

CSR in Murcia Region



Lessons and Options for an Integrated European CSR Approach

Winston Churchill



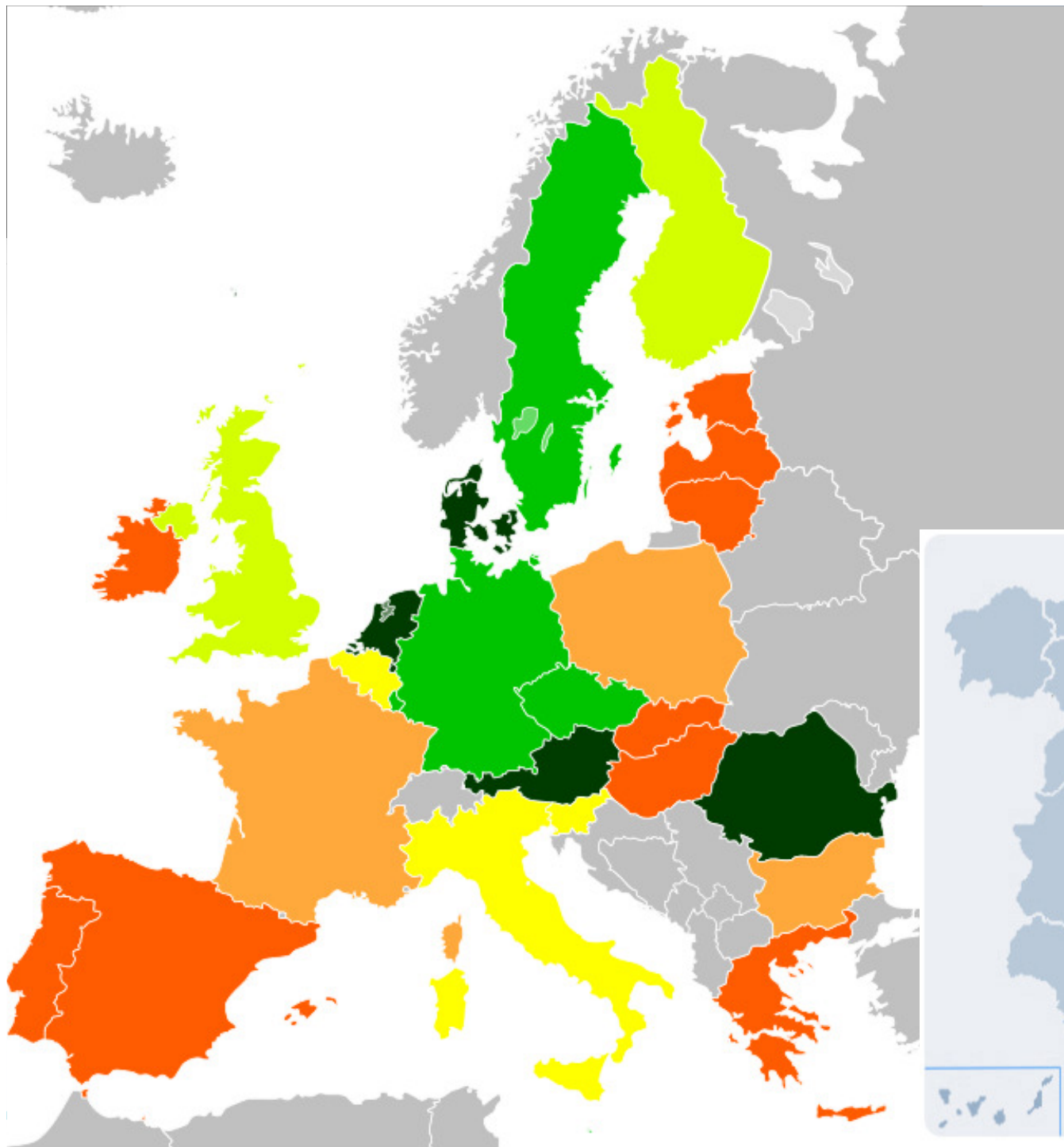
*The price of greatness is
responsibility.*



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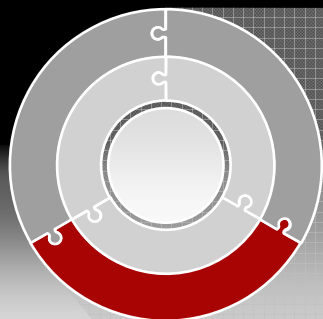


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Región de Murcia





Handbooks and multimedia guides on CSR

In the year 2008, Don Consultores worked on a series of guides about CSR for professional organizations of different economic sectors: road transport sector, plastics industry, agriculture and textile. These guides were funded by the Employment, Training and Education Department of Murcia Government.

