they increase motivation and loyalty and strengthen their brand image.

With over thirty member companies and fifteen national business organisations, EBNSC has the most extensive contacts and up-to-date information on Corporate Social Responsibility (CSR) in Europe. Membership of EBNSC means companies can network, exchange experiences and constructively debate how to develop CSR in ways which are profitable for business and good for society.

EBNSC works at all company levels, and this is reflected in its structure.

The Advisory Board consists of Chief Executive Officers from member companies, who define the organisation's strategy and create a bridge with European policy makers. The General Assembly is drawn from Directors of Human Resources, Industrial Relations, Community Affairs and other business executives, who are actively involved in EBNSC policy development.

inspire

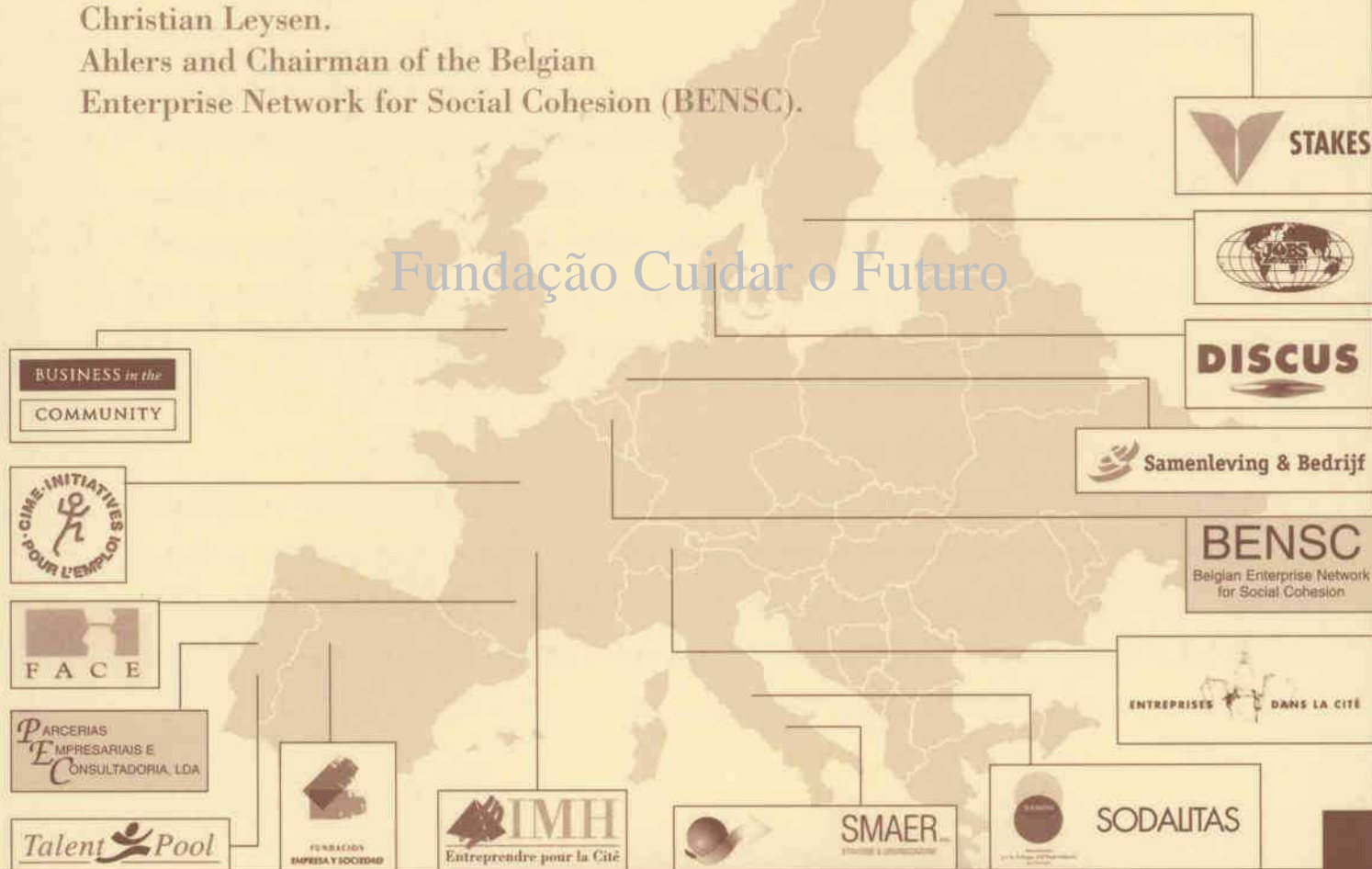
Co-operate



" I believe that EBNSC can only be successful with the active involvement of its National Partner Organisations. At this level, the real learning and practical implementation takes place."

Christian Leysen,
Ahlers and Chairman of the Belgian
Enterprise Network for Social Cohesion (BENSC).

