



2nd International Conference  
**SUSTAINABLE CONSUMPTION AND PRODUCTION:**  
*how to make it possible*  
29-30 September, 2011

Institute of Environmental Engineering,  
Kaunas University of Technology,  
Kaunas, Lithuania

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**1. SESSION**  
**SUSTAINABLE CONSUMPTION & CORPORATE SOCIAL RESPONSIBILITY**

*1<sup>st</sup> part: SUSTAINABLE CONSUMPTION*

Chairperson of the session: Neil COLES (UNEP/Wuppertal Institute)  
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2.	<b>Initial Review for Sustainable Consumption and Production - Diagnosis Tool Overcoming Barriers for Cleaner Production</b>	Vladimir DOBES, Czech Republic
3.	<b>Sustainability of Catching-up Growth and Convergence of New Central and Eastern European EU Member States</b>	Prof. Romualdas JUKNYS*, Genovaitė LIOBIKIENĖ, dr. Renata DAGILIŪTĖ, Lithuania
4.	<b>Logistics as a Connection Between Sustainable Consumption and Sustainable Production</b>	Prof. Jonas ČEPINSKIS, Ignas MASTEIKA*, Lithuania

*2<sup>nd</sup> part: CORPORATE SOCIAL RESPONSIBILITY*

Chairperson of the session: Cristina ROCHA (National Laboratory for Energy and Geology (LNEG), Portugal)  
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*2<sup>nd</sup> part: CORPORATE SOCIAL RESPONSIBILITY*

**Social Responsibility as a Tool to Achieve Sustainable Development in SMEs**

Gintė Jonkutė\*, Jurgis K. Staniškis, Dovilė Dukauskaitė

*Institute of Environmental Engineering, Kaunas University of Technology  
K. Donelaičio str. 20, LT-44239 Kaunas, Lithuania,  
[ginte.jonkute@ktu.lt](mailto:ginte.jonkute@ktu.lt), [jurgis.staniskis@ktu.lt](mailto:jurgis.staniskis@ktu.lt), [dovile.dukauskaite@ktu.lt](mailto:dovile.dukauskaite@ktu.lt)*

**ABSTRACT**

During the past decade companies' Social Responsibility (SR) has gained a significant importance globally. SR is companies' ideology, politics and practice when they voluntarily follow the principles of human, society and environment respect in the relations of all the stakeholders from society, business and government.

Although small- and medium-sized enterprises (SMEs) are evolving to play a significant role within the modern global economy, SR in SMEs has still received relatively little attention. Obviously, the success of SR strategies depends on the quality of staff performance in this field, which is largely related to the quality of education on SR. Whereas it is a lack of know-how and experience to support the systematic integration of SR practices in the management process of SMEs, there is a need of specific training materials and tools strictly adjusted to fit their needs and expectations.

This article is based on a literature review of current training materials and training offers on SR in Lithuania as well as on the analysis of needs of competences on SR from SMEs' and Vocational Education and Training (VET) institutions'/universities' perspective obtained from two different surveys. The paper provides a summary of the existing SMEs' activities, needs and perspectives, with a special focus on the issues from the new international standard on SR ISO 26000.

According to the results of this study, for many SMEs in Lithuania SR is still a new concept. There is the lack of know-how as well as the absence of information about SR's profit for company and employees. The majority of SMEs don't count on specific knowledge and skills to integrate SR in their activities and none of the studied companies use any training materials or tools for SR implementation. The results of the research show that the training resources for companies should be suitable to attain more specific purposes of SMEs and include comprehensive information about SR's profit. Moreover, all training materials need to be easily accessed and simple to understand and to apply and must offer such kind of training that could ensure deep knowledge on SR not only for the top management of the company, but primarily for the employees, on purpose to raise their consciousness.

**Key words:** *Corporate Social Responsibility (CSR), ISO 26000, Social Responsibility (SR), SMEs, training materials/tools.*



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