



CORPORATE SUSTAINABILITY INFORMATION AND TRAINING IN EUROPE

SITUATION ANALYSIS ON CORPORATE SOCIAL RESPONSIBILITY (CSR) ACTIVITIES ON SMEs - 2011

Executive Summary

Poland



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Introduction

The current report gives an overview about the situation in CSR training and CSR needs of SMEs in Poland. The CSR process is not widely known and remains something fresh. As everywhere else, there is no common understanding of the term, no widely accepted definition. The CSR as such was brought to Poland as a part of PR and communications tools of large multinational corporations approx. 10 years ago, until now the most widely presented so called "good practices" origin from the large MNE's.

1. Situation analysis of current CSR training offer

Trainings in the CSR topic organized by universities and implemented in postgraduate studies as well as CSR trainings offered by private service provider include general approaches like:

- Development of CSR ideas/strategy
- CSR regulation in European Union and Poland
- CSR reporting in general
- Communication processes about CSR policy
- Risk and barriers connecting with the implementation of CSR reports

Some institutes (e.g. Tischner European College in Kacow) are offering in addition specific approach in 4 levels: employees, community, market and environment including:

- Ethical behavior towards employees
- Managing diversity
- Socially responsible investment
- Social marketing
- Innovation used as CSR driver
- Ethical behavior and fair play in business relations
- Carbon Footprinting
- Sustainable production and consumption

2. Analysis of needs of competences on CSR from SMEs' and VET institutions' perspective.

2.1. SMEs' perspective

Social responsibility of business (CSR) in Poland is not well known term both among consumers and small businesses. Different surveys show only 3-8 % of Poles is familiar with CSR concept. The principles of responsibility of business reflect mainly in their

strategies. One of the reasons of such tendency is the attitude of Polish consumers, who consider not the business reputation but price to be the most important factor in buying. Because of that the need analysis is combined with recommendations from the Polish Entrepreneurship and Economic Development Research Institute. What are the needs of Polish SMEs in the area of employees, community, market and environment?

Employee related needs include knowledge about, improvement of working condition, appropriate balance between professional and private life, equal opportunities and diversification, training and carrier development (including carrier planning), communication/updating and involvement of workers in decision making process, fair and square payment or financial aid for employees

Community related needs include knowledge about social and/or employment market integration, improvements in local infrastructure, financial or material support of local public bodies, support for global community

Market related needs include knowledge about activities targeting improvements in product quality and safety, voluntary customer services, fair prices, ethical marketing, timely payments, cooperation with local partners, promoting good standards in supply chains, support for creating local/regional business cooperatives

Environment protection needs include knowledge about designing of environmentally friendly products and processes, effective use of natural resources, reduction in waste production, use of 'environmental' assessment of suppliers with respect to their environmental standards, updating partners, customers and communities on environmental issues.

2.2. VET institutions perspective

Current CSR trainings are targeting people engaged in creation and implementation of strategies in business, people interested in competitiveness increase, marketing managers, PR and sale, professionals on CSR, professionals on communication with market, professionals on human resources, compliance managers, team leaders, nongovernmental workers and public administration workers and students.

For implementing an effective CSR process it is important to engage people which have power to decide. The need from the VET institutions perspective is to engage more directors, general managers and board members of SMEs.

3. Gap analysis on CSR training offer and identified needs on SMEs

In Poland there is a gap in the specific CSR training approach especially in the areas of:

- Market related training offers, particular in the field of:
 - o Price policy as construct of production process and sustainable responsibility
 - o Sustainable supply chains policy
- Environmental protection training offers, particular in the field of:
 - o Waste management in SME's
 - o Effective communication of environmental issues towards business environment

4. Recommendations

For Poland it would be interesting to offer training concepts in 4 topics by gaining from European experience in the market relevant (1st area) and the environmental relevant area (2nd area).

Market related training activities – in sense of clients, business partners, suppliers – should include following areas:

- ✓ CSR as a quality aspect implemented in the price policy
- ✓ CSR standards in supply chains

Environment protection training activities should concentrate on the following areas:

- ✓ Implementation of sustainable waste policy within daily business
- ✓ Communication process towards partners, customers and communities on environmental issues.

The CSR training should target the decision level of SMEs (directors, general managers and board members).

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Glossary of Abbreviations

CSR	Corporate Social Responsibility
SME	Small and Medium Enterprise
VET	Vocational and Educational Training
NGO	Non Government Organisation
NACE	Nomenclature générale des Activités économiques dans les Communautés Européennes
UNDP	United Nations Development Programme
ISO	International Organization for Standardization
OHSAS	Occupational Health and Safety Assessment Series
SA	Social Accountability (Standard)
BSCI	Business Social Compliance Initiative