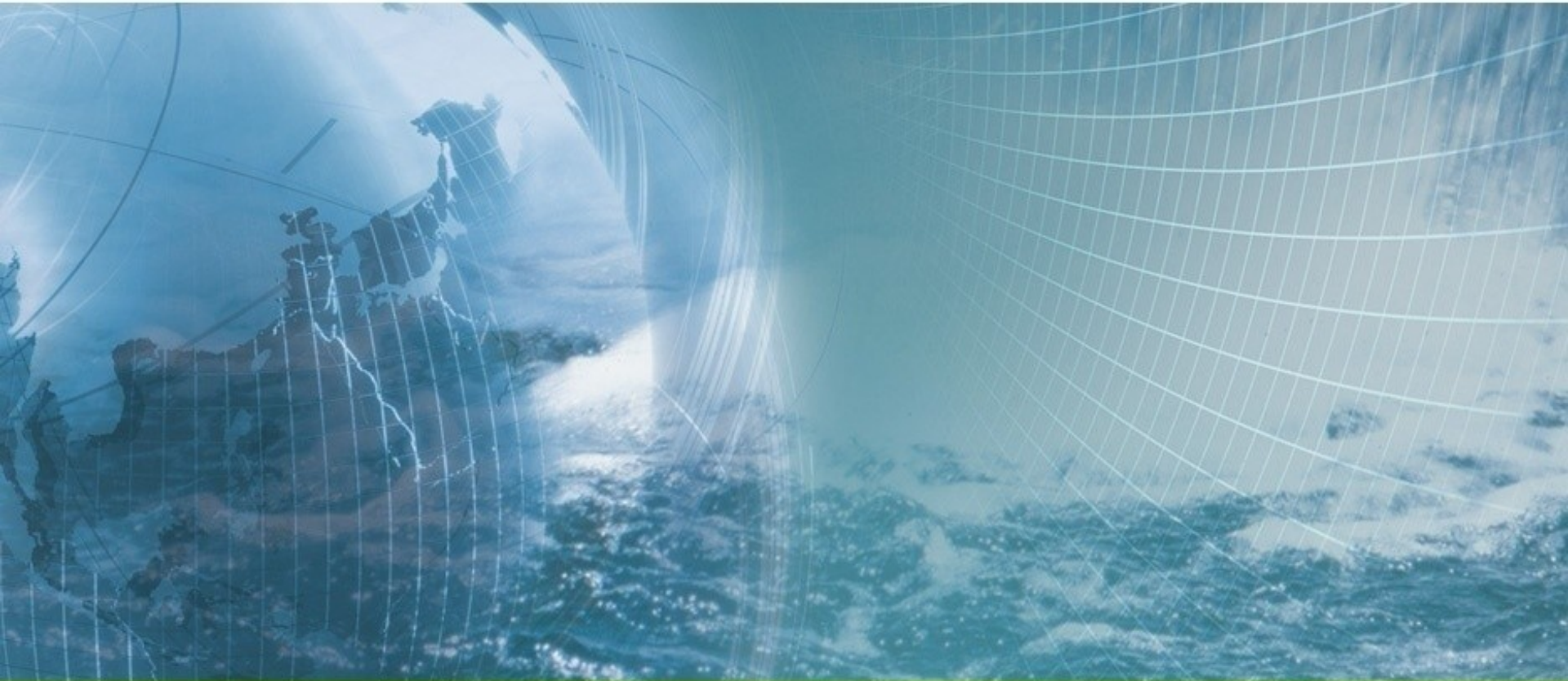


United Nations Industrial Development Organization

*Damla Taşkın – CSR for Competitiveness – A case from Turkey
08th November 2012*



UNITED NATIONS
INDUSTRIAL DEVELOPMENT ORGANIZATION

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BAYER
PHARMACEUTICAL
PRODUCTS.