These projects aimed at learning if companies were familiar with the term CSR; sensibilize them on CSR and spreading good practices implemented at companies in each of the sector studied.

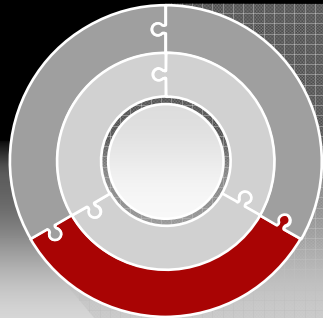
We wished to achieve a dynamic work that showed similar organizations across the region solutions which could be easily transferred to their own activity and thus, contribute to a sustainable, responsible and respectful growth for business.

We got the best results in the transport and plastic industries.

Idea



"I must do something" always solves more problems than "Something must be done."



Guides Structure

The guides were structured in two parts:

1. Introduction to Corporate Social Responsibility and Spanish and European laws
2. Business areas that can be managed through CSR and practical solutions.

We interviewed about 10-15 companies for each sector and included in the guides the name of the company and their particular contribution to society as an example to other organizations.

Dietrich Bonhoeffer



Action springs not from thought, but from a readiness for responsibility.

Structure

Interview Questionnaires

- CSR knowledge
- Business ethics and values.
- Business compromise with CSR
- Employment entrance and promotion and salary policies.
- Training.
- Conciliation of professional and personal life Plans.
- Community involvement
- Inner and outer communication.
- Safety and Health
- Environment.

Guides

1. Introduction
2. What is Corporate Social Responsibility?
 - 2.1. Spanish and European law on CSR
 - 2.2. Which business areas can be managed through CSR?

Practical solutions

 - 2.2.1. Human Resources management
 - 2.2.2. Health and safety at work management
 - 2.2.3. Environmental management
 - 2.2.4. Community involvement and development management
 - 2.2.5. Customers management
 - 2.2.6. Suppliers management
 - 2.2.7. Human rights
 - 2.2.8. Communication management
 - 2.3. How to implement CSR?
3. Equal opportunities between men and women and conciliation of professional and personal life
 - 3.1. Spanish legislation on equality and conciliation
 - 3.2. Implementing an equality plan
 - 3.3. Flexible businesses

Through the work done we could appreciate that SME of Murcia had not included SR as a business strategy yet; however we could identify some good practices and reach some conclusions.



GUÍA DE BUENAS PRÁCTICAS

Equilibrio de la Vida Profesional y Personal.
Responsabilidad Social Corporativa en el Sector
del Transporte por Carretera



Federación Regional de Organizaciones
Empresariales de Transporte de Murcia

CSR ROAD TRANSP ORT



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Road Transport Sector

1

75% of the interviewed companies had not heard about RSE before

2

The sector's peculiarities very often restrict the implementation of solutions for family/work conciliation and equality between men and women. Women participation is very low compared to men: 14% of women and 86% of men.

3

Companies are struggling to adapt their structural organizations (post, timetables, task distribution) to reach equality and conciliation objectives.

“Compartir el trabajo”

An odd example



“Sharing jobs”

A company that hires couples, both qualified as drivers, on long distance routes



Un caso curioso en una empresa de la Región es el de una entidad que se dedica al Transporte Internacional y contrata a matrimonios, cualificados ambos como conductores profesionales, para compartir las rutas.

Road Transport Sector

4

Human Resources management is quite more advanced: companies offer additional benefits to the salary such as Christmas presents, business hours adapted to school schedules, ...

5

All the companies feel their inner communication is fluent

Inner communication



Annual award to the best suggestion of improvement

“Ideas de mejora”



Para la empresa Químicas Meroño la opinión de sus empleados es muy importante. Mediante el programa de Ideas de Mejora, al que tiene acceso todo el personal, se recogen las sugerencias en materia de Calidad, Medio Ambiente y Prevención de Riesgos Laborales, y una vez analizadas se premia la mejor.

Además a final de año en la comida de Navidad se comunica a todos los trabajadores con una charla el balance de cómo han ido las cosas durante el año.

LOIEs



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Road Transport Sector

6

Community involvement. Most of the companies collaborate with their locations sponsoring local festivities, helping NGOs and social entities, etc.

