

Responsible



Public Policies as Enablers of CSR

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Public Policy and the promotion of CSR

- Global financial crisis → Increased government involvement in the business sector. Governments ought to become more proactive in promoting CSR + good governance through public policies
- Companies should:
 - Look at governments as key stakeholders of their operational structures
 - Become more aware of the public sector's efforts to promote CSR
 - Companies can increase the impact of their CSR strategy and improve the sustainability of their programs



Trends in national policies

- Voluntary guidelines to guide companies on implementing socially responsible practises
- National campaigns to raise awareness about CSR issues
- Government funds available for the private sector in order to implement CSR programs



The role of the public sector

Public Sector Roles			
Mandating	'Command and control' legislation	Regulators and inspectorates	Legal and fiscal penalties and rewards
Facilitating	'Enabling' legislation	Creating incentives	Capacity building
	Funding support	Raising awareness	Stimulating markets
Partnering	Combining resources	Stakeholder engagement	Dialogue
Endorsing	Political support		Publicity and praise



Trends in national policies

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Examples of national policies

Type of Policy	Country	Agency	Instrument	Description
CSR Awareness Raising	Brazil	Sebrae	Publishing materials and engaging with SMEs	Agency publishes CSR manuals and indicators and performs workshops
	Canada	Foreign Affairs and International Trade Canada	CSR events	Canadian embassies hold CSR events in various countries
	Canada	Industry Canada	Training for business on benefits of CSR; resources available on website	Workshops, online resources, and toolkits
	China	Chinese Communist Party	CSR events	CCP holds policy dialogues with international organizations on CSR topics
	China	Government of Shenzhen	Public Hearing on CSR	Education of local businesses on the importance of CSR
Fiscal Incentives	United Kingdom	British government	Tax incentives	Tax regime for corporate community involvement and giving
Funds for CSR Implementation	Brazil	The National Economic Development Bank	Funds for CSR projects	Bank has funds especially allocated to CSR projects
	Mexico	Ministry of Economics	Funds to improve competitiveness of SMEs	Part of the allocated funds go to CSR programs
	Sweden	Swedish Business Development Agency	Funds for CSR projects	Promoting CSR in SMEs through the creation of business development tools, case studies, and regional incubators
	United Kingdom	Department for Environment, Food, and Rural Affairs	Funds for CSR projects	Funds projects in the nine English regions that contribute to one of the four U.K. Sustainable Development Strategy priorities
	United Kingdom	Department For International Development	Funds for CSR organizations	Agency funds the Ethical Trading Initiative
Labor Law Enforcement	Brazil	Ministry of Labor	Combating slave labor	Creation of special enforcement unit
	China	Government of Shenzhen	Harmonious Labor Relations promotion regulations	Regional adaptation of national law
Mandating Policies	Brazil	State of São Paulo	Holding public officials accountable to CSR	Elected mayors in São Paulo must publish list of goals for their terms, which address sustainable development
Public Recognition	Brazil	National government	Government CSR label	Recognizing companies that have good CSR practices
	China	Shenzhen Enter-Exit Inspection and Quarantine Bureau	Credit blacklist	Companies that break labor laws are exposed on public list
Responsible Investment	Sweden	National government	Legislation	National pension funds are required to draw up an annual business plan describing environmental and ethical considerations in investment activities

Level of Policy	Country	Agency	Instrument	Description
Binding Standards	Brazil	Ministry of Labor	Combating child labor	National programs and the creation of a database of child labor focal points
	Brazil	Ministry of Labor	Publishing materials and national campaigns	Promoting sustainable economic activities and SMEs
	Brazil	The National Economic Development Bank	Ethical code of conduct	Projects funded by bank must comply with code of conduct
	China	Chinese Communist Party	Labor Contract Law	The law requires companies to provide new protections for workers
	Mexico	Federal government	Public ceremony	Recognition of companies that employ people with disabilities
	Mexico	Mexican Council for Economic and Social Development	Seminars, workshops, and partnerships	National initiative based on the promotion, technical assistance, the interchange of good practices, and transfer of technology
	Mexico	Mexican Institute for Certifications and Norms	Publication of guidelines	Non-legally binding CSR directives for private sector
	Mexico	National Women's Institute	Government certificate	Certificate for companies and organizations that implement the gender equity initiative
	Mexico	National Women's Institute	Promoting gender equality	Intervention from government agencies, reform of legislation, and capacity-building inside the government and in the society
	Sweden	Ministry of Foreign Affairs	Companies commit to complying with OECD and Global Compact guidelines	Government promotes CSR through Swedish Partnership for Global Responsibility and provides members with workshops, seminars, and other engagement platforms
	Sweden	National government	Promoting CSR through state-owned companies	Government mandates reporting and audits state companies
	Sweden	Swedish Consumer Agency	Promoting consumer CSR awareness	Promotes awareness among consumers on CSR through training materials and the organization of round tables with stakeholders
	United Kingdom	British Standards	Certification	Development of consensus-based standards for stakeholders
	United Kingdom	National government	Impact assessment	Departments and agencies are required to include environmental and social costs and benefits in regulatory impact assessments
	United Kingdom	National government	Legislation	Disclosure regulation for reporting on ethical, social, and environmental issues of occupational pension funds
Voluntary Guidelines	China	Chinese Communist Party	CSR Guidelines for Foreign-Owned Enterprises	The guidelines provide useful blueprint for how to embed CSR into a company operating in China
	China	Chinese Communist Party	CSR Guidelines for State-Owned Enterprises	The guidelines urge SOEs to embed CSR policies into their business strategy
	Peru	Ministry of Mining and Energy	Community relations guide and rules for citizen participation	Guidelines for companies to use in design and implementation of CSR
	Peru	Ministry of Mining and Energy	Programa Minero de Solidaridad con el Pueblo	Companies contribute 3 to 4 percent of pre-tax profit to community development fund

The case of Cyprus

- Promoting CSR
 - Awareness raising
 - Research
 - Private-public partnerships
 - Business incentives
 - Management tools
- Ensuring transparency
 - Principles and codes of conduct
 - Labels, certification schemes and management systems
- Developing CSR policy
 - Sustainable development strategy
 - Environmental policies
 - Public procurement
 - Social policies
 - Fiscal policies



The Cypriot CSR Framework

CSR and Public Sector

- In-Company/On the job training programme, granted by HRDA
- Hiring Disadvantaged Individuals and Individuals with Disabilities
- Reduction of the gender pay gap between men and women
- CSR in the sector of Occupational Safety and Health
- E-procurement
- Environmental Management System
- ECOLABEL.
- Business awards.

Suggestions for Cyprus

- Set up a uniform body independent of all others on CSR eg CSR ombudsman
- Create the necessary culture in the business community by having a national action plan and requesting that the public and private sector in academia and business world embrace ethics and CSR

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