ASPIRIN
*The substitute for
the salicylates*

PROTARGOL
QUINALGEN
HEROIN
*The sedative for
coughs*

LYCETOL
The uric acid solvent

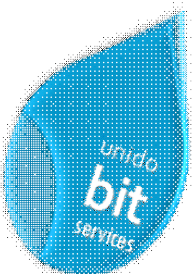
SALOPHEN
*The anti-rheumatic and
antimigraine*

EUROPHEN
HEROIN HYDROCHLORIDE
SOMATOSE
SYCOSE
TRIPICAL

SEND FOR SAMPLES AND LITERATURE TO:

**FARBENFABRIKEN OF
ELBERFELD CO.**

**40 STONE ST
NEW YORK.**



According to repeated nationwide surveys,

More Doctors Smoke **CAMELS** than any other cigarette!



Doctors in every branch of medicine were asked, "What cigarette do you smoke?" The brand named most was Camel!

You'll enjoy Camels for the same reason so many doctors enjoy them. Camels have cool, cool nicotine, pack after pack, and a flavor unmatched by any other cigarette. Make this week's test: Smoke only Camels for 30 days and see how well Camels please your taste, how well they suit your throat as your steady smoke. You'll see how enjoyable a cigarette can be!

THE DOCTORS' CHOICE IS AMERICA'S CHOICE!



DR. MARY H. SMITH says: "I pack Camels. They taste great and I love the taste."



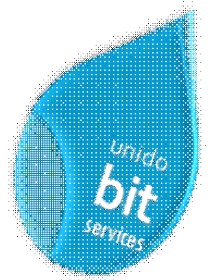
DR. ROBERT J. SMITH says: "I go over wherever there's a doctor and they all smoke Camels."



DR. HENRY J. SMITH says: "Camels are the only cigarette that I can smoke all day long."



For 30 days, test Camels in your "T-Zone" (T for Throat, T for Taste).



For a better start in life
start **COLA** earlier!



How soon is too soon?

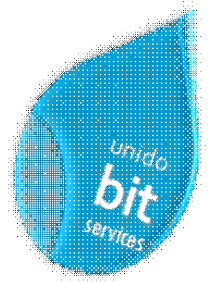
Not soon enough. Laboratory tests over the last few years have proven that babies who start drinking soda during that early formative period have a much higher chance of gaining acceptance and "fitting in" during those awkward pre-teen and teen years. So, do yourself a favor. Do your child a favor. Start them on a strict regimen of sodas and other sugary carbonated beverages right now, for a lifetime of guaranteed happiness.

The Soda Pop Board of America
1515 W. Hart Ave. - Chicago, ILL.

- Promotes Active Lifestyle!
- Boosts Personality!
- Gives body essential sugars!



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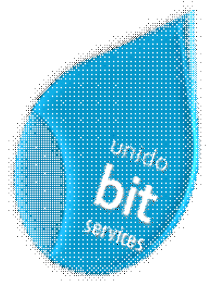


What is Corporate Social Responsibility

Private sector's contribution

to sustainable development

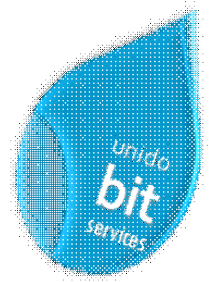




UNIDO Cluster Definition

“A cluster is a sectoral and geographical concentration of small/medium enterprises facing common opportunities and threats.”



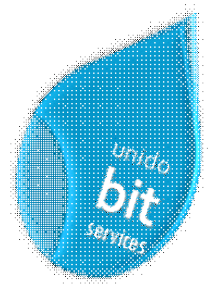


The Global Compact

The United Nations Global Compact;

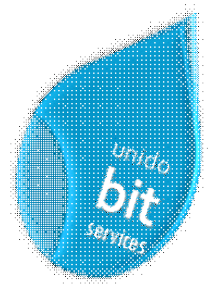
is a strategic policy initiative for businesses committed to aligning **operations and strategies** with 10 universally accepted principles in the areas of:

- Human rights
- Labour
- Environment
- Anti-corruption



The Global Compact and UNIDO

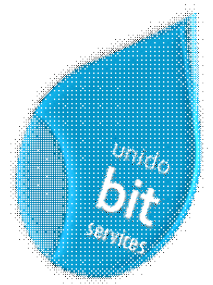
- As of June, 2003 UNIDO is the fifth UN core agency of the Global Compact.
- Invited in order to address the specific needs and support requirements (SMEs) - an area in which UNIDO's expertise is globally acknowledged.
- UNIDO has special responsibility for SME's



Cluster Based CSR Approach

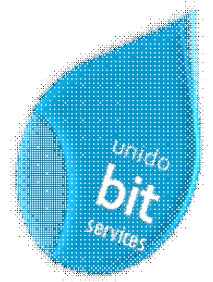
Why a cluster based approach is more effective in reaching out to SMEs with a CSR agenda?

