

Dear Sir/Madame,

Thank you for the opportunity to provide our input for the EU 2020 Strategy.

Please see our comments below:

CSR means combining long-term business success with environmental protection and social responsibility.

CSR enables companies to reduce risks and realize opportunities.

CSR helps companies establish social acceptance of operations (license to operate).

CSR should include the evaluation (LCA) of products/processes/services based on a holistic approach including several environmental, as well as economic and social aspects.

Mit freundlichen Grüßen

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Sustainability Center

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Chairman of the Supervisory Board: Eggert Voscherau

Board of Executive Directors:

Juergen Hambrecht, Chairman; Kurt Bock, Martin Brudermueller, Hans-Ulrich Engel,

John Feldmann, Andreas Kreimeyer, Stefan Marcinowski, Harald Schwager

----- Weitergeleitet von Eckhard Koch/BASF-P-P/BASF am 11.12.2009 15:59 -----

"Kerstin Born" <kb@csreurope.org>

11.12.2009 15:52

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Thema Important Message regarding Enterprise 2020 (Plain)

Dear Members,

As the year is coming to a close, we would like to share **four important messages** with you.

1. We would like to **extend the deadline for the Enterprise 2020 contributions to January 31, 2010**. Your account manager remains at your disposal for any outstanding questions or advice on the contributions. We thank all of you who have already provided valuable, insightful and innovative input and hope that they understand that we extend the deadline only because we recognize the challenges many of are facing towards the end of the year which makes the internal follow up to bring forward your most innovative initiatives even more difficult.

2. We would already like you to save the date for the **General Assembly meeting** which will take place on **April 21 and 22, 2010** and will mark the start of the practical dialogue and work

of Enterprise 2020 with the launch of the communities of practice and collaborative venture incubation. It will be the first opportunity to engage with other companies and stakeholders on their priorities and objectives in shaping the future of business and society in Europe. The event will also mark the 15 year anniversary of CSR Europe and as such will be a time to look at what we, together, have achieved since 1995 and look forward to what we will work towards in the next 10 years. The formal invitation with more details will follow in early January, 2010.

3. The re-elected **President of the European Commission José Manuel Barroso** recently addressed a letter (attached) to CSR Europe's President, Viscount Etienne Davignon, praising the role which *CSR Europe has played for establishing the modern EU Policy on CSR and in bringing the European Alliance (including more than 20 European Laboratories) successfully into reality*. He considers that *more than ever CSR is an indispensable vehicle for the restoration of trust in enterprises and in the market economy given the crisis and the challenges we are facing*. At the end of his letter, President Barroso counts on our continuous support and he looks forward to further fruitful cooperation.

We forward this letter to you as his kind words referring to CSR Europe are meant for you: the people who are making the network alive, with their work, time and tremendous input.

4. President Barroso has also launched a **public consultation** on giving the EU economy a brighter future through the "**EU 2020 Strategy**". This consultation is an **important opportunity for companies and organisations to provide input into the EU's long-term strategy by the 15th of January 2010**. Please find attached more detailed information on this new milestone initiative and some examples of statements you could provide in the consultation.

We look forward to our continued and valued cooperation in driving the CSR agenda forward at practical, political, European and national levels.

Kind regards,

Kerstin Born, Executive Director

&

Jan Noterdaeme, Senior Advisor on Stakeholder Relations & Strategy
(European C'Homme Pany on behalf of CSR Europe)

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CSR Europe's Toolbox – Equipping companies and stakeholders for responsible competitiveness: www.csreurope.org/toolbox

[Anhang "Barroso response.pdf" gelöscht von Nicola Kimm/BASF-AG/BASF] [Anhang "2009-12 letter to members EU2020 consultation.doc" gelöscht von Nicola Kimm/BASF-AG/BASF]