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Maatschappelijk Verantwoord Ondernemen

National Partners

EBNSC works with over fifteen business organisations in thirteen European countries. These organisations act as advocates of CSR at national and local level, reaching over one thousand companies in Europe. Thirteen countries means thirteen different approaches. One of EBNSC's key strengths is that together with its National Partner Organisations (NPOs) it can provide a comprehensive picture of CSR in Europe from a single source.

EBNSC provides practical help, expertise and assistance to National Partner Organisations wanting to set up locally based initiatives and promote CSR. For example, it has acted as a catalyst to set up new national business networks in Belgium and Portugal. And it has worked with five national partners to establish their own CSR Resource Centres on the internet.

Together with its National Partner Organisations EBNSC facilitates national and international awareness raising sessions, exhibitions and events, and Seeing is Believing site visits.

Responsabilità Sociale
dell'Impresa

Bridging European Policy

EBNSC was launched in October 1996 following the European Declaration of Business against Social Exclusion. This was initiated by Jacques Delors and twenty business leaders. Since then EBNSC and its member companies have benefited from a proactive relationship with each Commission Presidency.

EBNSC in partnership with the European Commission provides a bridge between business, national governments and European policy makers, creating a greater understanding of their respective roles. Through EBNSC, member companies now have the opportunity to define the European Corporate Social Responsibility agenda.

Social Cohesion



"You have started a job which is of the utmost importance for Europe's future. Combating unemployment and social exclusion is a major challenge for Europe and top priority for the new Commission."

Romano Prodi.

President of the European Commission.

"With regard to social cohesion and corporate social responsibility, the EU has enormous under-used potential which we need to apply, not only to raising employment levels...but also to develop exemplary, sustainable and equitable societies."



Anna Diamantopoulou.

European Commissioner for Employment, Industrial Relations and Social Affairs.

Communicating and Campaigning

EBNSC raises the profile of CSR in Europe by providing practical advice and information. It is the Reference Centre on CSR; with an extensive European CSR library, national profiles, information on communication and reporting, a quarterly CSR magazine, a range of specialist publications, and over five hundred case studies on good business practice.

Companies, governments, academics and non-profit making organisations across Europe use the EBNSC Internet Resource Centre. The website has an average of seven hundred and fifty visitors a month.

EBNSC organises events, workshops and seminars on thematic topics including Equal Opportunities, Cause Related Marketing, Finance and Investment. It also provides opportunities for high level debates on a wide range of issues.

"A world community can exist only with world communication. It means common understanding, a common tradition, common ideas, and common ideals."

Robert M. Hutchins.
Author of The Learning Society.



www.ebnsc.org

Providing Services and Expertise

EBNSC constantly stimulates new ideas and approaches. Through its Programmes EBNSC brings together practitioners, researchers and experts Europe wide to develop and promote CSR.

Adopting a thematic approach, it creates the most up to date business tools to analyse, benchmark and distribute information. For example the CSR Communication and Measurement Programme brings together the most recent resources on 'what' and 'how' companies report about their social practices. This enables them to assess their own social performance and compare themselves to others.

To meet the needs of its member companies, EBNSC provides tailor made services like feasibility studies and strategic planning on pilot projects. It also organises Seeing is Believing visits, and produces training material.

"Our goals have been to understand the issues, to show what each of us can do about them, to signpost where further information can be found, and-above all-to stimulate debate".

John Elkington and Julia Hailes.

Authors of Manual 2000, Life Choices for the Future You Want.

MEMBERSHIP

All Companies and Organisations Interested in Corporate Social Responsibility in Europe are Welcome as Members.

- I am interested in Board Membership and wish to participate in EBNSC at a strategic and policy level. **Minimum fee 10,000 Euro** – contact : Ann Vandenhende, Jan Noterdaeme, - EBNSC co-ordinators, tel: +32 2502 83 54.
- I am interested in Affiliate Membership. Affiliate membership means we keep you up to date with developments on CSR.

Affiliate Members Privileges

- Access to EBNSC expertise on CSR
- Access to EBNSC Communication and Research tools
- The quaterly CSR magazine
- The opportunity to be directly involved in EBNSC Programmes
- Priority places at EBNSC conferences and events
- Information about European Commission initiatives

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Euro 250 : companies with less than 100 employees and local not for profit organisations

Euro 500 : companies with more than 100 employees, national foundations and universities.

Fax back form for Affiliate Membership

company/organisation _____ sector _____

contact _____ position _____

address _____

postcode _____ country _____

telephone _____ fax: _____ email: _____

EBNSC Rue du Prince Royal 25, 1050 Brussels,

tel: +32 2 502 83 54, fax: +32 502 84 58 email: ebnsc@ebnsc.org web: www.ebnsc.org



Johnson & Johnson



Shell



SUEZ LYONNAISE DES EAUX

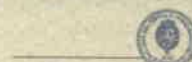


Portugal Telecom

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CAISSE DES DÉPÔTS ET CONSIGNATIONS

RWE

AKTIENGESELLSCHAFT



GROUPE
Casino



CARIPLO

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France Telecom



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DANONE

AerRianta

DIAGEO



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