- Cluster SMEs have to deal with the same stakeholders and the same community
- Same legislative and policy environment
- Similar or same institutional setup
- Sometimes same buyers groups



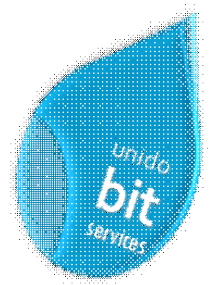
Cluster Based CSR Approach

- CSR values and strategies are developed by a cluster as a whole system, not by individual enterprises
- Company specific CSR initiatives and actions are fed back into / aligned with a sustainability agenda of a cluster region
- There are a lot of CSR initiatives that can be launched IN a cluster, but this is not the same as the sustainable development OF a cluster



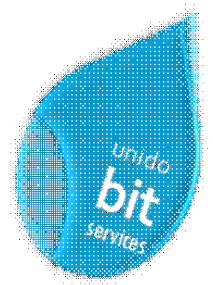
Cluster Based CSR Approach

- Similar brand awareness
- Face common social challenges and environmental problems
- More cost effective to work on CSR collectively as a system of interlinked SMEs and institutions
- Geographical proximity and product similarity facilitates exchange of experience and lessons learned



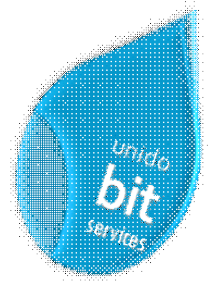
Do we need CSR Approach for Clusters ?

- Buyers require it
- Consumers require it
- Employees require it
- Innovation in its best sense
- A great tool for competitiveness
- In line with the spirit of a cluster – increased social capital
- Collective identity - easier to motivate people around these objectives



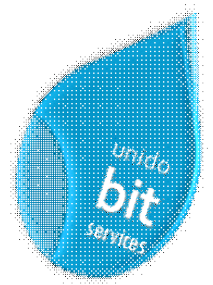
Do we need CSR Approach for Clusters?

- Enhanced image for the cluster
- Brand differentiation
- Reduced costs for the requirements
- This is non other than sustainability itself
- Long term thinking
- The SMEs within the cluster can benefit themselves while benefiting the others



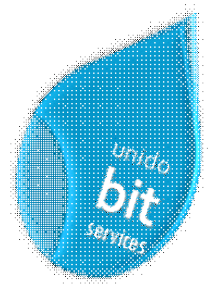
REAP – Responsible Entrepreneurs Achievement Programme

- **A CSR-based management methodology and reporting tool** developed by UNIDO
- Disseminated worldwide, via a network of trained and qualified **UNIDO CSR experts.**
- Certified experts come from various types of public or private business support and advisory institutions
- This approach seeks to increase the CSR outreach via training the knowledge multipliers and practitioners



REAP allows for

- Effective assessment of SMEs' CSR performance
- **Implementation of CSR principles** with a concept in line with a company's core business strategy, productivity considerations, operational costs savings and enhanced market access
- Marketing and integrating SMEs in global value chains
- Standardized **reporting** for global benchmarking and assessment of SME suppliers

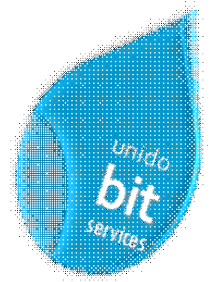


CSR at Work in the Cluster

UNITED NATIONS JOINT PROGRAM MDG-F 2067

Harnessing Sustainable Linkages for SMEs in Turkey's Textile Sector

- Collaboration of UNDP, ILO and UNIDO
- İTKİB is the National Implementing Agency
- 3 year program in order to contribute to the achievement of Millennium Development Goals