7

Broadly speaking, outer communication of companies is poor, it is usually limited to their quality certifications

8

Regarding human rights, the most outstanding fact at the time was the integration of immigrants into the sector, particularly those coming from East Europe.

Suppliers



Paella competition between a road transport company and their suppliers at Christmas

Community involvement



Two local athletes were sponsored for Pekin Olympic Games 2008 by a small road transport company



Responsabilidad Social Empresarial en el Sector del Plástico.
Guía de Buenas Prácticas

CSR PLASTICS INDUSTRY

LOIEs



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Plastics Industry

1

77% of the interviewed companies had not heard about CSR

2

There are two main areas of technological development and investment in the plastics industry: minimize environmental damage of plastics and increase the security of the productive processes. Most of the companies are certified to guarantee the security of their processes and their environmental management.

3

The industry is struggling to develop bio-degradable products

IDEA



Employees of a plastics company set up and still keep their own international non- governmental organization to help children

Plastics industry

4

Work in shifts makes work/family reconciliation and equality difficult, there are about a 25% of women and 75% of men. Most of the women have administrative and technical jobs. However, many companies are struggling to implement good practices in their labour relation systems (jobs, business hours, task distribution, training, etc.)

5

One of the interviewed companies got the “flexible award” given by the Murcia Government

6

Gradual entrance of handicapped people in companies where the structure allows it