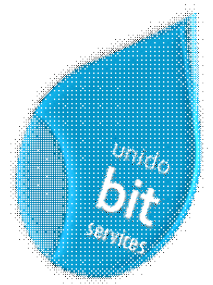
CSR at Work in the Cluster

Harnessing Sustainable Linkages for SMEs in Turkey's Textile Sector :

The JP focuses on two interrelated and complementary **outcomes**:

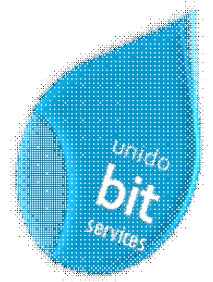
1. Strengthening the **productivity and innovation capabilities of the SMEs** in the Turkish textile industry, and

2. Integrating **sustainable development, social and environmental principles and gender equality** into the business processes and practices of the Turkish SMEs in the textile industry.



CSR at Work in the Cluster





CSR at Work in the Cluster

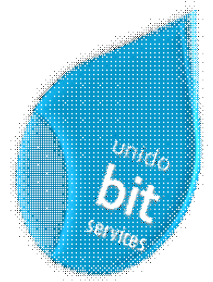
UNIDO Activities in the JP

1. Clustering Component

Development of the Textile Cluster in the 4 provinces and also as an industry along the whole value chain

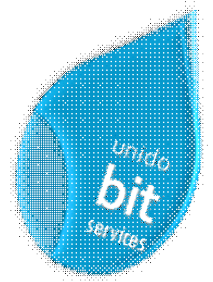
2. Corporate Social Responsibility Component

Training, counselling support for the value chain, special reports and recommendations, policy advice



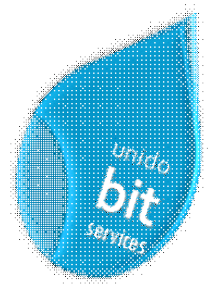
CSR component within the UNJP

- Gathering the links of the value chain around one table:
 - Buyers, multinational brands, exporters, Tier 2 and lower in the value chain
- Raising awareness, training counsellors
- Training suppliers in order to meet buyer requirements
- Cooperation with the multinational brands
- CSR Counselling launched within the cluster
- Based on the outcomes; policy advice will be prepared to be submitted to the relevant Ministries
- CSR is adopted as a tool for competitiveness!



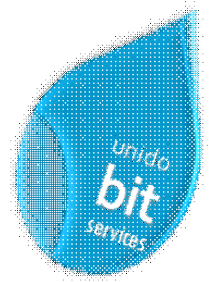
CSR approach within UNJP clusters

- This approach was not previously foreseen, totally innovative!
- All related work is the activity of the cluster anyway
- We work with some of the SMEs in the cluster but design the programmes for the whole cluster
- We will upscale the approach for other industries and clusters pulled by the leading firms
- A systemic approach is needed involving the local cluster organizations from the beginning



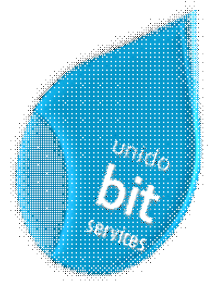
What did we learn?

- The buying decision is based on 4 factors:
 - Quality
 - Delivery time
 - Price
 - CSR
- All are equally significant !
- We cannot assume the role of the government
- Cooperation between the buyer and the cluster
- Need for CSR to be integrated into incentive programmes and governmental policies



What did we learn?

- Cluster members need support, practical tools
- How low can you go down the value chain?
- Issues vary by industry _ Social vs. Environmental
- Need for clear responsibilities
- Is CSR only philanthropy?
- SMART indicators, achievable goals, motivation
- It all comes down to honesty and goodwill
- CSR is indeed a tool for competitiveness!

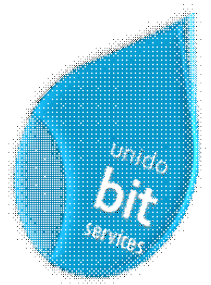


Only when the last tree has died and the last river been poisoned and the last fish been caught will we realize that money cannot be eaten.

~Cree Indian Proverb



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Thank you...

Damla Taşkın – UNIDO

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