IDEA



Implementation of anti-stress shifts



CSR Agriculture

Responsabilidad
Social Corporativa
en el Sector Agrario

Planes de Igualdad y Conciliación

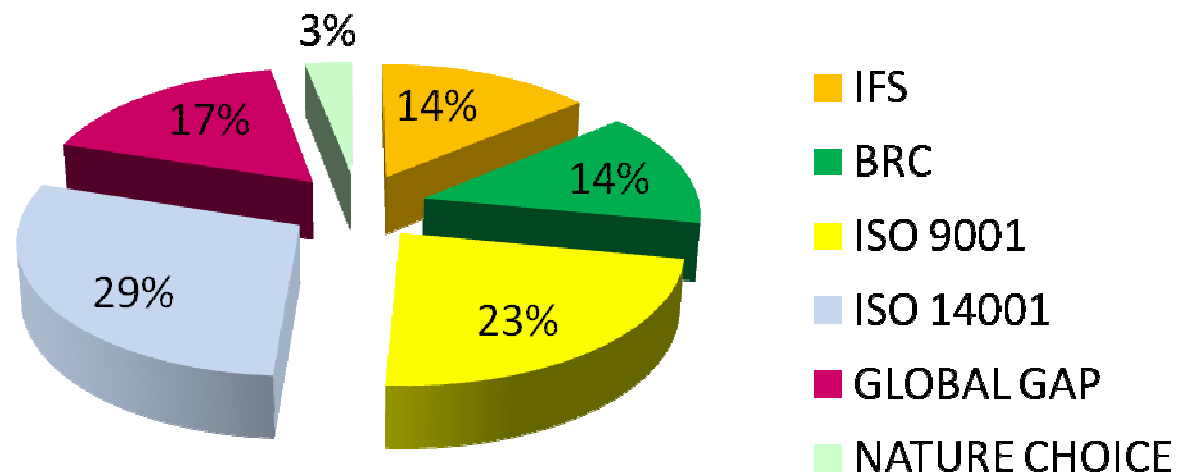


Agriculture

1

Most of the companies have certifications that go beyond legislation

Certifications



Agriculture

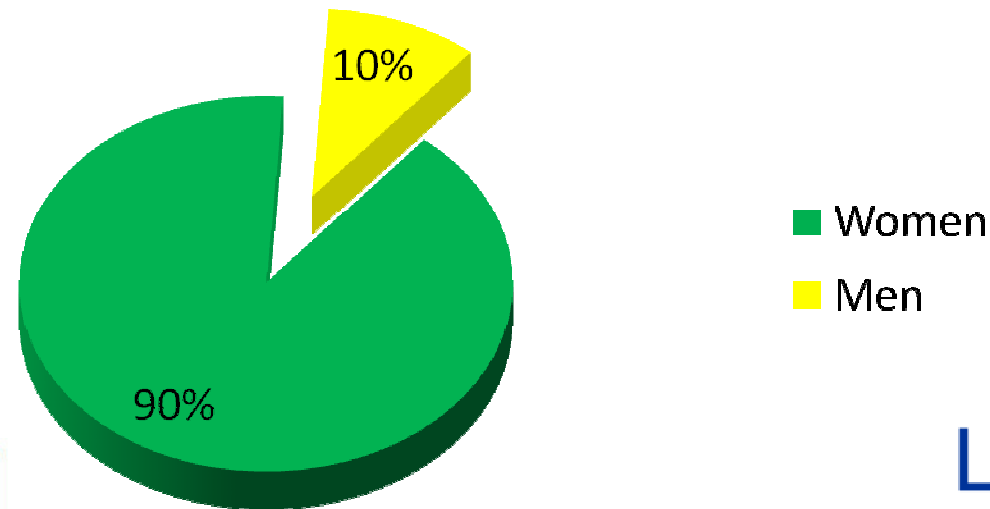
2

The sector is now working on work/family conciliation plans, although 99% of the companies visited had not implemented the plans.

3

The facilities offered are still mostly used by women: reduction of working hours, flexible schedules, etc.

Family/work Conciliation



Agriculture

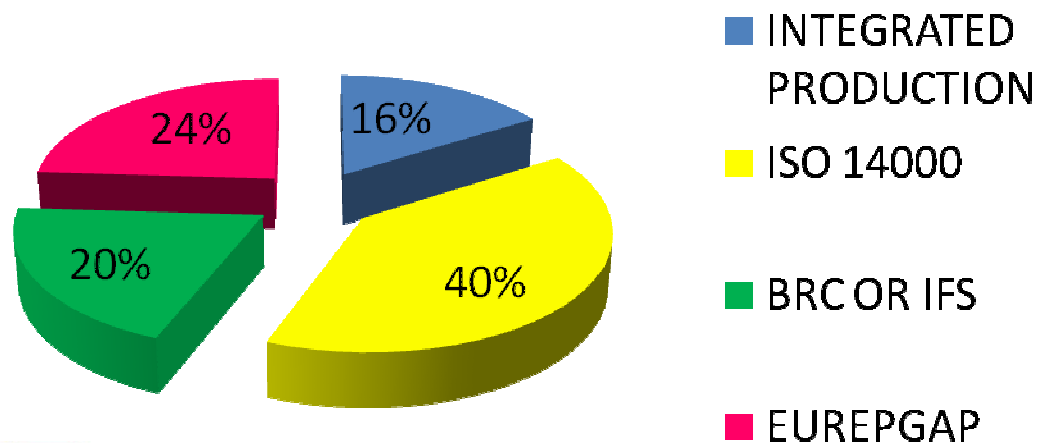
3

Environment protection is a fact within the sector. All the companies have at *least one internationally well-known* certification.

4

All the interviewed companies had annual training plans that allow the continuous training of employees at work hours

Environmental Certifications



Agriculture

5

Being aware of the interest of people in sustainable agriculture, the communicate their stakeholders their policies and practices.

6

The agriculture sector counts with employees who advise immigrants in administrative and official documents and help them to integrate.





FECOMUR

Responsabilidad Social
Corporativa en el Sector
de la Confección.

**Planes de Igualdad y
Conciliación**

**CSR
Textile
Industry**

Subvencionado por:



Región de Murcia
Consejería de Educación,
Formación y Empleo
Dirección General de Trabajo

Textile Industry

1

This sector contributed very little to the project due to the difficult situation they had. Many of them had no idea about the conceptual bases of CSR

2

67% of this industry employee are women, and a 33% are men; the distribution of their work hours and the jobs have favoured it.

3

Community involvement is a usual practice.

IDEA

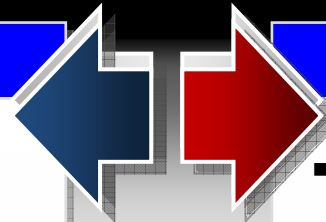


Continuous working periods (8.00 – 16.00) and taking work home

Summary

CSR

- Most of the organizations implement CSR type values from an intuitive approach.
- Most of the companies work on environmental care beyond legislation.
- Most of them are involved with their community donating their own products to NGOs, financing local festivity parties, sport events, etc.



CSR

- A few companies were familiar with the concept of CSR
- Apart from OSHAS certification is difficult to find practices beyond legislation in the area of occupational risk prevention.
- Although organizations are working for equality, equality plans are scarcely implemented.
- Small companies do not include the principles of CSR to their business strategies and decisions

